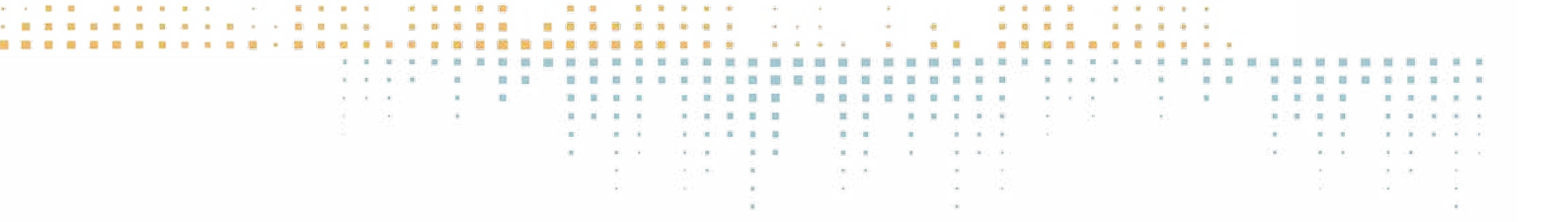




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Mediated [Dis]Continuities: Contesting Pasts, Presents and Futures



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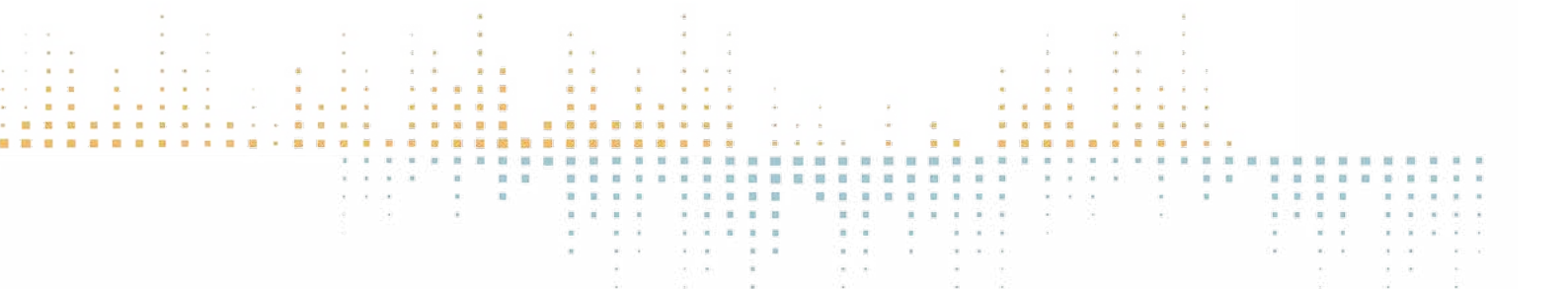
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KL 01

## Media and Civic Cultures in Western 'Late Democracy': the New Subjectivity and Sociality

Peter Dahlgren<sup>1</sup>

<sup>1</sup> Lund University, Sweden

Democracy in the West has passed through a number of historical transformations since its emergence two centuries ago. Democracy today is entering a new period of profound change, one that we might call 'late democracy'. It is characterized by more and newer forms of engagement, as well as increasing problems of governance. It is driven by an array of major factors - political, economic, social - but I suggest that the contemporary landscape of the Web/social media is also a major player. In particular, the media are serving to foster new modes of subjectivity and sociality, which in turn impact on the character of civic cultures and the participation that they can facilitate.

The enhanced involvement of citizens is seen, if not in decision-making, at least in public sphere access and activity. Traditional 'filtering' functions of elites are in decline, allowing more space for more civic voices, in more communicative registers. Late democracy is also increasingly torn by the unaccountable neoliberal power and other dilemmas. The amplified character of public voices, not least online, make increasingly visible the failures, indifference and corruption of political and economic elites. This can result in cynicism and apathy but also in rage and mobilization.

The Web/social media have certainly been essential for much participation, but also have less laudable sides. In this digital enclosure, the logics of their political economy and technical design, the cultural patterns of the habitus they engender, and the uses to which they are put, are changing the character of self-perception and strategies of social interaction. Privatization, commodification, and narcissism; populist, uncivil, and even baleful discourses; mistrust of elites, experts, other citizens, and media sources - are not per se new, but have been massively amplified by the media. It is at these points of tensions that we find important areas of research.

KL 02

## Beyond Cold War thinking: The Past, Present and Future of European Communication

Sabina Mihelj<sup>1</sup>

<sup>1</sup> Loughborough University, UK

Over the past twenty-five years, research on media and communication in communist and post-communist Eastern Europe has advanced considerably. As this lecture will show, historical studies have challenged entrenched perceptions of communist media as mere puppets in the hands of the party-state, and revealed intriguing similarities with media trajectories in liberal democratic countries. At the same time, the analysis of post-communist media transformations also developed apace, and expanded its scope from the initial concern with media regulation and political communication to issues of popular media and audience engagement. Thanks to this body of work, European communication scholars are now in a much better position to grasp the dynamics of pan-European and global media landscapes than they were a quarter of a century ago. Yet for all the efforts, little of this research has so far had a decisive impact on mainstream debates in communication and media studies. It is still common to encounter books, articles and projects that purport to be European or global in scope yet hardly include any material from the region; and by and large, the division of labor in the discipline continues to reserve theory development for western and especially Anglo-American scholars, while relegating others to empirical testing and application. The last part of this lecture will investigate reasons that perpetuate the long-standing imbalances in European communication research, and consider possible ways of making the field more genuinely pan-European.

**KL 03****Cables, cameras and other fossils: media pasts and media futures**

Joanna Zylińska<sup>1</sup>

<sup>1</sup> University of London, Goldsmiths, London, UK

My talk will adopt a media-ecological perspective to explore parallels between biological extinction and technical obsolescence. Its argument will be anchored in the notion of “media fossils”: remnants of our media history that will continue long into a posthuman future as discarded techno-trash, materials decomposing in the air, soil and oceans, as well as cosmic debris. Through an exploration of various sites of media present and media past, I will offer a mediation of, and a meditation on, our human relation to devices that we create and discard, on the desire for new products that fuels so-called innovation, and on the politics, ethics and aesthetics of waste. My method here will be that of an amateur geologist-philosopher-artist, one whose process involves an affective-material excavation of the past mixed with a textual and visual speculation about the future. It will differ therefore from the more brazen exploratory pursuits, in which (predominantly male) media archaeologists and geologists thrust their probes into deep time across cosmic scales, offering a God’s eye view of the universe’s geological, biological and art-historical strata. My project will be much more modest in scope in that it will offer what Donna Haraway has called a “view from somewhere.” Tentatively described as “shallow media geology,” my excavatory quest will lead me to several localized material and conceptual fossil sites in search of various media pasts – and media futures.

**KL 04****Platforms and publishers: coming to terms with a new digital media environment**

Rasmus Kleis Nielsen<sup>1</sup>

<sup>1</sup> University of Oxford, UK

What does the continued, global rise of platforms like Google and Facebook mean for public communication in a new digital media environment, and for how we research and understand public communication? That is one of the central questions facing the field of communication research today. In this lecture, I examine the relationship between publishers and platforms as one key part of how the rise of digital intermediaries is playing out, and show how news media—like many others—are becoming simultaneously increasingly empowered by and dependent upon a small number of centrally placed and powerful platforms beyond their control. As a range of different intermediaries including search engines, social media, and messaging apps become more and more important in terms of how people access and find information online, and in turn restructure the digital media environment itself, communication research is faced with a set of interlocking questions concerning both our intellectual work and our public role. The intellectual questions include the need to understand how people use these platforms to engage with public communication, but also institutional questions including how different platforms engage with other players (like publishers) and how these other players in turn adapt to the rise of platforms, as well as political questions concerning the implications of their rise. The question concerning our public role concerns how existing ways of doing and communicating communication research fits with our ability to understand—and help others understand—an opaque and rapidly-evolving set of processes profoundly reshaping our media environments.

Friday, November 11  
11:00 – 12:30

*K. Schroeder<sup>1</sup>*

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In the present “media manifold” (Couldry 2012: 44), cross-media approaches to investigating media use are gaining a new relevance, although the cross-media perspective has some historical precedents in research about patterns of media use, such as the work of Katz, Gurevitch & Haas (1973) and Silverstone & Haddon’s study of *The Household Uses of Information and Communication Technologies* (e.g. Silverstone 1994). In this age of connectivity and media-saturated cultures, people compose and make sense of their media diets across a variety of different media (Lundby 2009: 2; Lunt/Livingstone 2015: 4). The participants in this panel argue that media users’ cross-media repertoires should be studied in terms of two ‘levels’ and three ‘layers’. As regards ‘levels’, the first level refers to the individual media user, whose personal cross-media diet can be characterized as a personal “media repertoire” (Schröder & Kobbernagel 2010; Hasebrink/Domeyer 2012). The second level refers to “social domains” (communities, organizations, etc.) that can be analyzed as communicative figurations characterised by a particular “media ensemble” (Hepp/Hasebrink 2014; Taneja et al. 2012). The participants in this panel will bring these two perspectives into dialogue with each other. To interlace both perspectives will help clarifying the conceptual and empirical relation between cross-media use as individual practice and as part of the communicative figuration of a social domain: On the individual level, media repertoires are composed of media-related communicative actions, by which individuals relate themselves to the social domains they are involved in. On the level of social domains, media ensembles are characterized by the media-related communicative practices of the figuration of actors involved in the social domain. With respect to the ‘layers’ of media repertoires, it can be argued that we need to study the interrelations between the three layers of 1) repertoires based on media types; 2) repertoires based on media titles; and 3) repertoires arising from a gateway layer, based especially on the growing role of social media for people’s encounter and engagement with news sources. The five papers in this panel cover all three layers of media repertoires, and discuss their implications for the composition and breadth of citizens’ media diets, including the variety of news sources that citizens encounter routinely, purposefully or inadvertently. This panel brings together scholars from different theoretical and methodological backgrounds, whose research on users’ appropriation of media ensembles provides a cross-fertilizing perspective on the understanding of the formative – including media systemic – influences on contemporary landscapes of traditional and new media. The aim of the panel is thus to contribute to a sophisticated theoretical understanding of ‘everyday media users’, which critically addresses an important aspect of media power in the ‘media manifold’, beyond a single media perspective.

PN 009

## How to Research Cross-Media Use? Investigating Media Repertoires and Media Ensembles

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In a broad perspective ‘cross-media’ research is nothing new: In audience studies we can find a long-term discussion on peoples’ use of a variety of different media. However, with a radicalised process of mediatization and with the present trends of a rapidly changing media environment, cross-media research becomes again a hot topic of theoretical and methodological innovation. From such a point of view we can define cross-media research as a methodological area of investigating communications practices, appropriations and the everyday power of media users across the variety of different media in a way that reflects the interrelations between these media. Therefore, cross-media methods are not just about the variety of media; they are about investigating their interrelatedness. In the proposed paper we will first elaborate on the conceptual distinction between media repertoires and media ensembles as it is the overall focus of the panel. Our main argument here is that it is helpful to combine the perspectives of the ‘individual’ and the ‘social domain’ in order to arrive at a more holistic understanding of our present ‘media manifold’. Second, we will discuss methodological options for the reconstruction of media repertoires. At this point we will focus on a methodology based on laying cards that we have used in previous studies. Third, we will move to the level of ‘social domains’, which we conceptualise as complex communicative figurations, characterised by a certain actor constellation, a frame of relevance, and communication practices with a related media ensemble. Again, interviews and laying cards are helpful for this; however, they must be used in a way that allows for reconstructing the perspectives of the different actors in the actor constellation as well as the variance of different communicative practices in their relation to certain media. This means not to investigate individual uses, but actor perspectives on forms of common media practices and the related aspects of power and agency. Fourth, we will demonstrate how these two perspectives of the ‘individual’ and the ‘social domain’ can be ‘triangulated’ for an overall critical analysis of cross-media use.

PN 010

## From Everyday Communicative Figurations to Audience News Consumption and Public Connection. Methodological Challenges for Researching Cross-Media News Consumption

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<sup>1</sup> Roskilde University, Communication and Arts, Roskilde, Denmark

In the last couple of decades there has been an unprecedented explosion of media platforms and formats, as a succession of digital and social media have joined the ranks of legacy media. We live in a ‘hybrid media system’ (Chadwick, 2013), in which people build their personal cross-media repertoires from the ensemble of old and new media available. In the domain of news, there is no dearth of survey research mapping the wax and wane of the different players in the big picture of national and global mediascapes (e.g. The Pew Institute’s State of the News Media; The Reuters Institute Digital News Report). However, knowledge about audience-behavior-on-the-ground is still scarce. This is problematic because it is precisely the user practices in the situational and communicative figurations of everyday life which at the aggregate level of media use surveys form the statistical insights about competitive relations in media markets and the health of democratic publics. This paper presents an essentially qualitative analysis, at the micro-level of the everyday, of cross-media news consumption practices in the theoretical perspective of public connection (Couldry, Livingstone & Markham 2007). Recognizing the need for

innovative methods to explore media consumption in the fragmented, hybrid media landscape, our analysis adopts a mixed-method approach based on Q methodology, which integrates rather than merely juxtaposes qualitative and quantitative tools. The analysis shows how the individual news media constellations of thirty-six individuals can be analytically generalized into six repertoires of news consumption in Denmark, tentatively labeled (1) Online quality omnivores; (2) Hybrid public service lovers; (3) (Light) news snackers; (4) Mainstream networkers; (5) Intellectual/professional networkers; (6) Print addicts. These six relational universes of news consumption originate in the preferences of the repertoire "members" for a particular constellation of print, broadcast, online, and social news media forms taken from the domains of private and public service news media providers. With an interest in how news media serve as resources for citizenship in everyday life, the paper also explicitly addresses the nexus of news repertoires and forms of public connection asking: Do those participants who represent a news repertoire also substantially share forms of engagement and deliberative practices, such as: Do they share and discuss news on social media? How active are they across a number of cultural activities? Do they participate in popular movements/NGOs (environment, climate, third world aid, etc.) and/or political parties? Do they engage in political discussions online or offline? This nexus is explored both by analyzing the participants' verbal accounts in the qualitative interviews, and through a short paper-based survey among the thirty-six participants about which correlates the media repertoires with the participants' democratic engagement and participation in mediated democratic deliberation.

## PN 011 The Most Engaging Media Titles and Practices in the Cross-Media-Saturated Environment

*R. Tammi<sup>1</sup>*

<sup>1</sup> *Aalto University, Department of Media, Helsinki, Finland*

As the media landscape has fragmented, with similar content provided on different platforms, it is increasingly valuable to study those practices and experiences that readers, users and viewers associate with the most engaging media titles. This research provides a user-centric perspective for mapping people's media selections – personal media landscapes –, and analyses their micro-level fragmentation (Webster & Ksiazek, 2012). Moreover, the study indicates the most important titles and examines how their use intertwines with the everyday practices. The data was gathered using four qualitative methods: online media diaries for recording all media use for two weeks; media landscape interviews (Tammi, 2016) for sorting media titles in order of importance; and ethnographic visits at the participants' homes. These methods were complemented with reading aloud interviews for studying reader engagement with a specific magazine title. This paper focuses on the media use of four groups (n=45): 18–25 year-old young adults, 35–45 year-old male readers of *Tekniikan Maaailma* (special interest magazine of technology and vehicles), 45–55 year-old female readers of *Kotiliesi* (women's general interest magazine), and 45–55 year-old readers of *Suomen Kuvalehti* (news magazine). Especially in the personal media landscapes of the 45–55 year-old participants fragmentation emerged as a great number of media titles: some included over a hundred titles in their selections, and in these groups the average sizes of the personal media landscapes were significantly bigger. In the young adults group fragmentation materialised as individualised media preferences; among the top-21 lists they mentioned more titles that no one else in the group had mentioned. Media engagement was closely connected with everyday practices. Media use was described as routine, but many participants associated ritual practices (e.g. multisensory) with the more engaging titles to differentiate these from the mundane media use. Furthermore, the participants adjusted their media use according to the schedules of their family members, both to share media experiences with them and for solitary concentration on media. In all methodical phases the participants elaborated on their ways and purposes of using titles across media. Especially the convenience of online practices affected the use of print and broadcast titles in providing relevant content when needed. Paying attention to title-specific practices across media provides a fruitful innovative perspective for researching engagement and media selections in the saturated media world. First, even though people come across dozens of media titles on a weekly basis, the engaging ones are allocated time and used concentratedly. Second, as life phases and interests change, also personal media landscapes reshape frequently, even if media routines are strong. Finally, online media practices enable increasing encounters with new titles, whereupon supplementing the personal media landscape – or replacing disengaging titles – is easy. References Tammi, R. (2016) Engaging with media in the fragmented media environment. Aalto University. Aalto ARTS Books, Helsinki. Webster, J. G., & Ksiazek, T. B. (2012) The Dynamics of Audience Fragmentation: Public Attention in an Age of Digital Media. *Journal of Communication*, 62(1), 39–56.

## PN 012 Media Diets in an Age of Apps and Social Media: Dealing with a Third Layer of Repertoire Elements

*D. Trilling<sup>1</sup>*

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Studies of 'media repertoires' have investigated patterns of media use on different layers. First, and most generally, one can identify repertoires based on media types: radio, newspaper, the internet, and so on (e.g., Hasebrink & Popp, 2006; Hasebrink & Dohmeyer, 2012; Schröder, 2014). Others focus on a second, more specific layer: the layer of individual newspaper titles, websites, or television programs (e.g., Van Rees & Van Eijck, 2003; Trilling & Schoenbach, 2013, 2015) – i.e., combinations of specific outlets that intersect with types of the first layer. However, in their model of "curated flows", Thorson and Wells (2015) argue that new gateways to media content have emerged, like citizens sharing content on social media. And indeed, as recent data suggests, out of 10 online news articles Dutch online news users read, only 4.2 are read by going to the web site directly, while 2.4 are read via an app, 0.4 via a news aggregator, 1.9 via a link on Facebook, 0.3 via a link on Twitter, 1.1 via a link somewhere else on internet, and 1.0 in another, unspecified way. Therefore, I argue that future research on media repertoires needs to incorporate a third layer that intersects with the first and second layer of media repertoires: a layer that could be referred to as platform layer or gateway layer. If a media repertoire includes such new platforms, the actual selection of content often is determined by algorithms and social ties, which is why selective-exposure scholars have argued that this can lead to polarization and fragmentation (e.g., Sunstein, 2002; Pariser, 2011). Compared to an offline world, where the stability of user habits makes it very unlikely that someone buys a different newspaper each day, links as gateways to news articles can actually broaden someone's repertoire, while at the same time, it becomes difficult to identify a stable repertoire of second-layer outlets. In the extreme case where someone uses only Facebook as a gateway to news, the repertoire on the first and third layer seems to

PN 013

## Digital Mediascapes: Macro-Structural Influences on Cross-Media Practices Across Europe

Z. Peruško<sup>1</sup>

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This presentation discusses the variance of audiences' cross-media use in different macro-structural conditions, in a mediatization theory framework drawing on the structural relationships (Hjarvard, 2014) of audience practice/agency and media systems as the macro institutional structure (Peruško et al, 2013). Empirical research shows the influence of the macro-institutional level of media system on media related practices of citizens/audiences/consumers across Europe: in terms of preference of the type of media (Peruško et al, 2013, 2015), spaces of media use (Arnoldi et al, 2015), and on-line communication practices of digital political engagement (Peruško & Vozab, 2015). The audience data were gathered in primary original representative surveys in the comparative cross-European study of on-line audience communication practices in 9 countries (cf. Jensen & Helles, 2015). The macro-institutional level is represented by the digital mediascape model with its four dimensions - inclusiveness, digital media market, media culture, globalization, developed in Peruško et al (2015). The model takes into account the critique of the Hallin & Mancini (2004) model of media systems, primarily in relation to the need to include the contemporary digital media, in terms of the limitations of understanding of what is a media system, and in the need to take account of the global character of media. This was primarily its narrow focus on political media, the need to add more system differentiating factors (Hardy, 2012). Media systems are more than containers of news media; they should also be seen as systems of cultural production and consumption and in terms of cultural flows in an increasingly globalized mediascapes (Appadurai, 2000, Livingstone, 2012, Esser, 2013, Peruško & Čuvalo, 2014). Lastly, an important critique includes the issue of technology, where the concept of the media systems should in addition to legacy media include also digital and social media and related practices (Humphreys, 2012; Norris, 2009, 2013).



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The World Hobbit Project, coordinated by Martin Baker, brought together researchers from 46 countries. Given to the diverse persons included in the network, the aims of the project and its outcomes are diverse accordingly. The research aimed to get insights into the meaning of fantasy for individuals and their individual perception of the role of the genre for society and culture nowadays. Therefore the Hobbit movies served as prominent example: Getting to know the meaning of these movies for the audience including detailed information on making sense of it in the daily life of individuals, can serve to answer the general role of fantasy. Accordingly the research aimed, beside the movies themselves, the relation between movies and book, meaning of fantasy, genre classification but also general cultural and media habits of the probands and so on. With a range of questions not only the meaning and sense making of the movies and book but also the wider context of fantasy and Tolkien's works within the individuals' subjective lifeworld was aimed. In order to gain such insights quantitative and qualitative methods were combined in an unorthodox way. An online questionnaire combined closed and open ended questions at the same time. The two sorts of data allow exploring quantitative results as overview and in depth perspectives with the qualitative aspects. While the quantitative analysis is completed by most national teams, the qualitative data still undergo analysis and interpretation due to the high number of responses depending on the language. The international cooperation allows comparing and discussing results from audiences with different cultural backgrounds. The panel includes presentations focussing on both results and methodological issues. Since the Danish Team additionally recruited a representative sample, they can compare and evaluate the sample of the questionnaire addressed by the research team in general, which consists mainly of fans and enthusiasts. The different readings of The Hobbit and the relation to Tolkien's work are subject to presentations from Austria, Denmark, The Netherlands, Belgium and Portugal. Results for these national samples will be presented and compared with each other and the overall sample. Additionally one presentation identifies a typology of viewers combining both quantitative and qualitative data.

PN 055

### Fantasy and Reality: "Hobbit" Viewer Types and How They Connect the Movie with Their Everyday Lives

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<sup>2</sup> University of Salzburg, Salzburg, Austria

The question that stands at the core of the proposed presentation is how viewers of "The Hobbit" relate the symbolic resources of the movies to their everyday lives. In a first step, based on standardised indicators for the appreciation, fan-orientation and genre-related framing of the "Hobbit" movie, we will identify types of viewers. This step will be performed by means of cluster analyses on the basis of the global sample of the World Hobbit Research Project. In a second step we will investigate to what extent these viewer types are related to the country and to individual and socio-demographic characteristics. This step will provide "objective" indicators for the connection between viewers' everyday lives and their "Hobbit" experience. In a third step we will analyse "subjective" indicators for this connection, i.e. how these viewer types connect the movie with their everyday life, be it with respect to the general issues that are raised by the movie, be it with regard to personal characteristics that shape their viewing experience. This step will be done for the Austrian and German sub-sample only; it will be based on a quantitative content analysis of all respondents' open answers regarding general issues and personal characteristics, and on a subsequent qualitative analysis of selected answers that shed light on the connection between the viewer types' everyday lives and their "Hobbit" experience.

PN 056

### Methodological Constructions of Experiences of The Hobbit: A Comparison of Insights Obtained Through Different Types of Respondent Sampling

K.C. Schrøder<sup>1</sup>, A. Jerslev<sup>2</sup>

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The worldwide survey of the experiences of The Hobbit trilogy (spring 2015) enables the participating researchers from 46 countries to explore the reception of these international blockbusters from a variety of perspectives to do with global audiences, national readings, language cultures, gender, age, etc. The research carried out in Denmark additionally enables the researchers to analyze in detail the consequences of adopting two different kinds of sampling strategies: In Denmark, in addition to the online self-selected sample, we also had a market research company recruit a controlled sample, which is representative of Danish cinema-goers. Each sample comprises approx. 550 respondents. These two samples filled out identical questionnaires. This enables us to explore the methodological consequences of building one's reception analysis on, respectively, a sample representative of 'ordinary' Danish cinema-goers and a sample arising from the recruiting efforts of the researchers through networks in social media, mainly Facebook. At a first glance, the network-based self-selected sample can be seen as a population consisting of more committed and enthusiastic people than non-committals. The comparison will consider both reception-methodological and reception-experiential insights, exploring the experiential differences between the representative sample and a self-recruited population with an overrepresentation of Hobbit fans recruited from Tolkien fan communities, high-school students invited by their teacher to fill out the online questionnaire, and other socio-cultural groupings. As a first analytical step, we shall characterize the two samples based on their demographic profiles. Next, based both on the closed and the more qualitative questions in the questionnaire, we shall do a comparative analysis of their responses to the experience-oriented questions, such as their motivations for seeing the films, what genre-labels they would attach to the films, their perception of fantasy fiction, their having read The Hobbit novel, etc. These variables will be analyzed in relation to gender, age, and education. In addition to shedding light on the diverse readings and experiences of a global blockbuster film (trilogy), the article will be valuable to the research community for its systematical illumination of the methodological consequences of applying different sampling strategies in cultural research.

PN 057

## The Importance of Language and Nationality in Understanding a Globally Uniform Media Product: Comparing The Hobbit Film Audiences in Belgium, France, and the Netherlands

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The Hobbit franchise, as many global media products, reaches audiences worldwide. Audience members apparently consume a uniform media product. But do they? The spoken language of the movies differs globally, because of dubbing or subtitling. Either could have an impact on audiences' understanding and experience of the film. The World Hobbit Project offers a new and exciting opportunity to explore these differences, for it provides us with audiences' understandings of the trilogy across languages and nationalities. In this paper we analyze statistically differences and similarities in understandings of The Hobbit trilogy between Belgium, the Netherlands, and France – both in what audiences do and do not feel The Hobbit films to be. Analyzing this particular region in Europe provides an extraordinary opportunity, for The World Hobbit project allows us to compare on the language level (the Dutch and French-speaking Belgian regions with respectively the Netherlands and France), as well as on the level of national identities (comparing the three countries amongst each other). In doing so, we are able to further understand what informs geographical and linguistic differences in the consumption of a uniform media product. As such, this paper touches upon cultural hegemony, cross-border flows of fiction, language and cultural proximity.

PN 058

## Blockbuster or Literary Art Work? Distinct Meanings of The Hobbit in Austria for Different Generations

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The World Hobbit Project gathered data from 46 countries (N=36.109). In an overall perspective there are common relations and tendencies according to the role of Tolkien's work for the rating of the movies, the role of fantasy and many more. In order to work with those data, the different cultural traditions have to be taken into account and a breakdown for specific countries is needed as first step in order to discuss cultural similarities and differences. This presentation is focussing on Austria, which does not have a developed tradition of Tolkien's work as part of common shared culture, like it can be found in many English speaking countries. Tolkien's books became popular with young adults related to the Lord of the Rings movies in the years after 2000. It can be seen as an aftermath of the movies popularity, which already passed the peak by the end of 2010. This includes that also The Hobbit book is not seen as children's literature and much more as a sequel of the Lord of the Rings books. The data gathered within the World Hobbit project illustrate such cultural aspects for the Austrian Sample (n=706). The presentation is focussing on the quantitative data, but includes some first arguments from the qualitative data (open ended questions). Accordingly the presentation focuses on the generational dividing line that can be found in the data, between youth (15–25) and young adults (26–35). In the youngest agegroup are very few readers of Tolkien's works and they most likely see the movies as Hollywood blockbusters. At the same time there is a high number of readers of Tolkien's books among the young adults which see the movies more as literary adaption and part of Tolkien's world of fantasy. Additionally between these agegroups differences occur regarding the individual meaning of fantasy for their life and its functions for society and culture in general. The young adults are more likely engaged in fan activities and see the plot in a complex set of meanings, which is not relevant for the younger ones. To illustrate the specifics of the Austrian sample the data are compared to the answers from the English speaking countries in an overview. These results from the quantitative part of the online-questionnaire can be understood and interpreted taking the open ended questions into account, which illustrate the different meaning of the movies for the agegroups and give insight into the individual background of such positions including aspects of everyday life and media socialisation. In that way it can be shown, that the different meanings of the movie are connected to a distinction between 'mainstream' and 'real involvement' with Tolkien's world of fantasy as labelled in the answers.

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Research on young people's media habits, and particularly on digital practices, gets challenged from the transformation of the classical media environment characterised by the emergence of a digital ecology, that indicates a hybrid system of technologies, cultural products and players as well as consumer activities and practices (Aroldi & Vittadini 2010, 1). The field of using media and the social actions related to this have become more complex. A challenge that derives therefrom is the fact that the ways young people are using and interpreting media differ from 'traditional' reading or viewing (Wijnen 2012; Brites 2015) and from the using habits of audience researchers. But not only the age gap is a challenge also the great importance of the day-to-day life contexts, the social environment and the socio-ecological background of a person that are closely related to his or her ways of using and acting with media is a difficulty for audience research. Researchers always get an outside perspective on the life-worlds and media-worlds of young people no matter if they are using qualitative, quantitative or mixed methods designs. And from this outside perspective academics are analysing and assessing the media habits of young people not always knowing if the conclusions are right, because they do not know if they have sure enough understood the context and the social actions related to media. This also implicates methodological challenges: On the one hand we have to discuss if we are always asking the right questions and if these questions are understood by young audiences in the way they are intended to be (Brites, 2015). It is also worth to discuss, if the results of our surveys can be biased because of misunderstandings and if yes, how such biases may be interpreted or avoided. On the other hand classical methods and research designs should be evaluated and it should be asked if they are still sufficient. Additional it is worth to critically explore the usefulness of alternative and participatory methods for audience research and discuss if they could enrich our methodological repertoire. The proposed panel will focus on these questions from different perspectives: Kjartan Ólafsson discusses measurement biases in quantitative large-scale surveys on digital literacy. Christine Trültzsch-Wijnen looks on the impact of social desirability in quantitative and qualitative studies on young people's media literacy practices. Maria José Brites will reflect on the advantages and usefulness of participative methods in the study of family digital cultures and news appropriations. Sascha Trültzsch-Wijnen and Philip Sinner will discuss research biases regarding the use of photographs in the context of digital literacy and self exposure and how to overcome these by the integration of alternative methods. Finally Shakuntala Banaji will reflect on young audiences and digital literacy from an intercultural perspective by questioning a strongly North-Western research agenda as not fitting the media practices and challenges of young people in the Global South.

PN 228

### Digital Literacy and the Dark Art of Survey Design

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Theories on the question answering process and the various rules for the design of good questionnaires have been developed significantly in the past decades (see Saris & Gallhofer, 2007; Tourangeau, Rips & Rasinski, 2000). The main body of research on these issues has however been developed in surveys for the adult population and in studies which do not involve comparisons over time or across countries. When surveying children it is necessary to take into account the fact that children do not have the same cognitive functioning as adults. Questionnaires intended for children thus have to be adapted to the age-group where they are to be used. Survey design involves many decisions which can have serious implications for the eventual results. Most researchers will associate question design with systematic bias. However, it is also important to keep in mind that question design can result in random measurement error which can seriously limit the strength of correlations observed in the data. Compared with the exact science of data analysis and hypothesis testing survey design can appear as a bit of a dark art where decisions have to be made with limited information about the actual implications. Bearing in mind the serious nature of errors which can be caused by research design it is interesting to note how researchers will often go to great lengths in adjusting the finer details of their statistical analysis while ignoring substantial errors caused by question design. This presentation will look at approaches used to measure digital literacy in several large-scale surveys on children's internet use and what conclusions might be drawn on the quality of the measurements used in these surveys. Mainly the presentation will look at the EU Kids Online survey of 2010 and the Net Children Go Mobile survey of 2013–14 but other studies will also be briefly discussed. Building on Krosnick's (1991) theory of satisficing the presentation will focus on whether it is at all possible to obtain the desired goal of optimizing when attempting to measure digital literacies in surveys on children. References: Krosnick, J. A. (1991) Response strategies for coping with the cognitive demands of attitude measures in surveys. *Applied Cognitive Psychology*, 5, 213–236. Saris, W.E., & Gallhofer, I.N. (2007) *Design, evaluation and analysis of questionnaires for survey research*. Hoboken, John Wiley & Sons. Tourangeau, R., Rips, L.J., & Rasinski, K. (2000) *The Psychology of Survey Response*. New York: Cambridge University Press.

PN 229

### Researching the Media Literacy of Young Audiences: A Case of Social Desirability?

C. Trültzsch-Wijnen<sup>1</sup>

<sup>1</sup> Salzburg University of Education Stefan Zweig, Salzburg, Austria

There is a lot of research done on the media habits of children and adolescents, particularly regarding their use of the Internet as well as mobile devices. Through large studies like EU Kids Online (2014) we are rather good informed about the risks and opportunities they face on the internet and researchers are able to give policy recommendations with regards to media literacy education. Various national (e.g. mpfs 2015) and international (e.g. EU Kids Online 2014) studies found out differences concerning media behaviour and coping strategies with respect to gender, age and SES but researchers' statements concerning media literacy seem rather standardised. This was the starting point of a study on media literacy practices of young people. The aim was to get a deeper insight on their handling of challenges and risks as well as chances and opportunities regarding the internet. Therefore data from a quantitative survey (N = 2.491, age: 10–30) were complemented with a qualitative part with interviews and thinking aloud sessions on a sub-sample of the quanti-

tative sample (n = 50, age: 11–19). The study delivered interesting results not only concerning the media habits of children and adolescents, but more important lead to questioning the quality of research questions as well as overhasty assessments of the media literacy of young people. The latter will be in the centre of this presentation. Therefore the mentioned study will serve as an example. On this basis the quality of judgements from quantitative and qualitative data as well as typical current questions in the research on young audiences will be questioned. It will also be shown that answers regarding media literacy practices (e.g. privacy settings, research techniques, evaluation of media content etc.) are to some extent more relying on social desirability than on the actual media habits of young people. Also the impact of social class and social environment on the way of dealing with questions in a questionnaire or in an interview will be analysed. Finally it will be discussed in how far such biases can be ignored or research questions and research methods could be elaborated to avoid them. References: EU Kids Online (2014) EU Kids Online: findings, methods, recommendations. EU Kids Online, LSE. <http://eprints.lse.ac.uk/60512/mpfs> (2015) JIM-Studie 2015: Jugend, Information, (Multi-)Media. Basisuntersuchung zum Medienumgang 12- bis 19-Jähriger. Medienpädagogischer Forschungsverbund Südwest. [http://www.mpfs.de/fileadmin/JIM-pdf15/JIM\\_2015.pdf](http://www.mpfs.de/fileadmin/JIM-pdf15/JIM_2015.pdf)

PN 230

## Family Digital Cultures and Understandings of the World: A Critical View of Participatory Action Research

*M.J. Brites<sup>1</sup>*

<sup>1</sup> *Communication and Society Research Centre CECS/UMinho, Communication Sciences, Braga, Portugal*

The participatory methodologies and particularly the participatory Action Research (PAR) approaches can promote a more comprehensive and in-depth understanding of the role of media in specific communities. This is of special interest if we are focusing on issues in constant change such as digital cultures and their connections with news and our understanding of the world. To better perceive the changes, the research should go further than the use of single techniques (Lewin, 1946). This presentation aims to describe a PAR project in Portugal (ANLITE, SFRH/BPD/92204/2013 and COST IS0401), which is concentrated on two very different realities: a middle class community and a deprived area. We would highlight that Portugal has been undergoing a major economic crisis in the last few years that has also affected the middle class, so it is very relevant to consider not only a community that is usually on the margins of society but also a group that is facing unusual socioeconomic constraints. PAR is usually used among disadvantaged communities (Kesby et al, 2007; Pain et al, 2007), so we believe it is relevant to consider its use in other contexts. The initial sample comprises a group of 24 young people together with 15 of their parents/grand parents. However, we will draw on only the sample comprising a young person and one of the family member they live with. The research started in 2015, with participant observation taking advantage of the implementation of two digital radio projects in each one of the two communities, and it is also composed of 15 interviews with young people and 15 interviews with parents/s/grandmothers. While preparing the radio programs the researcher started to get to know personally and to relate specially with some of the young people, as well as some of the relatives, who were the main participants in the project. In this presentation, we will focus on the connection of both aspects: (1) family digital cultures and understandings about current events, going beyond a yes or no answer and (2) in that context explore the discussion about the advantages and problems of PAR in these very different communities. The earlier findings points to some similar uses of the digital media and perceptions on current events and comprehension of the world among the young people and their parents under the age of 50. However different perspectives were revealed with parents over 50, which were notably influenced by the years of dictatorship and subsequent Carnation Revolution. Regarding the possibilities of PAR in both contexts, we could say that it promotes more direct changes in the deprived context in itself and collateral changes or identification of needed changes in the middle class context. Another reflection that came out was the need to consider how the researcher should act to make the right questions to young people and their older family pairs and also how to use methods to address the ethical issues of using and accessing information.

PN 231

## Combining Participative Elements with Methods for Evaluating Photographs – A Reaction to Limitations of Questionnaires' and Interviews' Results

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The management of identity, relationships and information have been identified as central motivations and issues related to SNS use (e.g. boyd2008; Ito et al.2008). In order to (re-)present identity and maintain relationships users present personal information like preferences, personal data and photographs (see e.g. Taraszow et al2010; Thaddicken/Jers2011, Joinson et al2011). The paper will focus on digital literacy and self exposure regarding the use of photographs: Results of a quantitative study in Austria (N=2491, age=10–30) illustrate their particular importance as central elements of identity presentation and peer communication. Answers reveal high numbers of uploaded photographs and also preferred scenes or motifs (Trültzsch-Wijnen2015). To have insights into the meaning of particular motifs for the users, additional qualitative interviews were conducted (n=20, age=18–20y.), with the interviewees recruited from the quantitative sample. These illustrate the desire to self presentation according to group specific codes, but at the same time avoiding over-staged photos. While interviewees mentioned to avoid embarrassing pictures of themselves, they were browsing for such with their contacts. The limitations of the method were evident since interviewees had problems to formulate meanings and examples for photos and motifs: results remained vague with regard to the specific meanings of such terms like posing, (over-)staging, embarrassing, social integration etc. and their visual meaning in photographs. In order to overcome this lack of the applied methods, additional steps with visual material were conducted including participative elements. A number of 20 typical photographs (Autenrieth2013, Pscheida/Trültzsch2013) was presented to the interviewees, asking them to find categories for rating the photos on a continuum between opposing terms. This participative step should make sure to include the probands' specific meanings. Since these individually created categories overlapped widely, comparable semantic differentials could be created. These were the basis for evaluating each photograph, according to at least 15 opposite pairs (such as authentic, embarrassing etc. both negative and positive). Additionally this process was reflected and evaluated by the participants (group discussions). Detailed insights into the subjective meaning of certain motifs for self-presentation and peer-communication could be elaborated. With the opposite pairs as central categories for the semantic differentials coming from participative design, a deeper insight into arrange-



ment and functions of certain motifs could be revealed. According to the result the functions of visual arrangements differ between ages and gender along the categories staging and posing (younger and male) vs. authenticity and social integration (older and female) – according to different meanings of these terms. The presentation gives an overview of the results of the studies in general, but focuses on the methodological limitations of the mentioned methods analysing meanings and functions of photographs. In detail the combination of participative elements with the evaluation of photographs by using semantic differentials including the insights into probands' meanings given with the thinking aloud technique are outlined, discussing the benefits and limitations of this approach. Additionally insights into this research process and its results will be included.

## PN 232 Children, Digital Literacy, and Class-Based Agency in the Global South

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A range of scholars have explored the ways in which children use, learn from or are vulnerable to the effects of particular forms of digital media and technologies, from apps and videogames to WhatsApp, Facebook, Snapchat and Instagram. Notions of digital literacy arising from such studies have had some notable benefits in relation to children's learning, and agency online, as well as in drawing attention to lack of digital literacy as an axis of inequality. A little assessed side-effect of the normalisation of child-related digital risk and digital success discourse has been a loss of attention to ongoing non-digital harms, dangers and agency of hundreds of millions of children and youth in the global south or, at best, a loss of interest in solving these harms in non-digital ways. Drawing on a sample of interviews with 72 children in the Western states of Maharashtra and Gujarat, interviews with media producers and children's NGO practitioners, and textual analysis, the ways in which adults conceive of children's media literacy, and the ways in which children themselves display several different kinds of agency and media literacy are compared. The paper compares the assumptions about digital needs and vulnerability which accrue from European and North American discourses of digital risk and opportunity with the startling actualities of media-poor children's lives in urban and rural locations in India. Findings range widely suggesting that a majority of middle class Indian children's growing repertoires of media discourses, and their comfort around new media tools including mobile phone apps, are not matched by an equivalent critical literacy covering the political economy of media, data, privacy or politics online. Despite hype around technology's ability to grant young women spaces free from surveillance not hitherto available, this leads to an increasing de-politicization of new media usage, while leaving them open to mobilisation by the Hindu Right and corporate interests. Older media continue to play interesting and diverse roles in working children and young people's imaginaries about caste, class, gender, romance and religion. More commonly, children and young people in working class communities use non-media and non-digital tools and technologies for intimacy, creativity and their very limited leisure. For these children, critical literacies about power and participation in families and neighbourhoods, their knowledge about the intersection of children's cultures and everyday survival, continue to circulate offline, and to be a resource which is undervalued in scholarly and journalist communities. So, how can the dynamics of this situation be challenged?

Friday, November 11  
18:00 – 19:30

PP 083 Children's Digital Content Creation

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This paper explores how we may study children's digital content creation as creative processes of production. Based on a critical examination of ways in which digital content creation is conceptualised in the research literature, with particular reference to political communication and culturalist approaches, I identify the very processes of production as an understudied area in media and communication studies and ask: What characterizes children's digital content creation as production processes in terms of semiotic expression, social interaction and reflection; and, more briefly, what are the key conditions necessary to advance the young makers' resources of production? Answers are provided through qualitative analysis of a case study on 114 Danish children's film-making conducted July–December 2015. The main insights gained from the empirical analysis are then discussed with particular focus on the institutional and substantive ramifications that are needed to nurture children's digital content creation as societal resources, rather than as individual requisites. The discussion is perspectivalised in relation to UNESCO's recent media and information literacy (MIL) initiative.

PP 084 The Relationships Between Online (Self-)Sexualization and Sexual Satisfaction and Self-Esteem Among Adolescents and Young Adults

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<sup>2</sup> *University of Leuven, Leuven, Belgium*

Sexualization in the media and its effects on youth have received an increasing amount of attention in the literature. Sexualization is said to occur when a person's value comes only from his or her sexual appeal or behavior, to the exclusion of other characteristics; a person is held to a standard that equates physical attractiveness with being sexy; a person is sexually objectified; and/or sexuality is inappropriately imposed upon a person (Zurbriggen et al., 2010). According to the APA Task Force on the sexualization of girls, sexualization in the media can have negative consequences for young people, such as decreases in self-esteem and sexual satisfaction (Zurbriggen et al., 2010). Recently, discussions around sexualization in the media have extended to self-sexualizing behaviors in social media (Hall, West, & McIntyre, 2012; Ringrose, 2010, 2011). One particular way in which self-sexualization can occur is in social media through sexy self-presentation. Scholars have observed that young people post pictures of themselves on their profile pages in which they engage in seductive or sexy gazing (Kapidzic & Herring, 2014), suggest sexual readiness in their pose (Crescenzi, Araña, & Tortajada, 2013; Hall et al., 2012), and have a sexy appearance or are scantily dressed (Crescenzi et al., 2013; Hall et al., 2012; Moreno, Parks, Zimmerman, Brito, & Christakis, 2009; Peluchette & Karl, 2009). Previous research has already shown that the use of social media in general can result in decreased self-esteem and sexual satisfaction (Doornwaard et al., 2014). However, we still lack knowledge about the consequences of self-sexualizing online behaviors specifically, in the form of posting sexy pictures online. Moreover, research has hardly differentiated between the consequences of engaging sexy self-presentation and looking at sexy self-presentation of others. Finally, previous discussions on sexualization have revolved mostly around adolescent girls and young adult women, and as a result we know little about the influence on adolescent boys or young adult men (Lerum & Dworkin, 2009). The present study thus aimed to investigate the relationship between either engaging in online sexy self-presentation or looking at others' sexy self-presentations, and self-esteem and sexual satisfaction. In doing so, we systematically compared these relationships between adolescent girls, young adult women, adolescent boys, and young adult men. A longitudinal survey among 1,958 participants showed that consequences that were previously said to occur for sexualization in mass media do not occur for (self-) sexualization on social media, with one exception: exposure to sexy self-presentations of others on social media decreased sexual satisfaction for adolescent boys. Instead, selection influences seemed to occur, where higher self-esteem predicted more frequent exposure to sexualization on social media among boys and men, and sexual satisfaction predicted self-sexualization on social media among girls and women, albeit in different ways. For young adult women, higher sexual satisfaction predicted a higher frequency of engaging sexy self-presentation. Adolescent girls, on the other hand, showed a negative relationship between sexual satisfaction and sexy self-presentation. These findings suggest that research may need to take into account (differential) motivations for (self-) sexualization in addition to consequences.

PP 085 Digital Native's Attitude Towards Intra-Personal Communication

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Communications between people has always been one of the most important preconditions for the development of individual subjects, and also for collective human activities, cultures, and societies. The ability to communicate in modern society is one of the extremely significant ingredients of social competence. 'The communications process can be viewed from several different perspectives. Of these, five are of particular importance: a physical, biological, psychological, socio-cultural, and systemic perspective,' which is what Jens Allwood believes (Allwood, 2013). Other researchers offer different models of human communications research: Shannon/Weaver, Gerber, Laswell, Friske, Newcomb, Westley, Jacobson, Mortensen, Kaplan, Windahl, etc. Paradoxically, the classics of communication very seldom like to include in their works the perspective of intrapersonal communications which: '...have a measurable impact upon psychological and physical health, and upon people as a whole. With higher levels of intrapersonal communications skills, people are better able to adapt to stress, experience greater degrees of satisfaction in relationships, gain more friends, and experience less depression and anxiety,' (Owen Hargie, 2011). Intrapersonal communications form humanity's most important characteristic, and also its greatest accomplishment. It is a human ability to

be able to turn meaningless grunts into spoken and written words, through which people are able to make known their needs, wants, ideas, and feelings. The topic of intrapersonal communications is a complex process. In order to evolve an understanding of intrapersonal communications for the young, use was made of a non-proportional stratified sample of the population of younger adults, this being the 220 students who were involved in the study that formed the basis of the survey. All of them were issued with questionnaires. The age of the participants ranged from between twenty to thirty-three. The validity of the content was high. The subject of intrapersonal communications has many implications for us in the real world. My investigation aims to discover models of internal communications that are used by young people.

PP 086

## News in Social Media – Young Peoples' Use and Interpretation

A. Bergström<sup>1</sup>, M. Jervelycke Belfrage<sup>1</sup>

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News environment is rapidly changing and legacy media are suffering from shrinking audience shares. Parallel, news distribution on digital platforms is gaining in use and respect. In this context, we are moving from a traditional news cycle dominated by journalistic professionals to a more complex information cycle that integrates ordinary people. Social media users can act as content brokers who publicize and interpret media content, and has proven to play the role of making people aware of important news. With so called user-distributed content, there is always an aspect of recommendation involved. Opinion leaders in the original conceptualization by Katz and Lazarsfeld were emphasized as nodes that connect media and their interpersonal networks, and are most likely equally essential in the flow of communication in social media networks (SNS). Many studies show how people like, share and recommend news stories in their digital networks. Studies of criteria for news selectivity in social media contexts are scarce, however. There are a few pointing out social endorsement to be a stronger predictor of news in SNS's than was source cues, that news coupled with opinion and personalization are highly appreciated and that users prefer recommendations from friends and family as from journalists and news organisations. New patterns for consuming media is also connected to yet another aspect of coming across news, a phenomenon referred to as incidental news consumption. Although incidental consumption per se is not a new phenomenon, it has, due to the increased rate and the amount of news available through SNS's, come to play a greater role. The constant flow of news in SNS's provides several opportunities for this type of serendipitous consumption. American studies report that millennials are regularly keeping up with news and information when online, and that incidental consumption is frequent and widespread amongst online news users, regardless of age. Frequent news consumption does not necessarily take place because of a huge interest for news but because the news show up in their social media flow, as a by-product of their online activity. The conducted study aims at finding out how news in SNS flows are perceived and used, and what role friends and followers in those networks play for use and interpretation. In the news context of SNS's, we also capture incidental news consumption and its role in the SNS flow. The presented project combines quantitative data on use of news in social media with qualitative interviews for in-depth understanding of the use of social media in young people's news consumption and the role of others in the news selection process. National, representative survey data confirms previous studies on SNS's as a widely spread news source. The interview study is conducted during March 2016 and highlights young people's use of social media for news consumption, how they reflect on news in their flow and the role of opinion leaders in this context.

Thursday, November 10  
11:00 - 12:30

G. Bolin<sup>1</sup>

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The theme of generations in their relation to media touches on a number of issues pertinent to sociological and anthropological subjects. Ultimately a temporal category that has been used for the explanation of societal change, it also relates to memory, with all of its varying meanings: Firstly, it links to the memory of single generations in relation to media, given that each generation is a bearer of memories and characteristic narrative forms that are also (but not only) linked to the media resources used. In this sense, shared memory shapes the generational experience, through the fact that each generational member is situated at the same place in historical time. The generation of baby boomers, for whom television served as the dominant medium (appearing during the formative years of this generation), has cultivated a special sense of participation in major events around the world, which – according to some authors – has helped to make it an active, involved generation. In contrast, the millennials are characterized by the ease with which they live in the era of the Web, with its specific forms of narrative and storage, seemingly generating new forms of co-existence in the world, and producing new senses of history. Secondly, social memory is characterized by the encounters between different generational memories, as well as of institutionalized forms of memory (top-down: documentary and historical reconstructions and new forms of digital storage; bottom-up: the repertoires, collections, nostalgic blogs...). These encounters also produce time, where the memories of specific generations (or generation units) are relationally situated to other memories. This theme is central, today maybe more than ever, in light of our extended life expectancy and a marked increase in the number of co-existing generations (4 co-existing generations compared to 3 at the start of the last century). Thus, memory becomes essential in the establishment of a shared culture and inter-generational dialogue. One could consider the hypothesis that the different forms of social memory are no longer exclusively the product of institutional sources (generated by educational institutions or traditional cultural legacies), but rather, more often being the result of the free flow and facilitated dialectic between different memories, storage tools and memorization methods. The panel will address changes in these different forms of memory, focusing on the role played by the media used (cinema, television, radio, blogs, social networks, archives on-line and off-line) and the generational characteristics in building global and local memories.

PN 092

#### Media Memories and Intergenerational Relations

G. Bolin<sup>1</sup>

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Usually, one distinguishes between two kinds of generational definitions: the kinship model, building on the generational exchanges within families, for example between children, parents and grandparents. Generational belonging then relates to one's place in the succession order of the family, and one's experience as family member. The other main model is the sociological definition of generations as theorized by Karl Mannheim and his followers, where generational belonging is defined by one's situation in relation to the historical time, that is, that time that is defined by the succession of events that make up history. Generations in this sense are collective entities, where each generation is defined by its self-conscious situation in relation to ones generational peers, who have experienced the same events. There are, however, reasons to argue that a perspective on generation as kinship is also beneficial for the deeper understanding of generation as sociological entity, since life-course experiences also have a collective dimension and contribute to the shared memories of, for example, being a parent in a specific historical point in time can shape the collective imagination. Memories are thus culturally and historically specific, and the specific circumstances under which they have their origin (what they point back to), also becomes generationally defining. In the generationing process, i.e. where the process through which the generational identity come into being as a result of continuous revisits to and recounts of memories, memories can be of different kinds, also prosthetic, in order to be fitted into the overall generational narrative. This paper argues, on the empirical basis of a series of focus group interviews in Sweden and Estonia, that a dual perspective on generations, focusing on media memories and the experiences of contrasting one's parents or children's media use with one's own, can shed further light on the 'problem of generations'. (300 words)

PN 093

#### Operationalizing Mannheim: Empirical Building Blocks of Generational Identity

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The theoretical legacy of Karl Mannheim's sociology of generations has been widely acknowledged in conceptualizing media generations, social memory, generational consciousness and/or identity, and temporality in media studies and (media) sociology, particularly over the last couple of decades. At the same time, methodological challenges, such as developing indicators for measuring generational identity and perception of the temporal qualities of social changes (e.g. speed, acceleration, asynchronicity), or the boundary problem of delineating social (or media) generations in the continuum of births, have been discussed. In particular, a tension between the qualitative nature of social generations and the quantitative features involved (such as size, age and time), faced by researchers in their endeavours to operationalize the concept of generations, has been presented as epitomizing fundamental concerns of the sociological imagination. This paper will present a methodological contribution to researching social (and media) generations quantitatively in representative population surveys. The paper represents collective work carried out within the project "Acceleration of Social and Personal Time in the Information Society: Practices and Effects of Mediated Communication" at the Institute of Social Studies, University of Tartu, Estonia. The research team has developed a novel set of indicators for studying generational identity, social memory, time use and time perception (besides more conventional indicators



of media use, lifestyles, values, etc.) in the 5<sup>th</sup> round of the representative population survey “Me. The World. The Media” (N=1,500), conducted in the fall of 2014 in Estonia. The paper will focus on the module of generational identity, consisting of 27 indicators. First, the theoretical approaches and concepts (such as structural versus intangible features; cultural values and ideologies; generational location, habitus and semantics; generational memories and media experiences), employed in operationalizing generational identity, will be briefly discussed. Secondly, the paper will introduce the findings of empirical analyses regarding the underlying structure of the indicators of generational identity and the main differences and similarities between generation groups in the importance assigned to (the groups of) those indicators. (324 words)

#### PN 094 Media, Memory and Mnemonic Apparatus in Digital Era

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The relationship between media and technologies of memory has changed over time, playing a key role in modifying the perception and the use of memory for different generations. In the decades between the 1950's and the 1980's for example, electronic media such as the television became crucial in the social processes of acculturation and information of generations, but the supporting technologies of memory were still constituted by writing-centred practices and institutions (print, public archives, library, museums); to say it with Foucault, the mnemonic apparatus was in some way separated from everyday life, and public memory was separated from private memory. Of course media technologies enabled, though in a minor way, the construction of photographic or video family memories (8mm, super8). Also collections of pop culture objects existed and artistic practices dignified media production (for example comics in pop art), but, overall, media produced contents had an ephemeral character. The development of digital media, of broadband technologies, of content hosting and sharing platforms such as YouTube and social media more in general, have radically changed this scenario. After the digital revolution, the relationship between media and technologies of memory changed dramatically. The nature of new media contents itself seems to have changed. They are no longer ephemeral contents, but assume a permanent character and somehow become more similar to printed media products (for example from the point of view of lifespan and accessibility). Moreover, the distinction between private and public memory is fading out, and we can find in the same place (the '2.0' web) contents and materials from classical cultural institutions (museums and archives) together with small, private collections and personal archives. What kind of new memory is then being developed from this change? And how do different generations live the relation with and use the new “mnemonic apparatus”?

#### PN 095 Media and TV Memories of Italian Boomers

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On the basis of a set of qualitative studies on different generations of media audiences in Italy, the paper presents an analysis of the media memories of the first two cohorts that “domesticated” television (1954–1975). The collected dataset opens an insight in two main mnemonic processes: using Tv memories in order to 1) remember historical events or everyday routines, habits and cultural climates of early years of life, and 2) to build a collective identity, shared with those of the same age and differentiating from other generations. The data show the lasting relevance of the social, political and cultural framework of the nation-state for the older generations, alongside with the increasing relevance of (local and global) media experiences in the shaping of generational identities. Movies, radio, music and – above all – television memories are actually a plot that supports a shared account of the years of youth. Television plays an undisputed role especially in the memory of the young Boomers, as an element of modernity at the heart of the family and household, especially with the soothing evening ritual represented by the show Carosello (“After Carosello, everyone go to bed!”) and by the afternoon programs (La Tv dei Ragazzi): TV played a crucial role in activating their imagination; its contents (programs and characters) became an almost indelible memory of generations. Such type of generational identity – affecting also media uses, tastes and habits in the present – can be used by both the audiences and the broadcasters for very divergent goals. On the one hand, members of a generation choose some media and reject some others, domesticate in a certain way a new technology, use (or do not use) a kind of device, read and interpret some narratives on the base of their habitus and conditioned by their present position in the life course. On the other hand, forecasting these behaviours and providing them with generational products and rhetoric, are, obviously, the main aims of the generational marketing developed by the broadcasters. In the paper, examples from these studies are reported and discussed. (342 words)

#### PN 096 Rethinking Perceived Generational Time

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In media studies, generational phenomena are becoming increasingly conceptualised on the basis of theories developed by Karl Mannheim, who thinks of generation as both “a product and maker of history”, i.e. an entity able to rediscover the individual experience of biographical time and transform the shared experiences into the time of “our generation”. This paper aims to depart from the cultural perspective on generations, according to which the potential members of a generational group construct themselves as a unit sharing a common identity or consciousness. Therefore, it is not appropriate to reduce a generation merely to birth cohort or age group, which has by itself no inherent cultural pretension or meaning. This paper discusses social generations as units that define themselves under particular conditions during a period of social or historical change. At this point, the concept of time becomes crucial to reflect on. A discussion on phenomenological analysis of time – understood as consciousness of past, present, and future – has been developed by Husserl, Heidegger, Ricœur, and others, with an intention to approach time more fluidly. Ricœur suggests that, aside from calendars and archives (as instruments for determining the passing flow of time), generation finds its sociological projection in the relationship between contemporaries (or coevals),

referring to people of approximately the same age, living through the same period of their life course and belonging to a particular social and cultural setting. This, incidentally, may not necessarily be applicable to some other social group, since their habituses are different, as Bourdieu would argue. Empirically, the paper derives from a representative national study of Estonian population (including a proportional number of representatives of the Estonian majority and the Russian minority) and explores the repertoires of news media that different generation groups use to obtain information and create their everyday information space. Although the findings demonstrate remarkable differences between groups, the study also reveals that media repertoires are not necessarily divided by particular generational patterns, but change also over the life course, being, on the other hand, more than ever shaped by deepening individualized preferences and choices.

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The Italian Cinema Audiences project – funded by the AHRC – will provide the first comprehensive study of cinema audiences in Italy in the 1950s, when Italians went to the cinema more than almost any other nation in Europe. The analysis of audiences in Italy remains neglected and very limited research is available. The research extends the findings of a pilot project undertaken in 2011 in Rome, funded by the British Academy Mid-Career Fellowship. The panel will present a snapshot of the first results of the quantitative and qualitative data analysis, as well as a more detailed discussion on specific aspects of the research: accounts of cinema-going in urban and rural areas; geo-visualization of film exhibition; distribution and oral history; memory of stars in video-interviews; reception of female stars in press material and oral history; and gendered film consumption in post-war Italy.

## PN 131 Mapping Cinema-Going Experiences in 1950s Italy

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This paper will present the use of 'cinematic cartography' in the Italian Cinema Audiences project. Geo-visualization has been used in our project in several different ways: to interrogate the vast exhibition sector developed by the 1950s in the main Italian cities; to map how distribution operated and what films were available to audiences in different parts of the country. Key inspirations for this work have been the mappings undertaken by Karel Dibbets, in his project on the Netherlands, 'Cinema Context' (<http://www.cinemacontext.nl>), and by Robert C. Allen in his work on North Carolina from 1896–1939, 'Going to the Show' (<http://docsouth.unc.edu/gtts/>). Building on this preliminary activity, and bearing in mind the recent interest within audience and reception studies and cultural geography in GIS (Geographic Information Systems) and the ways in which 'the use of GIS in historical research on film and place [might] illuminate understandings of social and cultural memory' (Hallam and Roberts, 2014: 8), we are trying to investigate both the potential and the limits of this kind of mapping technique for capturing both aspects of film culture and the affective geographies of respondents. In order to do so, I will concentrate on Rome as a case study and will provide examples on how we have used geographical visualization in order to emphasize 'meaningful places emerged in a social context and through social relations', places that are 'geographically located and at the same time related to their social, economic, cultural surroundings, and give individuals a sense of place, a "subjective territorial identity"' (Gustafson 2001: 6).

## PN 132 'A World I Thought Was Impossible': Memories of Cinema-Going in 1950s Italy

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We know a lot about the directors and stars of Italian cinema's heyday, from Roberto Rossellini to Sophia Loren. But what do we know about the Italian audiences that went to see their films? In its golden years, the 1940s and '50s, Italian cinema produced the internationally influential Neorealist movement, with figures like Visconti, De Sica and Fellini achieving world fame. At that time cinema-going was the most popular national pastime, bringing Italians film entertainment on an unprecedented scale. However, little is known about how Italian audiences chose films, what genres and stars they preferred, and how region, location, gender, and class influenced their choices. The Italian Cinema Audiences project explores the importance of films in everyday life in Italy, and the social experience of cinema-going, by interviewing surviving audience members, and analyzing their responses. Based on an extensive series of interviews conducted with a sample of Italian respondents, from eight different cities and provincial areas, this paper outlines a series of trends that are useful in understanding both the country's cultural dynamics and the diverse cinema-going habits of Italians in the 1950s. Contrasting and comparing accounts of cinema-going in urban and rural areas, I will discuss some of the main recurring aspects of the relationship between cinema and its audience as they emerge through the memories of cinema-goers of that period.

## PN 133 Embodying Stardom: Memories of Stars in Audio-Visual Interviews

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This paper will present and discuss preliminary findings from our AHRC-funded research project Italian Cinema Audiences (2013–16). It will draw upon 160 video interviews we conducted with Italians aged 65–85. An earlier paper for our project (Treveri Gennari, 2013) suggested extrapolating three interconnected types of information from the video interviews: subject reality (findings on how events were experienced by the respondent), life reality (findings on how 'things' were in the broader context), and text reality (ways in which events are narrated by the respondents) (Pavlenko, 2007). In this paper I wish to consider briefly how interpreting both the 'subject reality' and the 'text reality' is influenced specifically by the medium of video recording. In particular, I will focus on using video interviews to do audience research, looking specifically at respondents' engagement with film stars. To what extent do spectators identify with stars or discuss them in terms of proximity? How do we interpret body language, facial expressions, hand gestures, intonation, linguistic choices, and how are these useful in coming to a critical analysis of audience memories of stardom in the period? How do we account for memory

and its fragility in audio-visual terms, and what happens when we consider the 'embodied interaction of interviewer and narrator' (Friedman, 2014) in oral histories of film-going? Finally, the key ethical question for this project concerns how to enable the preservation and contextualization of these narratives as videos via digital technology in a way that makes cinema history more accessible to the many who have made it. If 'archival memory succeeds in separating the source of knowledge from the knower' (Taylor, 2003), can new developments in the digital humanities, user platforms such as Zooniverse, for example, bridge the gap between 'archive' and 'repertoire', by allowing the presence of participants to trouble the 'supposedly stable objects in the archive' and participate in their transmission?

PN 134 'The Voices of Italian Cinema Audiences Past and Present: Using Archive Sources and Oral History Testimony to Explore the Reception of Female Stars'

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What can the historic audience teach us about the reception of female stars? In the context of Italian film studies, there is an absence of critical work that considers stardom from an audience perspective. To date, the relationships between individual stars and their audiences have been described in very general terms, which tend to reduce spectators to a homogenous entity. For instance, Pauline Small (2009) uses box office figures to 'suggest' that audiences were reluctant to accept Sofia Loren in roles that did not conform to her image as the 'simple Neapolitan girl' (p.35) while Stephen Gundle (1996) describes Anna Magnani as an actress who was 'embraced largely by lower-class audiences' (p.316). Although these statements may reflect certain trends among post-war audiences, in the case of the former the audience is represented by industry data, while in the case of the latter there is no proof or supporting data to strengthen Gundle's claim. In other words, the actual views and opinions of audiences are not represented. Drawing on a combination of archive sources and audience testimony (questionnaires and video-interviews) this paper seeks to address this imbalance. Using the methodology of triangulation (Biltereyst et al., 2012), this paper will explore the ways archive material can be used to 'rediscover' the voice of the historic audience. This discussion will focus on the weekly magazine *Hollywood* (Vitigliano, 1945–1953) and more specifically, it will involve a detailed qualitative analysis of the readers' page 'Sottovoce'. The aim here is to illustrate how the letters page of a popular film magazine can be used to identify patterns and trends in relation to the audience's perception of the star's physical appearance, performance style and regional/national identity. This in turn can inform our understanding of the influence that female stars had on the formation of national and gender identity in post-war Italy. The audience discourses around these key themes will also be supported by data and audio-visual testimony gathered as part of the Italian Cinema Audiences project.

PP 222 Becoming a Woman at the Pictures: Girls and Cinema-Going in 1950s Italy

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It is generally agreed that in Italy of the 1950s cinema audiences were predominantly male, particularly in the South (Fanchi, 2007). However, our engagement with the memories of a particular generation, the over 65s, shows that younger women in their childhood and teens went to the cinema regularly. In the burgeoning discipline of Girlhood Studies, there is a strong interest in the question of how girls consume, and have consumed mass media (Douglas, 1998; Kearney, 2009). To date studies on gendered media consumption of this period have tended to focus on textual evidence of women's responses, in particular women's letters to magazines and women's diaries (Cassamagnaghi, 2007; Cardone, 2009; Vitella, 2016), and less upon oral history. Understanding girlhood as a historically contingent notion (Dyhouse, 2014), this paper draws upon our analysis of over 1000 questionnaires and 160 video interviews to reflect upon the ways in which the relationship between growing up and the cinema is gendered in our audience memories. In particular I will consider how girls went to the cinema, particularly the collective nature of that experience, what kinds of strategies they developed to manage the potential risks of the experience (molestation) and how they process and narrate those memories now. I will consider the role of cinema in memories of their life cycle, for example, how frequently patterns of cinema-going were, and are still tied to key life stages, such as romance, and how their relational identities inflect memories. I will show what role cinema played in their development of values and their imagined futures, from visions of new freedoms to models of self-sacrifice. If we concentrate on girlhood, I argue, particular new stars, films and dimensions come to the fore, such as swimming star, Esther Williams and an interest in sport, which take us outside the traditional canon associated with Italian audiences and revise our ideas about the role of cinema in Italian life in this period.



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## Making Sense of Digital Media Rights: The Perspective of Young People With Cancer in Portugal

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This paper proposes a discussion of children's digital rights based on accounts of digital media's experiences by young people under particular circumstances of vulnerability. It draws on a qualitative research on young people with or survivors of cancer, their use of the media and perspectives on their media representation (including news and entertainment in traditional and new media). We conducted focus groups with 13 participants aged 12 to 22, who are still in treatment or had cancer (before the age of 18), recruited through a non-profit association in the field - Acreditar -, in Lisbon and Oporto, Portugal, in 2015. While the topic of children with cancer is mostly approached by Psychology, we propose a sociocultural approach, which includes contributions from childhood studies (Corsaro, 1997; James and Prout, 1997; Mayall, 2002; Prout, 2005; Almeida, 2009), to investigate the opportunities and constraints posed by digital media to these young people's rights. This means taking young people as active participants in their socialization process and, therefore, capable of elaborating, interpreting and reconstructing the social logics and their experiences, including with the media. In this sense, we were interested in analysing how they make sense of their rights to privacy and participation under the context of the disease, especially when related to social media use. On the one hand, the participants unanimously reject victimizing representations and several also refuted heroifying portrayals. On the other, different strategies to deal with their image or memory of having had cancer reveal marked singularities and tensions between privacy and self-affirmation: while some teenagers do not share any image of themselves when ill, others consciously manage the use of their image and information about their illness to feel reassured. The participants expressed concern about how to deal with constraints generated by people posting contents about them, even if well intentioned. Some of the young people claim the right to remove content mentioning them and the right to be forgotten. Others are more acceptive of different digital media visibility (among their social media circles or even public campaigns), provided they have a voice in defining the terms and tone. They see this as opportunity to contribute to a non-stigmatizing representation of the disease. However, particular tensions between adults' and young people's perspectives arose, for example, in families using social networking sites to raise funds, allegedly for treatment, sometimes using the images of very young (sick) children. Young participants also reported using the internet to search for health information on their condition, which reclaims attention both to their rights to accessible and specialised information and to media and health literacy. The majority of the participants reported an increase in use of different types of media during treatment. Digital media were pointed as an alternative for traditional media, because, in their perspectives, they provide more diverse, quality or age-appropriate content. All this poses both questions of provision of quality content and literacy for children and young people, especially under special vulnerability.

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## Who Framed the Audience? Video On-Demand Streaming Platforms, Customer Analytics and the Uses of Early Adopters

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Technological advances and the innovative ways of delivering television programmes through the Internet, online VoD or streaming media, are said to have a major impact on the media distribution model and on television formats, content production and audiences alike. This paper centres on Netflix, the top subscription-based video-streaming platform with a penetration of 74 million subscribers worldwide (Forbes, 2015). Netflix is gradually changing consumption patterns and viewing habits, further contributing to the displacing of traditional broadcasting, and strengthening the shift towards a paid-for content on-demand model. The targeted uninterrupted viewing allowed is appealing to audiences; its on-demand capacity, genre variety and release of all episodes of a series simultaneously give users command of their TV schedule and more freedom in structuring time. Concurrently, algorithms and customer analytics are used to detect and store users' preferences and online behaviour, and recommend to them programmes of their taste. Likewise, and given its increasing penetration pointing to the creation of a global audience, such big data are deployed by Netflix to create content and commission programmes users might like -and as the popularity of 'Netflix originals' shows, do like. Netflix's innovative technology and success raise a series of questions such as: will the future of content creation/production continue to be a creative process, or be based on a 'recipe' ordered by the platform and generated by customer analytics? Are we moving towards further audience fragmentation or experiencing the beginning of the end of fragmentation and moving towards a global audience created around entertainment genres? What about information programmes and the news? Could our control over the schedule lead to all our viewing being set and pre-planned, and thus to the end of spontaneity and of the element of surprise in our viewing (of traditional channel viewing/flicking)? Could the algorithms used, eventually lead to homogenized viewing? Arguably it is too early to answer such questions, but given Netflix's 14% global penetration (Forbes, 2016) perhaps now is time to begin to think about and tackle them. The paper touches upon such questions, discussing the Netflix phenomenon from an audience perspective. It specifically focuses on its early users in the UK, a country at an early adoption stage (E. Rogers, 1995) with a household penetration of 16% (Ofcom, 2015). It draws on qualitative semi-structured and structured interviews of early adopters, conducted in late 2014-early 2015, and on domestication theory and diffusion of innovations, to discuss how Netflix fits in everyday life routines, and the emerging use patterns, tastes, preferences and audience habits created around it. It examines users' attitudes towards the available content, targeted viewing, the algorithmic-based recommendation system and consumers' response to it, binge-watching and the 'guilty pleasure' of continuous viewing, the social and spatial viewing context and the interfaces used for it. By considering such practices, the paper intends to highlight potential changes in audience preferences and behaviour triggered by this new technology. It further deliberates on the future of the audience of content produced and consumed on-demand in a globalized TV network.

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# "MediaCorp": The Use of Media Literacy to Prevent Body Image Dissatisfaction Among Childrens Between 6 and 9 Years Old

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TV advertisements play a key role in the portrayal of models, values and roles. Children may interiorize and use them in the construction of their own identities, including their body image. These media portrayals usually associate slimness to positive features such as popularity or group appreciation (Grabe et al, 2008; Levine & Murnen, 2009). In fact, previous studies on body image portrayed by media have focused on the characters' weight appearance, and have concluded that media strongly emphasize the 'slimness standard' or the 'ideal slim' (Carrillo, Jiménez Morales, Sánchez, 2013). In this regard, it has been pointed out that about 40–50% of children aged 6–12 are unsatisfied with their physical appearance. Additionally, a low body image appreciation among children and adolescents can be associate to serious implications in both their physical and psychological health (Bird et al, 2013). Since children are more and more precocious in adopting (negative) attitudes toward their body image, and given the consequences that such attitudes can have on their health, our project intends to provide the educational system with tools validated by scientific research. Taking into account the influence of media on these attitudes, media literacy is the essential tool to be applied in the school environment, where children live essential experiences related to the development of their self-esteem, self-perception and healthy habits. This paper is part of a larger national research project that aims to implement media education tools for body image diseases prevention in order to influence positively children's critical interpretation of the body image patterns portrayed by audiovisual advertising. To do this, the project implements a hybrid methodological approach: a) a quantitative analysis of media consumption habits linked to body image of children from different grades of primary schools in three Spanish cities (Barcelona, Madrid and Seville); b) a quantitative and qualitative content analysis of audiovisual advertising aimed to identify the formal features that shape the body image patterns; c) focus groups and in-depth interviews to assess the influence of such patterns in children; d) design and implementation of the platform "¡Mi cuerpo me gusta!(I love my body!)" and e) an analysis of the effectiveness of the platform through the experimental method. The current paper presents the project and discusses its main features such as objectives, methodology and main challenges. Moreover it focuses on the design and development of an adequate tool to measure children's self-perception of their body image. Finally, this paper aims to spark discussion and provide a stable forum of debate over the importance of creating awareness of children's attitudes toward their body image. KEY WORDS: Advertising, Body image, Children, Media literacy.

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# Collecting, Processing and Analyzing Data in a Qualitative Longitudinal Study – On the Role of Media in Socialization of Socially Disadvantaged Adolescents

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The paper at hand focuses on strategies how to collect, process and analyze data from a qualitative longitudinal study. This is illustrated by selected examples of methodological problems and their solution. The study investigates the role of media in the socialization process of socially disadvantaged children as they grow up. This qualitative longitudinal panel study was launched in 2005 and is classified as Lebenswelt based research. The project started with twenty families with children at the age of 5 years. Criteria for the inclusion in the panel were e.g. the experience of poverty and other forms of disadvantage such as bad housing situation, single parenthood, difficult family backgrounds, migration background and low levels of formal education. Data collection was conducted in 2005, 2007, 2010, 2012, 2014, and 2016. A multi-methodological design was constructed comprising face-to-face-interviews with both children and their parents. In addition, each family was observed in their everyday life, and a structured questionnaire was used to get a clearer picture of the particular family situation (housing, family members, finances, formal education). As the children grew older, additional observation schemes were added (photographs of bedroom and favored places for work and media use; personal network maps; thinking aloud data concerning their favorite social network sites). In order to grasp the complexity of the topic and the collected data, this study follows the model of triangulation. The sensitive nature of the collected data requires particularly strict rules for anonymization and archiving. To operationalize the process of thematic coding a complex list of codes was deductively composed in 2005 and cautiously changed and extended during the following waves of the survey: aspects of media-related and technical change were taken into account and at the same time the list of codes had to "grow up" with the children and their vested interests and needs. To strengthen intersubjective validity of coding, software for qualitative data analysis (MaxQDA), was used. The data was analyzed in two steps: Firstly, a focused analysis along previously defined categories was carried out for the interviews with parents and children. Secondly, a contextual analysis of the individual subjects was done (case studies), comparing their answers from the guided interviews with the further results provided by the other methods. Such a rich design (understood here as a sensitive combination of methods), which can shed light on aspects that cannot be covered adequately by only one method features a high density of data and a high level of reflection on the process of analysis. It shall be made clear how above all a longitudinal design can help to identify individual patterns of practices in the context of socialization. Such a design is suitable to reflect both mediation processes as well as the changing family-related conduct of everyday life and within it the child's own perspective on coping with upcoming developmental tasks.

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## Screens and Children Aged 0–6 : A Study into the Representations and Attitudes of Parents and Early Childhood Professionals

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In today's social and technological context different kinds of screens are used by increasingly young audiences and play a significant role in family and social life (Ólafsson, Livingstone & Haddon, 2014). Yet parents face anxieties and difficulties in dealing with evolving digital technologies, and early childhood professionals raise questions about the effects of these on the development and well-being of children. This paper analyses, in French-speaking Belgium, the ways in which the parents of children aged 0–6 talk about their children's use of screens, the parents' attitudes toward using screens at home, and the ways in which the parents regulate (or not) their children's media use. Moreover, this study was also aimed at early childhood professionals who have a close relationship with families and can therefore provide additional insights into how parents deal with their children's use of screens. We were also interested in the professionals' own attitudes and representations toward screen use in early childhood. This study was funded by the Belgian Office National de la Naissance et de l'Enfance (ONE) to inform the development of awareness actions aimed at ONE's target groups, i.e. the children, their parents and the early childhood professionals. Both researched groups were approached through a quantitative survey followed by qualitative focus group interviews. First, the survey consisted in an online questionnaire (one version for each group) focusing on the parents' (n=1798) and professionals' (n=643) attitudes and practices toward screens and the children's media use at home. A procedure was implemented in collaboration with ONE professionals in order to reach out to families that are less connected. Second, two sets of focus group interviews were organised in order to get deeper insights into the professionals' and parents' representations of screen use in early childhood and their information or training needs in that respect. Our findings show that parents and professionals are generally unfavourable to the use of screens by children because screens are seen as potentially harmful to the children's development. This contrasts with the fact that households have on average six different types of screens, most of which are in collective spaces (e.g. the living room). This negative attitude is reflected in the parents' and even more the professionals' attempts to restrict or even prohibit the uses of screens by children. However, the dynamics of family life makes this strategy ineffective. Parents and professionals only have limited discussions about the children's uses of screens and mostly address possible restrictive measures. However, a few parents encourage their children to selectively use media that support their individual and social development, and most express a willingness to accompany children rather than restrict their use of screens. Both parents and childhood professionals are aware of the need to educate children to screens, but they struggle to identify positive behaviours toward these objects that are both coveted and worrying. The study points to the need to develop media education initiatives aimed at parents and childhood professionals.

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## In the Peripheries of Network Society: Digital Media in Economically Deprived Families with Children in Sweden

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For most people in Sweden access to the internet can be taken for granted today, much in the same way as access to water and electricity. However, there are still parts of the population, not only among the elderly, for whom internet access might be a scarce resource and therefore also a source of struggle. This paper focuses on one such group, namely economically deprived families with children. More specifically, it presents the rationales and early results of an ongoing media ethnographic study on the various meanings attributed to digital media by the members of such households (both parents and children), focusing especially on the concerns, conflicts and strategies associated with the limitations surrounding their acquisition of digital media devices as well as their internet access and use, within an everyday context of economic deprivation. Even though previous research on digital divides has convincingly shown them to be irreducible to a generational problem that will disappear by itself over time – for example, class-related variables such as educational level, occupation and income also matter – relatively little is known about their occurrences within the so-called “digital generation”, especially in Sweden. More generally, large-scale surveys have successfully evidenced and mapped the empirical patterns of digital divides among young people, but we still have limited knowledge about the contextually embedded generative mechanisms through which these patterns emerge. Even less attention has been paid to the ways in which young people at the margins of network society, along with their parents, actually experience and deal with their potentially limited internet access in everyday life. Against this backdrop, this paper deals with the fundamental question of what it feels like raising children and growing up under conditions of scarce economic resources and potentially limited internet access in a highly wired society generally associated with social equality. What does it feel like not being able to give your children equal technological opportunities as their friends (or having to make huge sacrifices in order to secure such opportunities)? How do the potential experiences of feeling different and digitally excluded matter for the children's well-being? And how are the potential conflicts stemming from the scarcity of (digital) resources affecting family life? Adopting a non-media-centric approach built around Bourdieusian social theory and insights from domestication research, the paper thus sets out to explore not only the meanings and uses of digital media in the particular context of economically deprived families with children in Sweden, but also the subjective and emotional dimensions of economic vulnerability and social class in today's network society.

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## Two-Step Flow Reloaded: Youtubers as Opinion Leaders for Their Adolescent Fans

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YouTube is the most popular online service among 12- to 19-year-olds in Germany (MPFS, 2014). According to adolescents, videos on YouTube are more appropriate to their interests and humor than the conventional television program and independent from specific broadcast times (Kupferschmitt, 2015). Furthermore, the high numbers of subscribers and the high ranks of YouTube videos certainly do contribute to YouTube's popularity among adolescents (Mahrt, 2015). Against this background, this study raises the question if Youtubers such as Y-Titty, Dagi Bee or DNER serve as opinion leaders for their adolescent fans and if the latter even increase Youtubers' influence by passing their messages to their peers and thus initiate a new form of two-step flow of communication (Lazarsfeld, Berelson, & Gaudet, 1944). To answer our research question, we conducted 238 face-to-face interviews with 12- to 18-years-old YouTube fans at Europe's biggest YouTube-Fan-meeting, the 'VideoDays 2015' in Cologne. The quota sample (n=238) consisted of 52% female and 48% male participants with a mean age of 14.7 years (SD=1.66). Opinion leadership was measured by self-assessment (with regard to adolescents) and external assessment (with regard to their favorite Youtubers). In addition to the personality strength scale (Schenk & Rössler, 1997), opinion leadership was operationalized by the following question which was asked for different topics, e.g. gaming, beauty or politics: 'Do you rather give advice to others or do you rather seek advice from others?' Advice seekers were then asked in which areas they seek a YouTube's advice, respectively family and friends' advice. As most of adolescents' favorite Youtubers (64%) upload 'let's-play videos' it was hardly surprising that 74% of the adolescents who reported seeking advice on gaming would prefer a YouTube as adviser to friends and family (22%;  $\chi^2(2)=8,569$ ;  $p=.014$ ). Moreover, adolescent YouTube users perceive themselves as advisers in games and music for friends and family. In contrast, 52% of the adolescents preferred Youtubers when seeking advice on news and politics, although only 4% of adolescents' favorite Youtubers talk about corresponding issues in their videos. Another empirical evidence for a two-step flow of communication on YouTube is that 40% of the interviewed adolescents considered that 'what my favorite YouTube says is helpful for discussions with others' ('fully applies' or 'applies'; bipolar five-point-scale). Within our sample, the share of advisers varied depending on the topic. Whereas adolescents primarily reported seeking others advice on e.g. news and politics (70%), education (59%) or sports/fitness (57%), many of them stated giving advice in e.g. questions of music (68%) and gaming (60%). To sum up, our findings indicate a new form of two-step flow on YouTube at least in particular areas of interest as gaming and news/politics. Youtubers are opinion leaders for their adolescent users and even substitute opinion leaders such as close friends and family.

PP 301

## Coping Strategies of German Adolescents in Dealing with WhatsApp

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WhatsApp is the most used chat app in Germany in 2015. Almost 92 percent of adolescents own a smartphone and 90 percent use WhatsApp to stay connected with their families and friends (mpfs 2015). The average German adolescent uses WhatsApp 26 times a day. Although WhatsApp is widely spread among adolescents and used frequently, 58 percent of the young users state that WhatsApp sometimes is annoying because they receive so many messages and 64 percent realize that they sometimes waste a lot of time using apps and social communities (mpfs 2014, Przybylski et al. 2013). Furthermore there are more factors that can cause stress and pressure as WhatsApp offers some functions that allow users to see if their message was read or when their chat partner was last online. This often leads to arguments among young users, because they speculate about what the other person was doing the last time online or they get angry at each other when the other one does not answer quickly (Church & de Oliveira 2013, O'Hara et al. 2014). Also 27 percent of German adolescents face the so called "Fear of Missing Out" if they forget their smartphone at home or it is turned off (mpfs 2014). We assumed that adolescents would develop strategies to cope with all these factors that can cause stress and wanted to know how they dealt with the stress and pressure they face regarding WhatsApp. In a qualitative research we therefore interviewed 20 students aged 13 to 15 and combined the interviews with three group discussions. The main research question was what kind of pressure do adolescents face regarding WhatsApp and which coping strategies do they develop to cope with this pressure. Summarizing the results of the study so far, not every student is aware of the pressure and stress that is caused by WhatsApp but nearly every student mentioned a situation that seemed stressful to them. The majority views group chats as most stressful, because the amount of meaningless messages is very high. Mostly they do not read all the messages but scan important messages. They consider messages to be important depending on the person who wrote the message, the length of the message or they read the beginning of the message. When they do not want someone to see that they read their message they use the pull-down menu or push-messages to at least read a preview of the message. Furthermore we found that they consider insults via WhatsApp less hurtful, because they feel that digital insults have less impact as in the physical world. All in all the study shows that almost every student is stressed by WhatsApp by different factors, but in most cases they were not aware of WhatsApp as a stress factor. Instead of renouncing WhatsApp they develop a wide range of coping strategies to deal with the stress caused by chat apps like WhatsApp, because all their friends and families are on WhatsApp.



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This panel aims to revitalize an often overlooked method for qualitative analyses of media use and audience practices: diaries. Diaries have been utilized in disciplines such as sociology, anthropology, and media studies, but are not nearly as frequently applied as interviews or focus groups. Our research thus miss out on the unique advantages diaries offer: the potential for non-invasive, continuous data collection over time, and the possibilities for detailed logging coupled with informants' reflection on their own practices. There are two main reasons why this panel is particularly timely at this point: First, media use is getting exceedingly more entangled, as signalled by the growing attention to the need to study cross-media use. Our use of media technologies flows together. Social media are integrated parts of tv watching, online news actors have left it to Facebook to handle reader comments on their journalism, and the mobile phone has morphed into an ubiquitous apparatus for multimedia experiences. This requires a nuanced, qualitative approach to make sense of, and disentangle uses, and understand new interconnections and processes of meaning-making. Different versions of the diaries method can help - and this panel offers an opportunity to share experiences with diaries for this purpose in different kinds of research projects. The second reason for enlivening debates on media diaries at this time is connected to technological developments: Computer tools that facilitate the collection of large data sets on online media use could potentially replace the component of media diaries that seeks to log media use. Such tools have been utilized by media researchers lately, but rarely in combination with a qualitative approach to diaries. A combination of automatic logging of information with diaries where informants can reflect on their own use provides a new potential, and could also limit the well known challenges with diaries, e.g. tiredness and high drop-out rates amongst informants. The panel will offer a critical discussion of the potential merits and challenges of integrating such tools in qualitative audience research. Bringing together leading scholars with a distinct cross-media interest, from five European countries, this panel provides a much-needed opportunity to critically discuss issues of methodology in audience and reception studies. In addition to the five individual paper presentations, Anne Kaun (Södertörn Uni) will act as respondent.

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## Online Media Diaries as a Stepping Stone for Examining Media Experiences and the Fragmentation of Media Selections

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This paper discusses a study where online media diaries were employed as the first of four methods in an iterative research process. The aim of the diaries was to examine the diversity of the participants' media use as well as the reasons behind their media choices. The subsequent methods were media landscape interviews (Tammi, 2016), ethnographic visits and reading aloud interviews to investigate fragmentation of media selections, media practices and experiences of reading a magazine. Four participant groups (n=44) conducted individual and private online media diaries. The groups were ten 16–18 year-old high school students, twelve 18–25 year-old young adults, ten 35–45 year-old men and twelve 45–55 year-old women. In the diaries the participants were asked to report those media titles they used during the two or four week period, and also elaborate on the why's and how's of their media choices. The diaries were complemented with two assignments: the most memorable media experience of the previous week, and listing the seven most important media titles. The diaries were written on a wiki-platform PBWorks.com (see also Kaun, 2010). The data offered an in-depth perspective to the participants' everyday media lives, including information about the mundane media routines, the ritual and multisensory experiences with the most engaging titles as well as the meaning of the social practices in choosing between titles. The challenges were associated with the group-specific features. Many of the 45–55 year-old women described their experiences extensively, whereas the 35–45 year-old men barely listed the titles they used. Especially the 16–18 and 18–25 year-old participants' mobile media practices were often out of reach of the online platform that was impossible to update on mobile devices. The diary data facilitated the succeeding methods in two ways. First, all the titles reported within the groups were collected into a card deck, which the participants sorted under eight categories of importance in the media landscape interviews. These maps – personal media landscapes – were used in analysing the fragmentation of the media selections and individualisation of media titles within the groups. Second, the open-ended descriptions of the experiences with the most engaging titles were used as data in the qualitative analyses of media engagement. References: Kaun, A. (2010). Open-Ended Online Diaries: Capturing Life as It Is Narrated. *International Journal of Qualitative Methods*, 9(2), 133–148. Tammi, R. (2016). Engaging with media in the fragmented media environment, Aalto University. Helsinki.

PN 159

## Prompting Daily Life: Using Digital Media Diaries to Enrich Qualitative Interviews

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A great challenge for empirical media research is how to study routine and habitual media behavior in daily life. Research has shown that people are unable to accurately recall detailed media activities when asked in surveys (see e.g. Boase & Ling, 2013; Prior, 2009) and in qualitative interviews research easily end up addressing people's idealized rather than actualized behavior. Therefore we need different methods to explore the intricacies of routine media use in more accurate ways. The digital media diary appears as an attractive alternative that is less obtrusive than observation studies, yet more suitable for mapping media use in daily life than surveys or interviews. In recent years, a number of digital tools have emerged that can ease the process of collecting media diaries online. This has opened up possibilities for getting detailed information about media use in subtle and less demanding ways. One strand of research has explored ways of using passive logging from digital devices to create a form of automated media diaries (see e.g. Ørmen & Thorhaug, 2015), whereas others have sought ways to activate users to provide information (see e.g. Hargittai & Karr, 2009). In this paper, I discuss how these versions of digital media diaries can be used to describe media use more accurately than comparable methods and provide a rich background for follow-up studies. The discussion

draws on a study of 16 Danes, where media diaries were used to collect information about news practices at multiple times during one day. This information was subsequently used to guide semi-structured interviews. Here, the digital media diary provided a unique opportunity to gather rich information about media practices, which the participants would not recall or pay attention to on their own. In that way, digital media diaries – in both the passive and active versions – emerge as a unique tool to prompt user behavior and stimulate interview questions on a more detailed level. In the end, constraints and limitations of digital media diaries – notably digital divide issues – are discussed. References Boase, J., & Ling, R. (2013). Measuring Mobile Phone Use: Self-Report Versus Log Data. *Journal of Computer Mediated Communication*, 18(4), 508–519. <http://doi.org/10.1111/jcc4.12021> Hargittai, E., & Karr, C. (2009). What R U Doin? Studying the Thumb Generation Using Text Messaging. In E. Hargittai (Ed.), *Research Confidential: Solutions to Problems Most Social Scientists Pretend They Never Have* (pp. 193–116). Ann Arbor, MI: University of Michigan Press. Prior, M. (2009). The Immensely Inflated News Audience: Assessing Bias in Self-Reported News Exposure. *Public Opinion Quarterly*, 73(1), 130–143. <http://doi.org/10.1093/poq/nfp002> Ørmen, J., & Thorhauge, A. M. (2015). Smartphone log data in a qualitative perspective. *Mobile Media & Communication*, 3 (3), 335–350. <http://doi.org/10.1177/2050157914565845>

PN 160

## Catching People's News Experience. Why We Use and What We Have Learned from the 'Day in the Life Method', Think Aloud Protocols, Video Ethnography and Digital News Tracking

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<sup>1</sup> Vrije Universiteit Amsterdam, Amsterdam, Netherlands

Audiences and users have become increasingly important for journalism. A good example is Dutch quality newspaper *de Volkskrant*. On the eve of the new millennium, 50 percent of the paper's revenue was based on advertising. In 2016, this figure had been reduced to 18 percent. 82 percent of revenue is now raised by a stable and (in 2015) even increasing (digital) community of paying readers. To get a more thorough understanding of changing news user practices and news distribution logics, a closer look at people's news experiences is crucial. News organizations tend to rely on web metrics to monitor the behaviour of online news users. Although these instruments give precise details on what, when and how long users read online news, metrics are limited instruments for understanding people's changing user practices and preferences. Becoming more knowledgeable about underlying news user patterns and considerations calls for different scholarly questions and research methods. Our paper reports on the benefits and limitations of taking a radical user centred approach, quantitatively and qualitatively; starting from the user's device, user practice and user experience instead of the news site, news organisations or editors' experiences. In this paper we will reflect upon four research methods we have used and adapted in order to captivate people's news experience. First, the relevance and importance of using the notion of experience as framework for the study of news use will be explained (Dewey, 1934; Costera Meijer & Groot Kormelink, 2015). Second, we will discuss the pros and cons of the day in the life method as an alternative to the more familiar diary method. How did we make use of it and which types of experiences we were able to capture? Third, we will share our experience with using think aloud protocols as a way of getting insight into people's everyday news use considerations. What kind of knowledge do they enable and what are their limitations? Fourth, we will report on video-ethnography as a means of getting insight into the meaning of gestures, spaces, places and sensory aspects of news use. Finally, we will reflect on our use of the 'Newstracker', a digital tool we developed to monitor users' actual consumption of news websites on desktop and laptop computers by the use of a proxy installed on the devices of a group of respondents. In our conclusion we will compare how each of these four methods capture people's changing news experience in a different manner and whether a mixed method may be the best approach. References: Costera Meijer, I., & Groot Kormelink, T. (2015). Checking, Sharing, Clicking and Linking: Changing patterns of news use between 2004 and 2014. *Digital Journalism*, Vol. 3, No. 5, 664–679 Dewey, John (1934, 2005), *Art as Experience*. London: Penguin.

PN 161

## Beyond Media and Audiences – Media Diaries as a Method for Understanding Life with and Without Media

A. Wagner<sup>1</sup>, C. Schwarzenegger<sup>1</sup>

<sup>1</sup> University of Augsburg, Augsburg, Germany

In this presentation we make a case for the manifold uses of media diaries for communication research; especially uses one would normally argue they are no good for – studies that focus neither on the media nor on audiences as such. We review merits and limitations of media diaries as a research tool in highly saturated media environments. Thereby, we do not consider it viable to focus either on mass media or interpersonal communication in separation but always have to consider the entanglement of the two, as Bolin's (2014) media-as-a-world perspective suggests. We consider media diaries as a lens on such multi-faceted entanglements of people's media and communication practices in the everyday that can help us understand their personal logics, routines and motivations without reducing them to their role as member of an amorphous mass formerly known as the audience. Although media diaries are a neglected method for communication research at large and audience research in particular, hardly reflected in methodology textbooks, they aren't entirely forgotten. Berg and Düvel (2012) describe the application of media diaries in communication studies reaching from standardized investigation of temporal characteristics of mass media usage to more ethnographically informed views. What appears rather constant across different applications of the method is an implicit media centrism of the approach. Kaun (2010) states diaries provide researchers with a source of data to grasp forms of meaning construction, and allow for a nuanced understanding of subjective perspectives of informants in their life-worlds. However, thereby media diaries may tempt informants to focus on the extraordinary, and memories that stick out of the media experiences but do not document mundane day-to-day occurrences in their banality. Certain events included in the diaries could be triggered by the mere fact that informants are documenting their practices and feel urged to produce valuable content. We argue that we therefore should not decouple media and communication practices from the everyday and look beyond media usage and its contexts to understand the significance of said practices without overemphasizing them. We develop our argument based on a variety of studies conducted between 2012 and 2015. Media diaries were either used as stand-alone methods or in triangulation with other forms of inquiry (focus groups,

qualitative interviews); we used diaries with different degrees of standardization and free space for reflection respectively. Media diaries varied also in regards of whether they were used with or without an experimental intervention in the everyday setting. We thereby present diaries as a method to fashion studies that are a) non-media centric, b) aim for understanding the refusal of media usage and non-use of certain technologies and we showcase c) the use of media diaries in an inter- and transgenerational perspective. Drawing from our empirical experiences with the method, we demonstrate that media diaries are beneficial for research purposes that explicitly aim beyond ideas of researching isolated (specific) media or understanding the audience but have a focus on people's real lives and the everyday embeddedness of their communicative practices.

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## Exercising and Experiencing Freedom of Information: Media Diaries in the Exploration of Public Connection

*H. Moe<sup>1</sup>, B. Ytre-Arne<sup>1</sup>*

<sup>1</sup> University of Bergen, Information Science and Media Studies, Bergen, Norway

This paper discusses the relevance of employing media diaries in exploration of how individuals exercise and experience their freedom of information. The discussion is grounded in the project "Media Use, Culture and Public Connection: Freedom of Information in 'The age of big data'" (MeCIn), carried out in Norway. This project combines quantitative and qualitative methods in a comprehensive investigation of how citizens of different socio-cultural background use and experience different media texts and cultural expressions across technological platforms. In order to explore and understand this phenomenon, and connect it to important democratic ideals, media diaries are employed as a central methodological tool. The paper will discuss opportunities and challenges of diary methods in this particular context. Freedom of information refers to the right to have access to a variety political ideas and cultural experiences, and is as crucial to democracy as freedom of speech. In Norway, as in many European countries, media and cultural policy is developed from the constitutionally mandated premise that the state should facilitate an open and enlightened public debate. In order to evaluate policy in these areas, it is important to have knowledge of how citizens use their freedom of information— but this is also increasingly difficult to obtain in a complex media landscape. In their well-known study of public connection in the UK, Couldry et al (2007) note the diverse forms this phenomenon could take, spanning across social space and invoking mediated and non-mediated channels. Since their study was conducted, the rapid uptake of new media technologies has further highlighted questions of diversity and fragmentation. The convergence and integration of digital technologies poses challenges as well as opportunities for mapping media use, while it is increasingly important to go beyond mapping and also analyse how people discern and evaluate information, experience media and culture in the context of their lives, and reflect upon their own public connection. Diaries, also used by Couldry et al., emerge as particularly relevant for several reasons, but would also need development in order to meet current challenges. This paper will further discuss challenges and opportunities of media diaries in analysis of three dimensions concerning public connection: 1) cross-media use, including the different uses of media and cultural expressions across platforms, 2) opportunities for combining online media use tracking tools in combination with diaries, and its accompanying ethical challenges, and, 3) people's subjective experiences and reflections upon the relevance and importance of different media and cultural forms. Reference: Couldry, N., Livingstone, S., & Markham, T. (2007). *Media Consumption and Public Engagement. Beyond the Presumption of Attention*. Basingstoke and New York: Palgrave Macmillan.

Friday, November 11  
09:00 – 10:30

A. Jorge<sup>1,2</sup>

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This international panel presents results from the research done by CEDAR (Consortium on Emerging Directions of Audience Research) – a 14 country European consortium of young audience researchers working to map trends, gaps and priorities emerging over the past decade (2005–2015) in the field of audience research, funded by the AHRC, UK. Based on a mapping exercise of audience research, four papers critically discuss boundary-making and shifting formations defining the field, highlighting specific gaps and uncertainties. A cross-generational dialogue is ensured through the two respondents. The rapid uptake of new technologies has left audience researchers both enthused and confused. While some have proclaimed to leave the arena of ‘audience studies’ to ‘new media (user) research’, and some have claimed that we are in a ‘post-audience’ age, the others continuing working within the field have not yet identified a core set of priorities and concepts to address the wide variety of media forms and technologies available today. In this panel, the organisational and methodological work of CEDAR is presented by Das and Ytre-Arne, to contextualise the results from the inductive and deductive analyses of audience research. The coordinators of the network present some general findings of the mapping exercise organised in thematic clusters (texts and audiences, design interfaces and platforms, methods and methodology, audience experiences, and publics and participation). The next three papers offer bird’s eye views on some of those clusters, and highlight key themes and main findings concerning the scope and definition of audience research. Stehling and Finger look at comparative studies. They detect the trend of combining cross-media and cross-country analyses, discussing on the one hand the methodological and theoretical challenges for this area; and on the other hand arguing that comparing shall be seen as integral part of future audience studies in the light of new developments of convergence and globalization. Next, Kaun et al. turn the focus on to the invisible – audiences who have not been studied, or studied only marginally in the midst of a rich and buzzing field. Their inquiry into the invisibility of certain audiences hones in on post-socialist audiences, working class audiences and very young audiences, and on lurking or unintended audiences. Finally, Mathieu et al. explicitly explore the methodological and disciplinary boundaries of audience research, as they resort to interactive interviews with scholars who are differentially positioned towards audience research. They argue that audience research has organised its “borders” and its interactions with other fields of inquiry throughout interdisciplinarity, normativity and contextuality. Their methodology offers a complement to the literature review conducted under CEDAR, bringing reflection on methodologies, knowledge interests and claims that can be conceived within audience research. Lastly, Sonia Livingstone and Kim Schröder will stand as respondents to this panel, from their viewpoint of senior academics in the field, discussing the results in terms of its implications for audience research, as well as contributing to the second phase of the network’s work, foresight analysis.

PN 196

## An Experiment in Cross-National, Qualitative Stock-Taking: Lessons from the First Phase of the CEDAR Consortium’s Work on Media Audiences

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<sup>2</sup> University of Bergen, Bergen, Norway

In this paper we bring together insights from the first year of research done by the Arts and Humanities Council of UK funded network – Consortium of Emerging Directions in Audience Research. Bringing together 33 researchers from 14 countries, CEDAR has set out to (1) first, in 2015, map emerging themes in inter-related areas of audience studies as the field has rapidly transformed and morphed over the past decade and (2) second, over 2016–17, create a foresight agenda to outline priorities for the future of the field. In this paper we address some of the challenges we have faced in our first phase – about conducting qualitative research across cross-national teams dealing with a vast and sometimes ill-defined body of literature, the systemic and organisational challenges that faced this network of early career researchers, methodological challenges in mapping a field as diverse and difficult to define as audience studies, and the value created out of this work. In the second part of this paper we address some substantial issues concerning the outcomes that have been generated by the network in its first year. We go through the intellectual logic of the work done by CEDAR inside and across its research clusters. We present results from the consortium’s work – on texts and audiences, design interfaces and platforms, methods and methodology, audience experiences, and publics and participation to outline ways in which people have been engaging with their media environments, to what purposes, and in which ways – for this has all been changing over the past decade, reflecting not only the affordances of media technologies around us, but the diverse ways in which people use the media in personal relationships, across distance and boundaries, and always, for a variety of personal, communal, political and civic purposes. We try to present why, ultimately, as it stood in 2015–2016 – audience research could only be defined by the network with great difficulty, for it had spread its roots amongst a variety of sub-fields and new fields (with which CEDAR has engaged), and yet – people continued to do (their own kind of) audience research. So what had happened over the past decade that would allow audience researchers today to make sense of what the field looks like now? Which were the burning conversations and what new paradigms of looking at the field were being proposed? In this paper, the directors of the CEDAR network address these issues while paying attention to the challenges presented by the very structure and nature of its own endeavour.



PN 197 Comparing as an Opportunity for Future Audience Research: Emerging Themes in Cross-Media and Cross-National Comparative Audience Research

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<sup>2</sup> University of Hamburg, Hamburg, Germany

While most of comparative research has long been focused on cross-national comparisons, in recent years cross-media audience research emerged as a reaction to increasingly converging media environments (e.g. Hasebrink & Hölig, 2013; Bjur et al., 2013). In this paper, we discuss both cross-national and cross-media research in regards to their comparative approach. On the basis of a literature review, we identify emerging themes and research gaps in contemporary comparative audience research. For the area of cross-national audience research, we consider cross-national comparative studies those that, in reference to Kohn (1987, p. 714), 'utilize systematically comparable data from two or more nations'. For the area of cross-media audience research, we consider studies that look at media use across two or more different media types, media platforms, genres and/or devices. This differentiation of the two areas is used according to Bucher (2008, p. 309), who differentiates between a) comparing audiences across different groups and b) comparing audiences across different media. The results of the review show that this differentiation becomes important because the integration of studies from both areas can be identified as an emerging theme. Our main argument is that comparing is a beneficial resource for the future direction of audience research. Building on the finding that cross-media and cross-national audience comparisons share similar opportunities and challenges, we will first show why comparing audiences is beneficial. We argue that cross-national comparisons often involve helpful theoretical and methodological reflections for audience studies. This can help to achieve a more comprehensive understanding of audiences in times of convergence and globalization. Second, we will focus on the integration of cross-national and cross-media perspectives in audience research as an emerging theme. We will show how this reflects new developments in audience behavior, especially from a cross-media perspective. As a conclusion, we will point out that audience research can benefit from strengthening cross-national and cross-media comparisons not only as a field of its own, but as an integral part of future audience research.

PN 198 In Search for the Invisible (Audiences)

*A. Kaun<sup>1</sup>, J.M. Hartley<sup>2</sup>, J. Juzefovics<sup>3</sup>*

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The paper presents an overview over research that considers invisible audiences. Fundamentally we understand media audiences as "people who receive, co-create, interpret, understand and appropriate media messages" (Reifová and Pavlíčková, 2013:130). Within this realm, we identify and define invisible audiences in a twofold way. Firstly we consider research on audience groups that have been marginalized by both mainstream media and mainstream audience studies such as post-socialist audiences, working class audiences and very young audiences. Secondly we consider audience groups that are literally invisible including practices of lurking in social media environments as well as unintended audiences. The literature review of research of the past ten years on invisible audiences identifies important gaps for both forms of invisible audiences. In conclusion, we suggest more extensive research on the diverse groups of invisible audiences on a more structural level, i.e. questions of certain social, political as well as cultural groups are rendered invisible. Furthermore we suggest that studies consider practices of invisible audiences on the micro, experiential level from the perspective of members of invisible audiences.

PN 199 The Interdisciplinarity, Normativity and Contextuality of Audience Research: Questions of Generalization

*D. Mathieu<sup>1</sup>, M.J. Brites<sup>2</sup>, N.A. Chimiri<sup>1</sup>, M. Saariketo<sup>3</sup>*

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<sup>2</sup> Lusophone University of Porto and Communication and Society Research Centre, Porto, Portugal

<sup>3</sup> University of Tampere, Tampere, Finland

This paper aims at exploring the borders of audience research. Based on interactive interviews with nine scholars who operate in related fields of inquiry, we argue that the field of audience research has established its "borders", which remain porous, around three main constituents: interdisciplinarity, normativity and contextuality. That is, we contend that questions of interdisciplinarity, normativity and contextuality are notably shaping the ways audience research negotiates its place within the wider research landscape in constant interaction with neighboring fields of research. The presentation will concentrate in proposing a synthesis of the three constituents as they are expressed throughout the various fields of research that were chosen for this project: media audience research in relation to theatre studies, science and technology studies, communication for social change as well as media literacy. In particular, we will address issues of generalization that arose from the reliance on interactive interviews given the unique research trajectories of both interviewers and interviewees, the broad variety of research contexts discussed in the interview, and the impossibility to achieve representativity of both audience research and related fields of inquiry. Against these challenges, we wish to discuss the value and reflexivity that our methodology and synthesis have provided, and how it is possible to generalize about audience research on their basis. We argue that our interactive discussions with scholars who are differentially positioned towards audience research have revealed fundamental aspects about the field. These aspects are commonly not represented or discussed in textbooks or empirical studies, but they are worth reflecting upon when engaging with the conceptual and epistemic complexities of audience research.

PN 200

## Audience Experiencing of Emotions in the Contemporary Media Landscape

*A. Jorge<sup>1</sup>, P. Dias<sup>1</sup>*

<sup>1</sup> *Catholic University of Lisbon, Lisbon, Portugal*

This presentation reflects on the mediated experiencing of emotions, based on a literature review of the field of audience research between 2005 and 2015. We live in a complex and ubiquitous media environment which makes our experiencing of the world increasingly mediated, and audience studies have been part of this discussion. The main emergent themes identified in this field are emotions and identity formation; emotions and individual and collective memory; and mediated experiencing of negative emotions related to trauma and distant suffering. A transversal paradox was found: while interaction and participation seem more frequent and spontaneous experiencing of emotions appears to be possible, technological mediation introduces distance and detachment. This literature analysis shows the need for psycho-cognitive and cultural-critical approaches to the study of emotions to be reconciled in order to tackle the complexity of the phenomenon.

PP 378

## Who Broadcasts (Shady) Truths on News Websites? A Survey on the Predictors of Truth-Demanding User Commenting

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User comment sections on the websites of legacy news media have been expected to serve as an area for deliberative discourse (Singer, 2009). Yet, this optimistic view does not seem to prove true. Instead, users often write self-centered, uncivil, and unsubstantial comments (Coe et al., 2014). Another significant threat to the quality of public discourse are comment authors trying to undermine the credibility of journalistic/political work by suggesting alternative and often conspiratorial, unverified interpretations of real-world issues. In fact, it has already been discussed whether comment sections are "conspiracy theories' engines" (Slavtcheva-Petkova, 2015). To understand the nature of conspiratorial comments, it is important to know the people behind them. Yet, little is known about what motivates users to practice what we call "truth-demanding news commenting" (TDNC). Based on research on media-skepticism (Tsfati & Capella 2003) and on dispositions of commenting users (Ziegele et al., 2013), we assume that demographics, attitudes and ideologies, and media consumption will contribute to predicting this behavior. A cross-sectional CATI survey was conducted to investigate the impact of these factors on TDNC. The random sample was representative of the German population. We included age, gender, and education as demographic variables. A basic measure of respondents' social integration was also implemented by asking how often respondents keep in touch with their friends. Attitude and ideology variables encompassed satisfaction with democracy/economy, political interest, preference for a specific party, and support for political 'protest' movements. General conspiracy mindset was measured by asking respondents whether they believed in the truth of four statements, e.g. "Most people have no idea that our lives are determined by secret plans" ( $\alpha = .74$ ). Finally, news media exposure was assessed by asking respondents how often they used various newspapers (online and offline), television broadcasts on public vs. commercial channels, and social network sites and 'alternative' online news sources. Our dependent variable (TDNC) was measured by asking "How often do you write comments on news websites when you perceive that journalists withhold the whole truth?" Although this item might measure more than just TDNC, we perceived it as the most direct measure we could ask without arousing the participants' suspicion. The predictors were entered into a regression model which explained 17 percent of the variation of TDNC. Regarding sociodemographics, male participants were more likely to practice TDNC. Social integration was negatively related to TDNC. Regarding attitudes and ideologies, only the degree of respondents' dissatisfaction with the national economic situation predicted the frequency of TDNC. By trend, supporters of the right-wing extremist movement PEGIDA practiced more TDNC. A substantial share of variance ( $\Delta R^2 = .14$ ) was explained by participants' individual media diets: participants' TDNC increased with the use of 'alternative' online news sources, social network sites, and news broadcasts on commercial channels. These results indicate that the (selective) exposure to presumably non-mainstream truth perceptions in peoples' social networks and the tempting and often conspiratorial interpretations of reality offered by non-mainstream news sources increase users' desire to "broadcast alternative truths" on the websites of news media.

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## Smart, Up-to-Date, and Tired of News? Perceptions of Political News Overload Among the Elite

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From a normative standpoint, informed citizens are essential to a healthy democracy. The current media environment seems to be both fostering and threatening this goal. The number of news outlets has multiplied and so have the ways to keep informed and participate in the political process. However, due to the audience's limited capacity for paying attention, users tend to perceive the amount of news as an oversupply of information. This can lead to news overload, the feeling of being cognitively overburdened by the amount of news. That is problematic as it means a waste of potential benefits and might eventually lead to news avoidance. Accordingly, a number of recent studies have investigated news overload. However, despite most of them warning of news overload as a "widespread phenomenon", others claim it to be a "rare sentiment". Moreover, it is not yet clear, which societal groups experience news overload to what degrees. Results suggest that news overload especially affects lower educated people. Rarely do studies specifically address the other end of the educational spectrum. Thus the question arises whether news overload is also perceived among the higher (and highly) educated who are likely to be deciders in the political and economic realm as well as opinion leaders and have considerable social influence. If they, too, are wary of news, it can be said that news overload is a phenomenon more widespread and more problematic than it is currently thought to be. This is why we address political news overload among the educational elite. We conducted a survey via a German elite online access panel ( $n=346$ ) as well as qualitative group discussions ( $n=12$ ) in order to gain deeper insights: What does news overload actually mean for citizens? Which factors (e. g. demographics, news interest or news repertoires) affect the perceived degree of news overload? Which role does the changing media environment play? The quantitative findings reveal that all of the respondents know the feeling of being overloaded by news. For one out of four respondents it even appears to be a common feeling. In congruence with prior findings, our results show that interest in political news reduces news overload. Whether online news media are more important for one's news repertoire than traditional media or not has no effect. The qualitative findings show that a perceived decreasing quality of political news coverage (e. g. headlines and updates without context information, too many breaking news) generally contributes to the feeling of being overloaded. Overall, our study demonstrates the necessity to analyse news overload in distinct societal groups. Based on our findings from the educational elite, we fear that news overload will lead to an increasing dissatisfaction with and loss of trust in journalism. Besides, our findings suggest that news overload not only depends on personal factors but is also a consequence of a changing media landscape. We call for future studies that investigate what journalists could do to reduce their audience's feeling of news overload.

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## Introducing the Ratings Machine – Expected and Unexpected Effects of Discontinued Audience Measurement on Media Work

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Media audiences get measured, weighted, valued – and thereby constructed. Although a real life audience is a heterogeneous assemblage of situated individuals that feel, perceive and receive differently, media markets act upon numbers (Smythe, 1981; Ang 1991). Following this, the predominant representation of a media audience is that of size and composition — a homogeneous mass dressed in figures (Napoli 2003, 2011; Bjur 2009). Media audiences come as numbers, and this paper presents research devoted to following these numbers. The paper's aim is to disclose everyday processes of audience construction. It maps out how images of audiences get invested with meaning, that are acted upon, to finally mold media production. To reach disclosure, the study takes advantage of a clearcut shift in audience measurement technology. The actual disruption is a change in measurement system for Swedish radio market in 2013. Although everything remains the same, when it comes to real life radio and radio listening, all truths taken for granted about the radio audience and audience behavior are from one day to another overturned, by new images of the audience. It creates a natural experiment situation, with a before and an after, where the objects under scrutiny in this specific study is the affected commercial and Public Service radio broadcaster and the audience measurement company producing the change. The means of research tools are interviews, shadowing and observation in a close-up perspective at sites spanning from board rooms and analysis departments to audience measurement software to news production sites. The main results underscore the fact that although media audiences are in fact real and exist, the only images we have of them are constructions. Media audiences get measured, weighted, valued, and thereby constructed, as real. The results illustrate that there is a break between the sites where audiences are turned into numbers (at media measurement agencies), and the sites of media work where numbers circulate and get ascribed with meaning, political and economic value. The paper discloses consecutive expected and unexpected effects induced by the change and shows how the change in images of audiences elicits an array of rational and irrational responses in media work and cultural production. The circulation of audience figures is thus a process whereby audiences get exchanged into institutionally-effective constructions that take effect in the daily processes of media work (Ettema & Whitney, 1994). The paper contributes with a detailed account of the recursive process of structuration whereby media audiences' value is defined and negotiated in different corners of media markets at various levels of media work. As itineraries are closely followed we reach a more complete understanding of how audience production takes place in everyday media work, and how audiences are turned into meaningful entities put into everyday practice and acted upon in continuous cultural production — from financing media through market transaction to steering creative content production and market strategies.

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## Consumption of News as Democratic Resources in a Crossmedia Environment: Looking for Media Users Profiles Based on Individual Management of Information

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This paper explores the crossmedia use and news consumption experience in the new media eco-system, in order to determine new profiles of media users based on their "perceived worthwhileness" of information consumption (Schroder and Kobbernagel, 2011). We aim to explore possible changes on consumption dynamics related to main news reportaires (including television, print, radio, websites, social networks, etc.) through a concept of citizenship which more and more involves private and emotional aspects of the everyday life and cultural engagement to the media experience (Livingstone, 2005), and described by Dahlgren in terms of "the microdynamics of democracy" (Dahlgren 2006). For that purpose, we integrate variables measuring attitudes towards democratic deliberation (Adoni, 2012) as well as patterns of cultural, social and political participation (Carpentier, 2011). For doing so, the methodology of this research is based on a Q-sorting method (N= 36) and factor analysis, which has been applied to establish distinctive types of cross-media profiles. Q methodology is a qualitative analysis in which statistical analysis and numbered data is used as a translation device (Schoeder, 2012). Taking into consideration the so called "perceived worthwhileness" of news by the audience in different platforms, we gathered the data in a two-part study which includes a Q sorting interview of 36 Spanish people to measure their media news consume and their "perceived worthwhileness", followed by a complementary survey to evaluate their civic participation in a specific community. This research is part of the European project driven by Hanna Adoni, Hillel Nosssek and Kim Schroeder entitled "Consumption of News as Democratic Resources – Cross Cultural Research Project" within the COST Action IS096 "Transforming Audiences, Transforming Societies" (2010–2014).



PP 020

## It Is Evident! Effects of Evidence Frames of the Scientific Communication on Beliefs of Recipients

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The aim of this study is to investigate how the beliefs of recipients may be influenced by the way how evident scientific issues are framed in science TV programs. In a previously conducted representative content analysis of science TV programs about scientific medical issues (n=321), three evidence patterns were identified via cluster analysis. The evidence patterns differed significantly in their degree of representing belief, doubt, and uncertainty and can be described as formal-abstract frames. Certain aspects, in this case of evidence, are selectively stressed while others remain in the background. Formal-abstract frames focus on the structure of a media message (Matthes, 2014; Scheufele, 2010). Such frames can change the importance of recipients' beliefs and/or introduce new beliefs (Lecheler & de Vreese, 2012). This investigation examines whether frame-prototypical science TV program clips influence the beliefs of recipients (FF). Analogous hypotheses are include: (H1) A prototypical science TV program clip of the frame scientific certain evidence representing high belief leads recipients to increased belief, (H2) a prototypical clip of the frame conflicting evidence representing high doubt leads recipients to increased doubt, and (H3) a prototypical clip of the frame uncertain evidence representing high uncertainty leads recipients to increased uncertainty more than a clip of the other frames. The belief measure is defined as the degree of which the recipient believes the content of a message and the doubt measure is defined as the degree of which the recipient doubts the content of a message. The uncertainty measure is the degree of which the recipient is uncertain if he/she believes or doubts. In this experiment, 686 students (84% freshmen) received a standardized survey before and after stimuli presentation. For every formal-abstract frame, two pretested real science TV program clips were tested. Thus, there are six experimental groups (n per group > 70) and two control groups. Confounding variables were controlled: attributed credibility, preference of intuition or deliberation, involvement, motivation, cognitive processing, viewing habits, and sociodemographics of the recipients. In this comparison, the clips that used the frame conflicting evidence led to the greatest doubt and uncertainty and the least belief that recipients attributed to the content in the clip. Surprisingly, recipients exposed to the clips that used the frame uncertain evidence attributed the greatest belief and the least doubt and uncertainty. An analysis of variance showed significant attribution differences between the frames. A repeated measures analysis of variance indicated that the attributions differed significantly. To detect the effect of preexisting beliefs, ordinary least square regressions were performed. Recipients without preexisting beliefs seem doubtful; recipients with preexisting beliefs directed their beliefs obviously according to the presented frames. The overall results showed significant framing effects of the evidence frames of science TV program clips about scientific medical issues on the beliefs of recipients. H1 and H3 cannot be verified universally, however if recipients with preexisting beliefs are considered exclusively, H1 can be verified. The clips that used the frame uncertain evidence received a surprisingly high persuasiveness. The recipients may avoid cognitive uncertainty.

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## Rational Decision Making, the Anti-Vaccination Movement and Counter Reactions on Social Media

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The anti-vaccination movement, part of a larger approach to health issues, that includes raw-vegan eating, alternative medicine and holistic healing, is affecting the health and well-being of more and more children and of their families, in developing and developed countries around the globe. Social media is one vehicle used to spread theories and to attract new followers to the movement, but also to repel the ideas central to the anti-vaccination discourse. The author is proposing a rational decision making approach to both type of discourse on social media (pro and anti-vaccines), using the cumulative prospect theory (CPT) of Kahneman and Tversky (Kahneman, 2011). A development of the framing theory, CPT uses reference points, framing future developments as gains or losses and nonlinear preferences to account for different decisions under risk or uncertainty. The texts analysed are posts and comments from the Facebook pages Olivia Steer (a leader of the anti-vaccination movement in Romania) and Stop Olivia Steer (a page supported by medical students). They are posted one month ahead and one month after 29 September 2015, when the Romanian Ministry of Health launched the public debate on a project of a law for a compulsory vaccination scheme for children. The National Institute of Public Health data from February 2015 showed that almost 32% of the Romanian children were not vaccinated accordingly to their age, as a result of parents' refusal. Based on the analyses findings, the author is explaining why rational arguments, Internet literacy related discourses and mockery have apparently no effect on a public with medium and above revenues and medium and above general training, but also with strong anti-vaccination opinions. Kahneman, D., 2011. Thinking, fast and slow. Macmillan.

PP 022

## Loss of Social Cohesion Through Online Use? Comparing Online Contents and Use with Traditional Media

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While mass media are often assumed to contribute to social cohesion, online platforms are suspected to lead to, among others, "echo chambers" (Sunstein, 2007) or "filter bubbles" (Pariser, 2011). Empirical studies on such detrimental effects, however, have so far not produced clear-cut evidence (e.g., Messing & Westwood, 2014; Tewksbury & Rittenberg, 2012; Webster & Ksiazek, 2012). The paper approaches the topic by using awareness of media contents to compare the integrative potential of online and mass media. If online use leads to echo chambers or filter bubbles, awareness of contents should differ depending on how much media users rely on online vs. traditional outlets for information and entertainment. Of particular interest in this regard is the role of social network sites (SNS): On the one hand, they make sharing contents with others much easier and contain vast amounts of material from traditional media and online sources. On the other hand, users customize which professional outlets and private accounts they want to follow and thus could only become aware of what they or their surroundings are interested in. Awareness of contents is examined for three types of items: (front page) news for their agen-

da-setting power; popular TV shows for their potential to attract and entertain large audiences; and popular online items (e.g., UGC videos, online satire) that have been shared a lot via social media. Method: 1,739 respondents, representative for the German population aged 18–69, participated in an online survey in the first week of December 2014. They indicated whether they remembered seven news items and had at least partly seen seven TV shows and ten online items from the previous week. Media use was recorded for linear television, radio, printed newspapers, printed magazines, the Internet in general, and social network sites. For Facebook, the most popular SNS in Germany (Busemann, 2013), frequency of use as well as size and heterogeneity of a user's network of contacts within the platform was recorded. Results: Frequently reading newspapers is associated with remembering more news, while heavy TV watching increases the number of TV shows retained. Using the Internet in general is only slightly related to awareness of news, but has no relationship to the other two types of contents. Using SNS leads to higher awareness of online items and, to a lesser degree, more TV shows. The structure of an individual's network (e.g., on Facebook) appears to have two-fold effects: A large network of contacts within the platform increases the number of online contents that users are aware of, but slightly decreases the number of news retained. Discussion: While newspapers and television use increase the number of news and shows people remember, respectively, the results for online use are mixed. Using SNS is associated with higher awareness of current online items, but for Facebook users, also less awareness of news. This could be grounds for a loss of social cohesion, as strongly relying on such platforms for information and entertainment could lead to a smaller common denominator of current topics with other people.

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### "Safe Havens". Online Peer Grief Support and Emotion Regulation in Coping with the Loss of a Close Relative

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The loss of a close relative can be a devastating experience, sometimes plunging mourners into deep and intense grief. Furthermore, in most Western societies, a cultural avoidance of talking about death limits the possibilities for coping and adaptation (cf. Brotherson and Soderquist, 2002). It is here, where social media provide new opportunities for sharing and coping, enabling support and aiding in emotion regulation. The overall aim of the present study was to analyse and compare international research findings from Germany and Sweden in terms of coping resources and emotion regulation in different online peer grief-support communities. More specifically, what differences or similarities exist? Can such differences and similarities be traced to types of loss, age of mourner, affordances of various online environment or norms for grieving and emotion regulation? Are there more general patterns or traits to be found transcending specific online communities? The study compared current the usage of five different online grief-support communities in Germany (4) and Sweden (1), using both qualitative and quantitative methods. The German data set focused on four different specifically designed bereavement networks, addressing different kinds of mourners. These were examined qualitatively as well as quantitatively in a two-step content analysis (N postings = 1032), generating insight into online-shared grieving processes. The Swedish data set focused on a closed group on Facebook for bereaved parents. Data consisted of a survey (N=54) and semi structured interviews (N=4) with members in the community, as well as continuous observation of patterns of interaction and content analysis of postings in the group. Despite differences in the compared communities' composition, types of loss and affordances, as well as different methodological approaches, a common pattern of coping and support emerged. Users in both Germany and Sweden expressed a lack of social support or understanding of their needs offline. A common underlying need to communicate with peers who share similar loss and experience was emerged. Online support communities need to be understood as important resources for coping with grief and emotion regulation. The communities seem to complement and compensate for the lack of social support and insufficiency of the health care system by providing constant, immediate support from a large number of peers. By sharing their thoughts and emotions online, members learn vital aspects of coping with grief, and engage in active emotion regulation. Mourners also receive practical advice for everyday situations and on more philosophical, existential matters. In such a way, the communities offer safe havens in which the members can express their grief and all emotions involved. In both the German and the Swedish communities, data show that over time mourners evolve from "takers" of support to "givers" within their respective communities. Furthermore, the communities offer possibilities for the members to compare experiences, which seems to be a prerequisite for learning to cope with grief and emotion regulation. The implications of this study for both bereaved individuals and practitioners in health care are discussed.

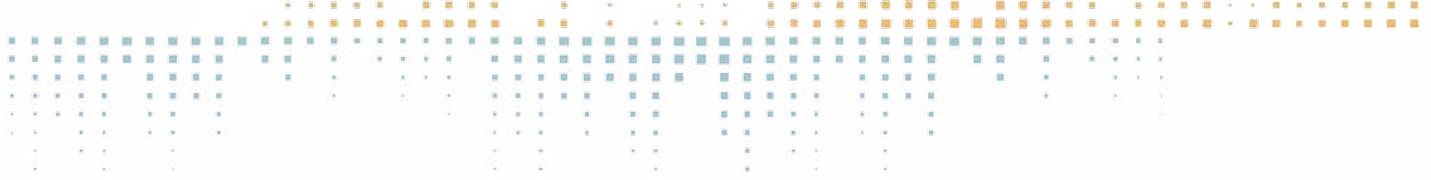
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### Autistic Digital Lives in Belgium: The Importance of Comprehending the Use of Digital Media by People with Autism

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People on the Autism Spectrum are marked by impairments in social interaction as well as restrictive behaviours and interests. As a consequence of these characteristics, digital media appear as an empowering tool for these people, who can present a variety of challenges and strengths according to their place on the spectrum. Digital media not only mediate social interaction, making it more familiar to people with autism, but also allow them to form communities and share their mutual interests, turning what could be disabling into advantages. In Belgium, research involving the socio-cultural aspects of the condition barely exist. As so, this work presents an exploratory and bibliographic study of the relevance of comprehending the social aspects of autism in Belgium through digital platforms, emphasising the use of digital ethnography as a participatory methodology and addressing other research about the subject. It also shows the importance of considering the peculiarities of the different contexts in Belgium, Flanders and the French language community. The importance of studying digital disability practices according to their socio-cultural location is strongly stressed by Stein-Sparvieri (2012), whose work shows that the use of digital media by people with disability changes according to the regional context: in places where disability laws are stronger, people tend to use digital media to discuss questions related to community, the social construction of disability and identity politics, while in regions where basic rights and accessibility are issues, digital practices focus on limitations and economical aspects. Though Belgium is a relatively small country, its socio-cultural and linguistic division creates two different perspectives with different policies, which make for an interesting comparison. For instance, Cinzia Tolfo, president



of the French-language association InforAutisme, mentions that people with autism can have more access to services and therapies in Flanders, while in Wallonia they are usually neglected, a fact that may affect the use of digital media. Furthermore, as Ellis and Goggin (2015) say, media are currently a big organ of what constitutes the social sphere, thus, what happens there "is paramount for awareness-raising, attitude formation, circulation of ideas, personal expression, social identity, and cultural currency". Thus, comprehending the uses of digital media by people with autism in Belgium and the consequences of this usage, mainly in terms of digital culture and collective identity formation, social interaction, and offline effects (social support, advocacy, and activism) represent an important cause not only to advance research about the subject, but also for the own participants of the research, autistic people. Furthermore, by investigating the issues above, it is possible to "add to our understanding of the possibilities for disability cultures, and the way in which these are sociotemporal spaces" (Goggin and Newell, 2003, p. 134), contributing to the intersection between the fields of Communication Studies and Disability Studies.

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This panel explores how participation of audiences in the digital public sphere has introduced a diverse range of uses and perceptions that mark a discontinuity between legacy journalism and online media. Before the advent of the Internet, journalism was legitimated under professional values that in Western European countries highlighted the notions of factuality, neutrality and pluralism. Professional journalists often shared an ideal vision of their job constructed around the role of watchdog of sectors of power, particularly political and economic power. Besides, traditional journalism benefited from a privileged position in the communication chain, playing the role of gatekeeper and constructing the credible narratives of current events out of well established practices of information gathering and verification. These professional procedures made the world understandable for the lay public, organising it in different spheres (politics, economy, culture, sports...). Nowadays, this position of journalism in society is blurred. The authors argue that the openness of the Internet and the proliferation of information sources, along with the algorithmic architecture of the Web put tension on the role of journalists as intermediators. Audiences are acquiring new habits of content consumption that demand a reflection on processes of meaning-making regarding news credibility, engagement and agency. Social networks are one of the developments shaping emerging habits of news consumption (Reuters Institute Digital News Report 2015). Twitter and Facebook have become privileged platforms for disseminating news and for commenting on it. Consequently, under the pressure of the digital conversation, media outlets have reacted by seeking for audience engagement. However, this notion (engagement) presents a great diversity of definitions and practices. Participation of audiences is one of the most prominent dimensions of engagement and has effects on the quality of debate and the reputation of the profession of journalism. But the nature of this participation remains as an open question. For some scholars, participation offers opportunities for a rich debate (Bruns, 2005; Gillmor, 2004; Bakardjieva, 2012), whereas for others it leads to closed interpretive communities and a personalization on the consumption and debate among like-minded people (Sunstein, 2002, 2003, 2009; Pariser, 2011). Although recent years have seen an effort to better understand the participative audience (Livingstone, 2013; Schmidt & Loosen, 2014), we still lack knowledge on why citizens prefer some formats over others. In order to discuss how the activity of audiences is impacting the role of journalism, this panel proposal presents four papers of empirical research and one paper of theoretical reflection. Firstly, we examine how news users found credibility issues in contemporary journalism, dissenting between ideal values and skeptical perceptions. We also analyze several patterns of use of social media: one paper focuses on reading habits of young people; another explores cross-media uses of Facebook newsfeed, and a third one evaluates how public conversations on Twitter question both journalists' procedures and ethical behavior. Finally, a paper provides context to the reaction of the media industry to these by providing a socio historical-analysis of the notion of "engagement".

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## Ideal Values and Skeptical Perceptions of the Participative Audience Regarding the Credibility of Journalism

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This paper focuses on the social construction of news credibility in the participative environment of contemporary journalism. Existing literature on credibility presents this notion as a subjective judgement based on perceptions about the dimensions of expertise and trustworthiness (Choi & Stvilia, 2015). Before the Internet era, those judgements relied on traditional notions of expertise and source's honesty cues, but the networked media landscape has introduced major changes into both dimensions. Consequently, new values and strategies for legitimating information have arisen. Journalism directly experiences these major changes. On the expertise dimension, the new value of "open knowledge" puts into question the traditional gatekeeping role of journalism, as technological affordances make it possible to connect primary sources with their publics. The reputation of journalists as generalists-qualified intermediaries is in crisis and their credibility suffers due to perceptions of inaccuracies in their reporting and a major reliance on specialists. On the trustworthiness dimension, journalism holds the core values of maintaining a neutral position, preserving pluralism and watching for the public interest (Kovach & Rosenstiel, 2014). As in any other professions, the compliance with the values is enforced by self-regulation, which it is not always in the best interest of the general population (Freidson, 1978). Perceptions of bad praxis lead the audience to call into question the autonomy of journalists, opening the practices of journalistic accountability to actors beyond the newsroom (Domingo and Heikkilä, 2012). Participation is considered as a key activity to foster better quality of the narratives of public affairs based on principles as the "wisdom of crowds" (Surowiecky, 2004) or "gatewatching" (Bruns, 2005). But empirical research shows constraints in achieving a fruitful participation. On the one hand, media outlets have usually adopted participation as a marketing strategy to make users more loyal to their brand (Vujanovic et al., 2010) and journalists are reluctant to engage in a dialogue with the audience that would foster accountability (Lasorsa et al. 2012). On the other hand, audiences have proven to practice a selective exposure and perform media hostility (Arcenaux, Johnson & Murphy, 2012; Melican & Dixon, 2008; Johnson & Kaye, 2014). This state of the art calls for addressing how participation mediates the credibility judgements of news. Based on qualitative data gathered from twelve focus group discussions (N= 109 participants with different degrees of civic and media engagement), we present a preliminary analysis of perceptions of the credibility of online media outlets in connection with participation. We conducted thematic and interpretative analysis to identify how credibility is constructed as a social process. Audiences expressed a great deal of skepticism and think that participation does not increase credibility because news and audience contributions are clearly separated on media websites. Besides that, they distrust journalists due to political biases and demand for recovering the ideal values of factuality, neutrality and pluralism. Other relevant result is that the secondary gatekeeping role of friends in social media does not strongly influence credibility judgements.



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## What Feels Like News to You? News Use of Young People on Social Media Platforms

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This paper examines how millennials define news and public information on social media. What feels like news to them on these hybrid platforms containing a variety of information such as social updates from friends, entertainment and PR, and – last but not least – news from legacy media? We argue that confronting the perceptions and patterns of use of millennials with the content offered by news organizations, reveals potential mismatches as well as clues to better align news as a cultural form with the everyday media consumption of millennials on social media platforms. Now news organizations increasingly use social media platforms to disseminate their content, increase brand awareness and direct audiences to their products and direct traffic to news websites is replaced by referrals through Facebook and Twitter. This becomes even more important. Especially millennials are hard to target. Although they have largely adopted social media platforms, news organizations are having difficulties to become parts of the daily routines of young people, whose news habits differ significantly from previous generations. However, while the generic usage of social networks by young people has received extensive scholarly attention (e.g. Boyd, 2014), studies that focus on how they define, consume, redistribute or produce news specifically are relatively scarce. This study investigates young people's perceptions of news and use patterns on social media, positioning these novel routines within the context of everyday life. Firstly, building upon 85 day-in-the-life interviews with young people aged 16 to 25 years old, it discusses how they define news on social media, how this becomes integrated in young people's news media repertoires (Hasebrink & Dörmeyer 2012) and the values attached to these patterns of navigating news. Secondly, combining think-aloud protocols with the task of scrolling through these 85 young people's timelines on Facebook, Whatsapp, Pinterest, Twitter, Instagram and Snapchat, it provides a detailed overview of the tactics and strategies the youth employ to appropriate each platform's affordances, discussing how such engagement becomes meaningful to users. The findings reveal how millennials experience different forms of content they encounter in their various social media feeds and what these users have come to understand as 'the news'. Therefore, it provides a user perspective on the value of social media news practices, genres and platforms for young people's news use, providing insights in how such news is used to maintain social connections online and offline, and becomes meaningful in everyday life.

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## Reading Facebook Newsfeed as Cross-Media: Implications for Journalism

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Audiences do not only consume a variety of narratives, genres and sources through their use of diverse media, but can also turn to a mainstream social media, Facebook, to be exposed to such variety. Thus, cross-media uses can also be explored empirically as a single "act of reading" – or consulting – Facebook's newsfeed. While research has paid attention to the implied reader that follows from Facebook affordances and algorithms (e.g. Van Dijck, 2013), the complexity involved in using Facebook has seldom been studied through users' empirical readings. The investigation at the basis of this paper relies on the classic methodology of reception analysis, with the novelty that the users' reading process is explored via a commented consultation of their Facebook newsfeed (Gallant et al., 2015). Inspired by the text-reader metaphor, this paper investigates how Facebook users organise their reading of the newsfeed, given its cross-mediated character. Are Facebook users at ease with the seeming complexity of the newsfeed? Do they embrace the diversity of content? Do they lean on contextual strategies to organise their experience or do they rely on Facebook's own organisation and presentation of content (which makes a presumption of personal relevance to the individual user)? Our findings suggest that Facebook users invest considerable effort to assemble a coherent reading experience, but its realisation differs substantially. Some users play along with Facebook features and affordances in order to tame the quantity and quality of their newsfeed. This reading seems to result in the realisation of the horizon of personal relevance presumed by Facebook, but the resulting experience is redundant to forms of mediation already found in everyday life. A contrasting reading consists in keeping the newsfeed as open as possible, not relying upon and even being suspicious towards Facebook apparatus and claims to personalisation. This strategy seems to result in a conception of the newsfeed as a public space, from which one selects relevant content in a particular reading situation, as one does for a newspaper. These users seem to use Facebook as a media for "public connection" (Couldry et al., 2007), which typically involves a high consumption of news and other forms of remote mediations. These findings have implications for how news providers may use Facebook as a platform for dissemination. Attempts to control users' news diet seem to run contrary to the idea of openness and publicness that users associate with the consumption of news. Facebook's ambitions to articulate an era of social connectivity may result in personal relevance that is not much different than existing and ingrained forms of mediation of everyday life. Conversely, attempts of Facebook to expand the realm of everyday life towards more remote mediations or towards publicness seem to be challenged by its own apparatus.

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## Contesting Professional Procedures and (Un)Ethical Behavior of Journalists: An Exploratory Evaluation of Public Conversation Arisen on Twitter After Germanwings Accident

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The use of social media as an arena for public debate has been extensively analyzed in the last years. Researchers have privileged the activity of audiences regarding their political activity and behaviour in election contests (Burgess & Bruns, 2012; Gil de Zúñiga, Molyneux & Zheng, 2014; Graham, Jackson, & Broersma, 2014). The hope that interactive features of 2.0 platforms will strengthen participation and legitimate the liberal democracies has influenced the study of political activity of users. However, public conversation brings together more topics than those in the agenda of politicians and hence, we can ask about the role of journalism as intermediary between the facts in all spheres of everyday life and the end users. This communication aims at extending the analysis of the public conversation by choosing an event without a priori political connotations: the airplane accident of Germanwings' flight 9525, on

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March 24<sup>th</sup>, 2015. Specifically, the authors gathered 90.000 messages posted on Twitter, as it is a social platform where the great majority of messages are into the public domain. Tweets with the hashtag #germanwings were selected during three days after the crash. Thematic and interpretative analysis was carried out assisted by NodeXL and Atlas.ti software. Findings allow authors to identify patterns of behavior into conversation that are especially enlightening to understand the interactions between Twitter audiences and news media organisations. As the hashtag had a global scope, tweets from around the world were gathered and differences by geographical areas could be noticed. Authors identified a series of messages that shaped a rich discussion about the sensationalism of media coverage. Users expressed their indignation of the questions journalists asked to the victims' relatives. Thus, the ethics of media was widely criticized. But the ethics of some participants was also a contended issue. In Spain a lot of tweeters used the event to post offensive tweets against Catalan people. Their tweets aimed at refusing political demands for the independence of Catalonia under expressions of xenophobia. Catalan activists reacted by circulating tweets denouncing those offensive discourses. Other polemic messages complained about the decision of a television channel of making a special coverage of the accident and not broadcasting a reality show. Findings also reveal that the gatekeeping role of journalism is still significant. Actually Twitter accounts by well-known legacy media outlets (CNN, BBC), local news sites and specialized media (e.g. Airlive.net) were the main informative references for audiences. News media Twitter accounts were followed to gather data about the accident and their messages were the most re-tweeted and replayed. However, the debate were carried out by ordinary citizens, who arisen alternative discourses and critical views. Those conversation was taken into account by news media organisations and some of them incorporated the audience's remarks into their ulterior coverage of event.

## Exploring the Blurring Boundaries Between Marketing and Editorial Strategies: The Social Construction of "Audience Engagement" in Online Journalism

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"We need to engage more readers online!" Doing ethnography around online news staffers nowadays, this is the kind of statement you frequently gather. Understanding and measuring "audience engagement" within the context of online news platforms has become something the whole sector is struggling with. Even if there seems to be no consensus about the definition of "engagement" itself: the protean notion covers a wide range of dimensions such as participation practices, web development issues or marketing concerns. Paradoxically, it is believed that audience engagement is readily measurable online thanks to web metrics. A belief supported by different actors from the audience marketplace (advertisers, measurement companies, publishers...), who agree to give an economic relevance to the concept, a situation that partly lead online news staffers to interpret audience metrics as engagement indicators. And in fine, as a support to make editorial decisions. But again, the volatility of the notion doesn't offer a propitious context to its evaluation: which data to look at? How to interpret them? A difficult task when you are not sure of what you are looking for. Digging into a corpus of articles from 2003 to 2015 that focus on audience engagement retrieved from three professional publications specialized in (online) journalism (Nieman Journalism Lab, Poynter, Columbia Journalism Review), this paper offers a socio-historical analysis of the evolution of the notion of "engagement" within the media sector. These articles, understood as meta-journalistic discourses, keep traces of the sociological, economical, technological or organizational changes that permanently occur within the journalism ecosystem. They allow the researcher to note in which context the notion first appeared, and what or when a new meaning has been associated to it. First results from the corpus analysis show that the notion of audience engagement was initially connected to advertising concerns and readership surveys results, rather than to online participation practices. These elements could tend to confirm Philip M. Napoli's hypothesis (2011), who finds the roots and the first uses of "engagement" at the end of the 20<sup>th</sup> century within the print media sector, where "engagement" was already closely related to advertising issues. At a time when "audience engagement" has become one of the most powerful buzzwords in the online journalism ecosystem, it is important to foster critical reflection about its use and implications for both business and journalistic decisions. The meta-journalistic discourses of the three US professional publications are central in the global discussions about the evolution of the concept. This study aims at helping media professionals to have a better understanding of the notion they use and its implications for the practices they associate to it.

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### Senior Citizens' ICT Access, Use and Literacy: How Material Resources Matter

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According to international statistics, Sweden is one of the world's most internet connected nations. The most recent data reveal that approximately 90 per cent of all Swedes have online access through various devices, such as computers and/or mobile phones. The fact that online access is widespread has been interpreted as a useful opportunity. Among governmental agencies it has been referred to as an opportunity to make public services more available and effective. Also healthcare has become a part of this. With the advent of online portals for health information and communication, Swedish healthcare agencies hope to be able to provide better services, but also to make their contacts with care seekers and patients more efficient. The ambition to make all kinds of societal services more accessible and effective via online applications presupposes a number of important prerequisites. It presupposes widespread access to devices and ICT-applications. It further presupposes that all citizens, who are the inscribed users, have competence and skills enough to also make use of them. For research, senior citizens make up a specifically interesting category of citizens in this context. They have lived through the transformations from analogue to digital services and are also expected to start to adapt to them. According to general, national statistics, however, their levels of access to and use of ICT-applications are clearly lower than for younger people. Meanwhile, senior citizens are by no means a coherent group of ICT-users. Hence, it is vital to attend to differences between and similarities within the overall category "senior citizens" in order to gain insights into what these transformations mean in terms of "inclusion in" or potential "exclusion from" for varying groups of citizens. In this paper we depart from and aim to further develop the concept material resources (Murdoch et al., 1992; Warschauer, 2003; Olsson, 2007) – here measured by an index including household income and home ownership – when analysing different groups of senior citizens as ICT users. To what extent do senior citizens' varying access to material resources influence . . . their access to various ICT-devices (computers, smart phones, iPads, etc.)? . . . the ways in which these devices are put to use? . . . their perceived levels of ICT-literacy? The paper presents and analyses data from a recent Swedish survey (November 2015-January 2016). Data are derived from a national SRS of 2000 senior citizens (+65 years), with a response rate of 64 percent. Our initial analyses reveal that access to material resources are influencing all of the above mentioned aspects (access to devices, use of devices, perceived literacy, and more). The correlation is, as expected, positive: with increasing resources, follows increasing access, use and sense of literacy. In the light of these data the paper problematizes emerging patterns of digital inclusion and exclusion among senior citizens and their potential societal consequences.

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### Discontinuities in Long Term Media Habits: The Role of Changing Life-Circumstances for Transformations of Everyday Music Listening Practices

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Within media and communication studies, long-term media habits form a still undertheorized aspect of everyday media use: Common media selection models tend to either neglect them totally or to treat them as a given, without being able to explain the psycho-social mechanisms of their development, dynamics and societal diffusion. Against the background of digital media change and the introduction of ever new media contents, technologies and devices, this neglect becomes increasingly problematic. How can we explain and understand the different forms of integration and non-integration of new material media technologies into everyday life? Until now, existing research approaches concerning technology diffusion and media generations typically only differentiate between users and non-users of single technologies. Furthermore, by not taking into account the robustness of collectively shared, trans-media habits that have been developing over decades, they tend to overlook the functional reciprocal interaction of new and existing media, as well as the differing forms and types of integrating new media technologies into everyday life. From our perspective, this desideratum may be approached by drawing on the media repertoire approach (Hasebrink & Popp, 2006) which has been developed to find shared trans-media patterns within larger population samples and which may be combined with regression analysis and qualitative follow-up studies in order to examine the social mechanisms of media usage pattern genesis. Within our research group, we have been trying to adopt this notion to the problem of everyday music listening, an area where a lot of new technologies have been diffused in the past decades. In the line of this thinking, we conducted a population representative telephone survey in late 2012 that was able to identify six different audio repertoire patterns within the German population. As results from additional regression analyses demonstrated, type adherence was strongly influenced by birth cohorts and to a minor degree by social milieu. Through a qualitative follow-up interview study we could further demonstrate that informants' habitual music media orientations acquired in childhood and youth were able to explain most nowadays' audio media usage patterns (Lepa, Hoklas & Weinzierl, 2014). Within our presentation we aim to expand on these results by further qualitative analyses with informants of the same study that tried to examine under which circumstances the general 'inertia of habitus' that we found was effectively challenged and eventually overcome by some of the informants. Respective examples include the birth of a child, longer illnesses or moving in with a new partner. As it turns out, such major changes in life circumstances often enable grounds for fresh 'initiation phases' with new audio technologies and services that were not considered before, obviously due to the relative inertia of generationally founded habitual music media orientations. Since neither generational habitus, nor the importance of different life phases and changing life-circumstances are yet being accommodated for in popular media diffusion theories our discussion ends with a suggestion to consider ideas from material-praxeological Mediatization research as a complementing approach in future studies in this area.

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## Media and Healthy Ageing

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Notions of old age and ageing are changing. Elderly people are expected to live an active life and pursue a healthy lifestyle in order to enhance their quality of life. Increasingly active ageing means an individual responsibility for being healthy and active and it is inextricably linked to the prominence and importance of health issues in the media. To many people mediated knowledge on health is the most important source of knowledge on health (Lupton 1999; Kline 2006). Sociologist of ageing, Paul Higgs, characterizes health as one of the most dominant discourses of later life operating as an absolute driver in the construction of ageing lifestyle and identity formation, or as he puts it: "the will to health": it suggests that health has become a required goal for individual behavior and has become synonymous with health itself" (Higgs 2009: 687). In other words, health implies reflection on how to actively behave in a healthy way. The media offer a reservoir of information, knowledge, suggestions, advices and helpful hints oriented at the individual health promotion work and the question is whether such mediated opportunities for both adjusting and optimizing the relation between individual lifestyle and health contribute to the health and wellbeing of elderly people. This paper examines elderly people's experiences and use of media for information on health issues concerning their own life. The study is based on twenty qualitative interviews conducted in 2015 with Danish men and women, age 65+, with different educational qualifications and with different economic and social resources. The analysis focuses on the specific role of the media in elderly people's life regarding how media influence their notions of health. Research questions are: How do elderly people experience a healthy old age and how do the media affect elderly people's efforts to get a good and meaningful life as ageing people? The study indicates that (also) elderly people are confused and struggle with often conflicting views and inconsistent health information. Thus, an important part of the study is the question of trust. How do elderly people use and make sense of health issues in the media – and do they trust the media? Generally, the paper contributes to the internationally important discussions of what health in old age is and to evaluate whether the increased media opportunities for seeking information on health enhance elderly people's health and quality of life. References: Higgs, P. et al. (2009: "Not just old and sick – the 'will to health' in later life", *Age and Society* 29(5), 687–707. Kline, K. N. (2006): "A decade of research on health content in the media: The focus on health challenges and sociocultural context and attendant informational and ideological problems", in *Journal of Health Communication* 11, p. 43–59. Lupton, D. 1999: "Health, illness and medicine in the media", *Health*, Vol 3 (3), p. 259–262. London: Sage.

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## "69 Is More Than a Number to Me": Sex-Related Humor in Seniors' Online Communities

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Among the many new possibilities that the cybernetic revolution provided for seniors, online communities that are dedicated to older adults seem to be well accepted and thriving. One of the main features characterizing these communities is having a most vibrant fun culture. Hence, the most active discussions are those containing social games, jokes and funny stories (1<sup>st</sup> author, 2010). A study that explored that cyber-culture revealed that the most dominant subject in all contents was sex (1<sup>st</sup> author, 2011). Given the societal ageist perceptions of older people as asexual (cf. Lai & Hynie, 2011; Taylor & Gosney, 2011), the present study aimed to examine how older adults are portrayed in the sex-related humor posted in seniors' online communities, and whether these portrayals reflect self-ageism (i.e., surrender to social stereotypes), or, conversely, demonstrate an anti-ageism approach (i.e., resistance to social stereotypes). The study was based on quantitative content analysis of 300 humorous sex-related messages posted in online communities for seniors. Posts were derived from an existing database of sex-related messages posted by members of 14 leading English-language based communities during one full year (Authors, 2015). After creating a codebook and testing its reliability, the entire dataset was coded classifying the humor types and thematic domains. Then, the coded data were statistically analyzed using descriptive statistics, such as frequencies, Cross-tabulations and Chi-square tests. The analysis led to identifying four humor types: 'I humor' (post author is the humor target), 'We humor' (community members are the target), 'They humor – old' (other older individuals are the target), and 'They humor – not old'. Almost half of the posts were included in the latter category, while the rest were split among the first three. A comparison of the extent of ageism in the three humor-types that focused on older adults as targets showed significant differences. Specifically, anti-ageist approaches were dominant in the 'I humor' and 'We humor' categories, whereas in the 'They humor – old' category the majority of the posts were ageist. Comparing the frequencies of various thematic humor domains in the 'They humor – not old' category to the rest of the dataset revealed no significant differences with regard to 'sexual dysfunction', 'cognitive dysfunction', 'conservatism' and 'unattractiveness' domains. Moreover, the non-old characters were presented as significantly less interested in sex, more socially dysfunctional, and more ignorant regarding sex than the older individuals. The sole ageist stereotype that was more frequent in posts referring to old characters was 'physical dysfunction'. These findings suggest that members of seniors' online communities use sex-related humor to fight ageism, applying two main strategies: 1. Distancing – ascribing ageist stereotypes to other older adults (i.e., out-group), but to a lesser extent to the community members and/or oneself (i.e., in-group). 2. Equalizing – creating a similarity and even advantage of older people over non-old individuals. Applying these strategies, whether intentionally or not, may reflect a coping mechanism that helps older persons resist ageist societal perceptions and embrace their own sexuality.



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Will the picture of Alan Kurdi, the Syrian toddler found drowned on a Turkish beach, be recycled by the media and recollected by people in one, ten or fifty years time? Will it become an iconic photograph, like the Flag Raising on Iwo Jima, Accidental Napalm, or the Tank Man in Tiananmen Square? Seemingly etched into the fabric of collective memory, iconic photos possess broad political and moral significance, focus public attention and catalyze audience discussion, and circulate extensively across media platforms. Over time they become, according to Harriman and Lucaites (2003), "known for being known." However, while scholars have given accounts of the replication and canonization of "historic" iconic photographs of news events by media and cultural institutions, almost no research has empirically explored whether and how ordinary individuals actually identify and remember them. How are people's responses and recollections patterned across different social groups and age cohorts, and how do they vary for images depicting domestic and foreign events? What might it mean for theories of collective and "media memory" (Neiger et al., 2013) and the presumed mnemonic power of visual media, if there is considerable variability in how audiences' recall these images? This paper offers insights from a two-stage Israeli project addressing these questions. It focuses not on the nature and content of iconic news photos which have been previously studied, but on the way individuals recall and interpret such images. Based on 13 homogeneous age-based focus groups (ranging from 16–80) followed by an online survey of a representative sample of Jewish Israelis (n=1130) participants were asked to identify and discuss 30 domestic and foreign photographs classified as famous by the literature and by the photographers and historians we had also interviewed. Our findings show significant variability in both the correct and erroneous identification of such pictures, and in the ways they are remembered: - Rarity of society-wide iconic photographs. Only a handful of images were widely recalled by large percentages of people, and several images whose fame was seemingly self-evident (e.g., Abu Ghraib) were hardly recognized at all. - "Generational entelechies" (Volkmer 2006) of shared memories formed at different life-stages. Findings indicate age-related and education-based factors in the recollection of the images accompanied by information-rich and emotionally-laden responses to different images among distinctive groups. For instance, a photograph associated with the assassination of Yitzhak Rabin was particularly powerful among participants in their 30s, who would have been teenagers at the time of the event. - Blurred recalling of media formats. The recollection of media formats was often uncertain, with participants actively reflecting upon blurring distinctions between singular iconic photographs and image-event complexes of multiple still pictures, television and video sequences, scenes from films, and online image feeds. Such shifts occurred particularly around historical changes in media technologies experienced by participants. - The iconic primacy of trauma. Despite many differences, most participants were preoccupied with images of violence and trauma (war, natural catastrophes), a characteristic which emerged as a topic for reflection and collective self-identification.

PP 615 Growing Up with Screens: (Dis)Continuities in Patterns of Use and Processes of Mediation Among Portuguese Families

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Findings from the EU Kids Online survey (2010) placed the concerns of Portuguese parents regarding their children's (aged 9–16) online activities at the top in Europe (Livingstone, Ólafsson, O'Neill and Donoso, 2012). To support their child's internet experience, Portuguese parents' mainly used active and restrictive mediation; This trend was confirmed by Portuguese children in the NCGM survey (Simões et al., 2014). Such findings on parental concerns and mediation may be related to parents' lack of online experience - from 2010 to 2014, the percentage of parents who accessed the internet rose from 60 to 68 percent, a relatively low position in European terms; on the other hand, they may suggest a rather conservative position grounded on the assumption of the efficacy of panoptical and restrictive strategies. Meanwhile, interwoven factors, such as technological innovation and social and cultural practices, led to new trends in the diffusion and appropriation of online media, giving rise to new cohorts of media users (parents and children), and challenging media socialisation processes to both, latecomers and early adopters (Hasebrink, 2014). Bearing this longitudinal perspective in mind and recognising the lack of national studies on younger children and mediation by parents who are themselves more familiar with the digital landscape, a current research (funded by the Portuguese Authority for Communication - ERC) is contextualised within the scope of the above interwoven factors and guided by the aim of understanding: i) How are digital media present in the daily lives of younger children (aged between 3 and 8) in the family context? ii) How do their parents pursue the child's digital socialization in relation to expectations, concerns and social pressures? iii) How are they balancing their children's online opportunities and protection? The option for mixed-method research design aims to avoid one-sidedness or distortion pitfalls and to achieve a more in-depth comprehension of parenting in Portugal. The representative national survey targeted to parents of 3–8 years old (N= 700) includes questions on parental mediation and related behaviour already tested in other countries (Ofcom, 2015; Nikken & Schols, 2015) and provides a view of patterns. For a focus on processes and family dynamics, a participatory approach, adapted from recent qualitative research (Chaudron et al., 2014; Livingstone et al., 2015; Zaman et al, 2016), was chosen to conduct research with twenty families and by give voice to each cohorts of parents and children. Participants were selected based on a purposive sample considering different family composition and socioeconomic status. Results of this national research offer not only a significant contribution to evidence-based information and ongoing discussion on how younger children are navigating the digital landscape and how parents are mediating and guiding children through a media environment of rapidly changing affordances and offerings. They also offer an opportunity to explore mediated (des)continuities, analysing to what extent the cultural trends expressed by previous generations of Portuguese parents continue present among parents of younger children. This gathered information is relevant for educators, policy makers and other stakeholders.

PP 616 Audiences Transformed: Four Dimensions of the Current Change of the Czech Audiences

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The paper drawing on author's recently published, Czech written monograph ('Média v pohybu', December 2015), overviews the main research findings and theoretical conclusions from a three-year research project entitled 'New and Old Media in Everyday Life: Media audiences in the time of transformational media usage' (2013–2015). The research – employing, among others, Anthony Giddens' Theory of Structuration, the tradition of domestication research and the theory of diffused audience – utilized qualitative and quantitative insights: the analysis included more than 100 qualitative interviews with various members of media audiences as well as a representative survey of the Czech population (N=1998). On this basis, the paper identifies and explicates four primary dimensions of the evolving transformation of current Czech media audiences: (1) the dematerialization of media content linked with the increased fragmentation of media-related practices as well as transforming relations between audiences and media producers, (2) the increasing mediatization of everyday life and social interactions, (3) notable shifts in audiences' attitude towards shared public and political spheres and (4) a spatiotemporal transformation of everyday life linked with uses of mobile media.

PP 617 Audience Practices and Fans Engagement in Multiplatform Productions for Public Service Broadcasting

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Media producers often lament about the fragmentation of the audience indicating the loss of the time and the attention given to any given media channel is reducing. The solution seems to be to start producing multiplatform or crossmedia to follow the audiences and still make a story that meets across these platforms. In doing so, the producers have imaginations about who their audience are and what do they do, however, these concepts are often unchallenged and in direct conflict with the actual audiences and their behaviour. This paper is a part of a larger study that explores the tensions between the public, 'imagined' (the perception that producers have of their audiences) and actual audiences of crossmedia experiences. Stemming from Hartley (1987) constructivist approach, following Livingstone (2005) idea of audiences and publics, borrowing Peterson (2003) and Litt (2012) paradigm of imagined audiences, and drawing from the concepts of 'fandom' (Fiske, 1992; Duffett, 2013) and 'participatory culture' (Jenkins, 2006) this paper is about the practices of being an audience, either imagined or real for two crossmedia productions by public broadcasting services in Finland and Estonia. The empirical work in the focus of this paper consists a set of focus groups carried out between fall 2015 and the beginning of 2016 with TV viewers and audience members

of Puoli Seitsemän (Half Past Six, daily magazine type of evening entertainment non-fictional programme), a Finnish crossmedia experience produced by YLE, Finland's public service broadcasting and Eesti Laul, (Estonian Song, singing competition aimed at selecting the representative of Estonia for Eurovision song contest, including three concerts/episodes broadcast live from TV) an Estonian crossmedia experience produced by ERR, Estonia's public service broadcasting. The focus groups consist of members of actual audiences (based on telemetric analysis) and imagined audiences (based on interviews with the producers of the show). Using a methodology of thematic analysis results from the total of seven focus groups were examined. Additionally, other results from the producers's interviews (fifteen interviews in total) are used to discuss the results. The analysis identified three main findings. First, audiences tend to recognize and remember the productions by their main outcome, hence as TV productions rather than crossmedia experiences. Second, audience members might consider to migrate from one text to another only if they find it compelling and relevant, but in general they seem reluctant to embrace the migratory behaviour described by Jenkins (2006). Thirdly, there are differences in gendered behaviour of following media, however, the gender based differences seem to be disappearing, when the dispassionate and general public is transformed into fans.

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## Produsage as (Re)Interpretation: Memories of Yugoslavia on Youtube

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Twenty five years after the breakup of Socialist Federal Republic of Yugoslavia, the memories of the former country – its peoples, structures, cultures and values together with the images of the wars that raged in the last decade of XX century – are alive in the imaginary of the citizens of newly formed countries. Scholarship is predominantly, though not exclusively, oriented towards the role of mass media in the war period, with the extension to the present day media work on building new national identities against the one that is differently labelled as Yugoslav, socialist or communist. In order to broaden the existing research, this paper focuses on the vernacular digital memories on the Youtube, a platform that is already researched as a socio-technical space of remembrance and repository of individually crafted, materialized memories. In specific, using multi-modal discourse analysis we are studying 70 videos in which a song 'Racunajte na nas' [You can count on us] is visually re-narrated. The song, once a generational anthem produced at the end of the 80-ties, is viewed as a mass circulated text that served as the basis for produsage of Youtube videos. To bringing together scholarship on produsage as open, communal, heterarchical, and ever continuing process, and scholarship on digitally mediated memories based on popular culture artifacts, we are using the concept of interpretation. The analyzed amateur Youtube videos originate from 'audiencing' and thus individual interpretations of the song, its past context and the overall understanding of the present act as the first step in produsage. Informed by this line of argument, the analysis reveals produsage motivated by remembrance as in an individual process. The re-mixes of the song 'Racunajte na nas' with amateur and professional images show diversity of interpretations manifested in thematic structures of multi-modal discourse. They include celebration of Tito's times, Yugo-nostalgia, disappointment, anti-war sentiments, anti-capitalism and anti-fascism. The analysis further reveals different historical points from which a song is interpreted (old Yugoslav times, times of breakup, present day) and different modes of combining popular culture images, historical material and personal audio-visual texts.

Saturday, November 12  
11:00 – 12:30

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Only Idiots Would Watch That!": Rethinking Audience Reception to Offensive Television in Britain and Germany

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This paper presents selected findings from an on-going qualitative project with 90 British and German audiences as they respond to themes they find 'offensive' on television. In this paper we focus on one of the overarching themes that recurred in our fieldwork: the varying degrees of judgment in audience talk. Members of audience we spoke to almost always adopted a critical position away from the 'rest of audiences' in society, who were always perceived as less sophisticated than them. A large amount of time was spent in our fieldwork, discussing the 'real' (intended) audiences of programmes, especially ones which involved displays of the private in public, whether private physical matters (for e.g. on Embarrassing Bodies) or private domestic/social matters (e.g. The Jeremy Kyle Show). Audiences stressed time and again that they weren't the intended audiences of these shows which offended them, and that there were these unknown 'others' – vulnerable, ill-informed, tasteless audiences, for whom these programmes were intended. The paper discusses in particular themes specific to British and German audiences. Our findings from the UK reveal, for example, that younger audiences judged others less. However, when they did, like their older counterparts, there was a desire to protect those perceived to be 'vulnerable', coexisting with the premise of a gullible intended audience. This co-existence of avid viewership of programmes, with a simultaneous disdain towards intended audiences of the programme was one of the most striking findings in the course of fieldwork. German audiences were keen to stress the 'ignorance' and 'stupidity' of these other audience members. The intellectual ability to 'look through' representations that aim to provoke offense, was often associated with social class: i.e. 'ignorant' and 'stupid' audience members who are intellectually unable to deconstruct representations were portrayed as 'Hartz-IV-Empfänger' (recipients of state benefits). We conclude by locating our work within its broader intellectual context. We note that these findings resonate very well with audience studies done by Beverley Skeggs and Helen Wood (2012) or Livingstone and Lunt (1994) who all highlight how audience members construct themselves as different and therefore more valuable, knowing or moral than other members of the audience. What this paper aims to stress however, is what else these affect-laden discourses of othering do: they function, for instance, to explain the ubiquity of provocative television content as the result of supply and demand: 'These programmes are produced and distributed because people like this i.e. the masses want to see it!' Such an understanding does not only misperceive the television industry, and the classist and racist representations that it generates, as 'democratic', but it also demonstrates how television can function as a 'consensus-making machinery' (Hall, 1978) for neoliberal politics in which the increasing polarisation between the wealthiest and the poorest social classes is centre stage. As we demonstrate, television as a machinery is so convincing that audience members from all different backgrounds participate in it by excluding 'the other'.

PP 611

Putting the Active in Noninteractive. Entertainment Experiences and Its Self-Regulatory Consequences in a Cognitively Challenging Television Format

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In times of abundant media offerings, entertainment programs are not only often deemed to be a waste of time, but sometimes also considered dulling its recipients' minds (Postman, 1985; Spitzer, 2012). Against these overly alarmist views, current conceptions of entertainment (Vorderer & Reinecke, 2015) emphasize its importance for recreational purposes (Reinecke et al., 2012). Within this framework, the present study aims to extend the notion of interactivity in media commonly regarded as noninteractive. Accordingly, existing research on eudaimonic qualities of passive media stimuli mainly focuses on confrontations with fundamental life-themes (Oliver & Raney, 2011), leaving constructs of need satisfaction to interactive media (Tamborini, Bowman, Eden, Grizzard, & Organ, 2010). However, a recent study by Bartsch and Hartmann (2015) indicated the capability of noninteractive media to satisfy recipients' need for competence by providing a cognitively and affectively challenging story. Our experiment follows this reasoning by manipulating information given before watching a full episode of a crime series, which is typically considered a cognitively challenging television genre (Knobloch-Westerwick & Keplinger, 2006; Zillmann, 1991). The total sample consisted of 81 student participants, including 64 women and 17 men. While some of them (n = 56) only read a short introduction to the series' background story and main characters, another group of participants (n = 25) additionally received a spoiler of the plot and conclusion of the story. Both groups were encouraged to investigate the criminal case mentally by themselves during reception. A MANCOVA was calculated with pre-information (spoiler vs. non-spoiler) as between-subjects factor, enjoyment, narrative engagement, and perceived competence as dependent variables and crime preference, need for cognition, and basic need for competence as covariates. Multivariate analysis showed overall effects of pre-information ( $F(3,74) = 3.66, p = .01$ ) and need for cognition ( $F(3,74) = 2.97, p = .02$ ), while univariate analyses revealed significant spoiler effects only on engagement ( $F(1,76) = 9.13, p < .01$ ) and competence ( $F(1,76) = 3.25, p = .04$ ) as well as significant effects of crime preference on enjoyment, need for cognition on engagement, and need for competence on perceived competence ( $F_s(1,76) = 2.78-3.67, p_s = .03-.05$ ). In order to examine relations between participants' entertainment experience and their subjective well-being after reception, three multiple linear regression analyses were performed with enjoyment, engagement and competence as predictors in a single block and the aforementioned well-being variables as criteria. Different prediction patterns were found: While psychological detachment was predicted marginally significant by narrative engagement ( $t(77) = 1.62, p = .06$ ), both enjoyment and perceived competence significantly predicted mood state ( $t(77) = 1.99, p = .03$  &  $t(77) = 2.24, p = .01$ ) as well as subjective well-being ( $t(77) = 1.72, p = .05$  &  $t(77) = 1.71, p = .05$ ). Together, these results not only provide evidence for neglected interactive qualities of passive entertainment programs, but also highlight differential effect patterns regarding its recreational worth.



PP 612 Reality TV, Affect and Psychoanalysis: A New Perspective on Audiences

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My paper will discuss parts of my PhD thesis which examined viewers' engagements with the British Channel 4 programme 'Embarrassing Bodies' (2007-present). I sought to investigate if and how they make connections between their biographies and the show. The paper will essentially discuss some interview data. In drawing on the psychoanalytic technique of free association (Hollway and Jefferson 2012) in my interviews, I facilitated moments in the participants' narratives that allowed free flowing narratives to emerge. Firstly, more social motives were articulated such as that Embarrassing Bodies is a programme that is about the advancement of medical education and knowledge. All participants stressed that they watch it for educational purposes. The interviewees also spoke of moments of voyeurism that are marked by surprise, shock and sometimes disgust. However, there was also a sense of compassion and respect towards the patients on 'Embarrassing Bodies' but only to a certain degree because there may be a latent fear of being like the unhealthy or embarrassing patients on the show. These ambivalent motives were largely unconscious and were only made conscious in the interview situation through talking about them. I draw on the psychoanalytic notions of affect (Freud) and Bion's container-contained model to explore these ideas further. It is also noteworthy that many of my interviewed participants expressed aspects of their biographies that point to troubling and in some cases traumatic bodily experiences. The show may aid them in working through those in the reception process. While there has been virtually no empirical audience research using psychoanalytic theories and methods within media and communication studies, my data may be in line with work by Skeggs/Wood as well as Sender who have stressed the complex and nuanced ways audiences engage with reality television. I end my paper by offering a reflection on how audience research may be enriched by psychoanalysis.

PP 613 The Differences of Movie Reception in Open-Air Cinemas vs. Traditional Cinemas in Germany

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There are 563 open-air cinemas in Germany, which have become increasingly popular (Filmförderungsanstalt, 2014). The main difference between the traditional cinema and open-air cinema is the location, which offers additional external stimuli that could distract the moviegoer. However, there is a lack of empirical evidence for the behaviour in open-air cinemas in audience and reception studies. For this reason the present study focusses on the audience's reception behaviour in an open-air-cinema. Referring to the Movie-Going Research (Austin, 1981), the Uses and Gratifications Approach (Katz, Blumler, & Gurevitch, 1973), the Mood Management Theory (Zillmann, 1988) and the Sad Film Paradox (Oliver, 1993) the study aims to figure out differences with regard to the choice of certain film genres in traditional cinemas and in open-air cinemas. To examine differences a qualitative telephone interview study with 24 participants (12 females, 12 males) was conducted in summer 2015 in a regional German open-air cinema. Participants were interviewed after their reception of either an action/science-fiction movie or a dramatic movie. With regard to the identified motivations based on the movie-going research (Austin, 1981) and the Uses and Gratifications Approach (Katz et al., 1973), we found differences in the reception of films in a traditional compared to an open-air cinema. In a traditional cinema setting, participants watch a movie with certain anticipations referring to this film genre. In an open-air cinema, the interviewed persons explained that they would also watch movies they usually would not watch in traditional cinemas, due to the event character of the open-air cinema, created by for instance the specific location or/and the entertainment program supported by gastronomical offerings. Participants are willing to take a loss in the film choice (i.e. due to limited amount of tickets for each film), only to spend one night in the open-air cinema. In the context of Zillmann's Mood Management Theory (1988) results show that in some cases the conjunction of the surroundings could lead to an intensification of the cinematic experience. In opposite to this and referring to Oliver (1993), the investigation reveals that the surroundings could also reduce oppressive feelings in dramatic films. Taking all results into account this qualitative and explorative survey provides a starting point for the analysis of film receptions in outdoor cinemas. To explain the underlying motivations, the topic should be further investigated in regard to audience studies.

PP 614 Reimagining Television Audiences. An Empirical Interview Study of Institutionalized Audiences at TV3

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The paper is based on an empirical study involving qualitative research interviews at the Danish commercial broadcaster TV3, a part of the international enterprise MTG-TV. It examines how digital technologies – affecting television consumption dynamics and audience information systems – transform the ways in which TV3-stakeholders understand the audience they cater to. Departing from an institutional research perspective it joins a small number of existing studies on how media organizations imagine their audiences (Ang 1991; Baym 2013; Ettema og Whitney 1994; Napoli 2010; Webster 2014). They leave the usual research perspective in audience studies – the audience point of view; and instead, focus on what is perhaps best known as the 'institutionally effective audience': a concept constructed through audience measurements designed for the media to understand their audiences. The commercial case of TV3 is both original in a Danish academic context and a national counterpart to critical discussions of institutionalized audiences. The THEORETICAL FRAMEWORK establishes first the audience as an ontologically unstable concept, and then audience formation as a relational social construction between the media and audiences in a structural process (Giddens 1985). The notion of 'imagined communities' (Anderson 1991) is extended to audiencemaking, and to audience measurements as resources of that imagination. Discussed is how television industry stakeholders resist and negotiate changes that cause transformations of media consumption, which in turn form the basis for new audience information systems, and so, a reconceptualization of the institutionalized television audience. The KEY FINDINGS focus on two points. Although the interviewees are able to imagine audiences as disintegrated, autonomous, disloyal users, their institutional understandings seem to linger on the concept of a coherent and unified audience measured in terms of ex-

posure to linear television content. The underlying reasons are that panels and the parameters that make up the TV3 target audience are inseparable; that is, they lack the institutional infrastructure for making new business models based on a redefinition of effective audiences. The institutionalized television audience, as a result, does not reflect the full technological potentials of new information systems, but rather the organizational and economic context they are conceptualized within. Combined, the lack of industry resources for handling the abundance of digital data, and the unofficial nature of many new data sources should motivate scholars and industry research to bridge a traditional divide between research traditions sharing the same hazy object of study.

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## PP 675 The Filter Bubble and Its Consequences: A Longitudinal Field Experiment

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Web search has grown to be a fundamental media practice in handling the abundance of online information (Couldry, 2012). The affording algorithms have become increasingly powerful, partly due to their high degree of personalization. That is, search results are based upon prior individual online behaviour. Pariser (2011) argues that current personalization algorithms lead to highly selective exposure to information that aligns with users' initial viewpoints. Hence, based on a user's online behaviour, counter-arguing information is filtered out, leaving beliefs unchallenged while browsing in a self-created information bubble. On a societal level, this phenomenon potentially impedes public debate and the conflict of discourses that underlies it. Still, it is unclear whether such bubbles have an impact. Following Hjarvard's view on Mediatization (2013), we conceptualize this phenomenon through the lens of Giddens' Structuration Theory (1984). More specifically, we consider online search as intersecting practices tied to search engines as social structures, which are produced and reproduced by the interplay of technology companies and internet users. Our study focuses on Google Search, hypothesizing that varying degrees of personalization – either self-induced or imposed by the search platform itself – affect beliefs, attitudes, and behavioural intention in the field of health, politics, economics and ecology. To test this central hypothesis, a double blind longitudinal field experiment was set up. At the beginning of the study, a panel of 400 social sciences students registered for a new Google account and filled out a questionnaire on media and search behaviour and ecological, political, economic and health attitudes and behaviour. During the experiment, which lasts for two months, students were asked to search while logged in to their accounts in exchange for a course credit. The panel was randomly divided in three conditions: (a) control group personalizing at its own pace, (b) an experimental group A whose accounts are trained automatically to search for information supporting a set of predefined beliefs in the realm of politics, ecology, economic and health, and (c) an experimental group B whose accounts are trained to search disproving information for the same beliefs. During the study, all participants' degree of personalization is measured automatically by means of a script that uses the participations access data to emulate Google Searches directly through its API. After one or two months, the participants are invited once for a lab experiment. During this experiment, beliefs in the fields of health, politics, economics and ecology are presented, asking the participants whether or not they think these are true, and how confident they are of their answers. Next, the participants are invited to freely search Google, either logged into their account (i.e. the control group or experimental groups A or B) or not logged in at all. During this free search, participants can revise their initial answers and update the confidence therein. Moreover attitudes and behavioural intentions are re-assessed. During the analysis, these measures are contrasted with prior answers, considering their type of personalization. The study is ongoing, expecting the final results to be analysed by June 2016.

## PP 676 Growing Trust in Facebook on the Smartphone (in Norway in 2012)

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In Norway in 2012 mobile apps for social media were being diffused. The early majority of people in this Scandinavian country had started using Facebook on the smartphone, but a large proportion of the population had still not adopted the new practice. This study addresses the transformation that happens when a person adopts a new media practice like using Facebook on the mobile. Our argument is based on a research project (N=99) in Sogndal, Western Norway where we found that the more informants used social media on the mobile; the more they trusted social media with their personal information. People shared personal information despite risks of unwanted public exposure, privacy breaches due to tracking, surveillance, etc. The readiness to trust Facebook on the smartphone in Sogndal in 2012 is discussed as a historically contingent attitude, and it is analysed in detail distinguishing between informants' relations to other persons, societal institutions and social media. The paper ends with a critical discussion of the informants' propensity to trust Facebook on the smartphone with personal information. Is Facebook in this case functioning as a (parasitic) placeholder for trust that would have been better directed elsewhere? Keywords: smartphone, mobile social media, Facebook, trust, confidence, Norway

## PP 677 "It Could Happen That..." An Analysis of Perceived Risks of Smartphone Applications

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Over the years, our everyday lives have become intertwined with digital media. Empirical studies document an increase in usage duration and intensity, as well as a high level of routine usage for all existing mobile technology (from smartphones and tablet computers to hand-held consoles), which is not always reflected by the users. The attractiveness of mobile media is tightly linked with the amount of trust a consumer places in it. Trust therefore forms a key component from the audience perspective in the postmodern era, and on the other hand is fundamentally linked to social and media change. While research into the risks of the digital media world is concentrated on specific applications, such as Facebook, investigation into the broader usage and repertoire of apps and their growing complexities is still lacking. The proposed analysis therefore explores which risks app users are conscious of and which factors influence this risk awareness. The first phase of the study consisted of a quantitative online survey based on theoretical considerations, which was posted on all important German technology related forums, as well as various email-distribution lists, in order to reach a wide range of app users. Focusing on the highest possible heterogeneity from this pool, thirteen people, primarily mobile-operating systems users, were invited to an interview for the second step. The guided interviews solidified a total of three dimensions of perceived risks similar to the state-of-research on consumer behaviour in E-Commerce: Financial, technological and psychological risks. The changed contexts of mobile media ecology also lead to another perception of risks. Interestingly, the interviewees did not mention social risks, such as social disadvantage or exclusion from one's peer group as a result of not using certain apps. Although

the functional and safety risks when purchasing apps from illegal and unofficial sources are classified as much higher, these concerns fall into the background, notably due to a lack of financial risk. Psychological risks usually exist when the ability for a user to try or install an app on their own device without purchase is not possible. Those interviewed try to reduce this risk dimension through a comprehensive information search. Multi-level reputation systems in the form of star ratings and comments, in most cases, represent the most important orientation. Here, however, there is often a 'blind trust' in the other users' opinions. Meanwhile, dubious providers profit from fake reviews of their apps. Also other contextual factors (like the price of an app, the reputation of a brand, app genre, app repertoire of the users, technology affinity of an individual etc.) are discussed. Based on polythetic-type grouping (cf. Kuckartz 2010), three different app-user types could be extracted from the interviews: the rational-exploratory, omniscient-skeptical and the emotional-habitual user, which will be further discussed. These types are based on an affinity to technology, specific behaviour patterns, such as an inclination to try new apps, and established risk awareness and social environmental influences

PP 678

## From YouTube to MeTube – The Dynamics of YouTube Use and Identity Formation

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During recent years YouTube has become widely popular among adolescents. With a rapidly rising number of clicks and time spent on the platform, professional YouTubers have become idols for adolescents like musicians or filmstars. Research suggests that YouTube has overtaken other media by far in terms of use frequency and importance. It even serves as a major source for information and news. Thus, unraveling the fascination of YouTube is crucial to understand identity formation of those who will shape our future society. Although communication scholars have started to examine YouTube use as a relevant media phenomenon, the video platform's communicative and social role for young people remains unclear. Is YouTube going to replace television in terms of use? Who prefers which kind of YouTube channel? Do personal characteristics play a role in building (para)social relations to YouTubers? Does YouTube play a relevant role in the process of identity formation? In order to tackle these questions, a school survey was conducted among German pupils of different educational levels. N=1,642 adolescents (50.6% female) aged 14 to 20 (M=15.97; SD=1.07) completed a standardized questionnaire. Apart from their media habits (with focus on YouTube), the questionnaire included items about personality traits, their social life and how they perceive YouTubers and their videos. Hence, the dataset allows to draw conclusions about the relation between YouTube use, general sociodemographics and YouTube-related personal orientation characteristics (YRPOC; i.e. specific parasocial interaction, role model function and community-shaping function). Refuting the assumption that watching YouTube is replacing television, the results show that traditional TV and YouTube use are not correlated. Different motivations are at the root of preference for one or the other, e.g. importance of relevant others is only correlated with YouTube use, whereas it is the opposite for general self-efficacy and self-concept. Boys are using YouTube more frequently, more actively and attach more importance to it, which results in a more distinctive shape of their YRPOC. Similar correlations are found for age with higher values for younger participants, indicating that YouTube loses its importance with increasing age and maturity. Furthermore, the educational level predicts the relevance and functions of YouTube use. In opposition to other school types, autonomy plays an important role for pupils aiming for the A-Levels (the highest high school degree in Germany). The more autonomous adolescents feel, the less important YRPOC are. It is striking that school types are decisive for the correlation's direction between parasocial interaction and social support offline: For higher educated pupils, a negative relationship is found, while the correlation for those who are less educated is positive. Multivariate statistical methods such as regression analysis further reveal potential interactional effects between identity characteristics and YouTube activity. Overall, the study supports the notion that YouTube is a very significant force in the daily life of young people and that it contributes to their personal development in a very crucial phase of life.



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This panel brings together a number of authors and editors who originally contributed to a Special Issue on 'Contemporary soldiering, self-representation and popular culture' for *Media, War and Conflict* (published in April 2016). We hope to build on our initial explorations of the more personalized and popular mediations of war and here re-focus our attention on audiences, identity construction and participation. The panel brings together researchers from the UK, US and Sweden, and intentionally focuses on a range of media forms to avoid a one-medium bias. Our special issue's focus was very much on the lived experiences of military personnel as articulated and understood across a diverse range of media forms and genres. In this panel we further scrutinise the political and affective work prompted by varied media materials through analyses of the spaces where soldiers, veterans and supporters perform military identities or communities. Such scrutiny remains crucial to investigating how war and violence are legitimized and remembered. Notwithstanding the continuing pervasiveness of traditional media institutions, information about war and its protagonists is created and accessed through varied devices, platforms and networks, which, rather than simply negating the ideologies of mass media, are embedded with their own ideologies (through their very claims of 'direct' communication and disruptions to gatekeeping practices, for instance). This means it is more important than ever to pay attention to the processes of mediation (including 'reception'), and the variations between different media genres and formats in the study of war and conflict. The contributions contained in this panel thus engage with the tensions between official narratives and performances of lived experience, and the degree to which new subjectivities are constituted and negotiated through participation in discursive spaces (online and offline). The papers cover a range of media forms: online forums (Maltby and Thornham), NGO materials (Millar), 'crowd-sourced' digital storytelling (Silvestri), blogs (Hellman), and television shows (Parry and Thumim). They also employ an array of methodological approaches including interviews, focus groups, critical discourse analysis and thematic analysis. Taken together, they allow us to consider: the motivations behind those producing and sharing materials designed to represent the experiences of soldiering, the extent to which there is scope to challenge dominant power relations, and how new media technologies create new dangers and opportunities for participants, audiences and interested observers. As a founding co-editor of *Media War & Conflict* we are delighted that Professor Ben O'Loughlin (Royal Holloway) will act as a respondent for our panel.

PN 323

#### 'They Need Our Help': Non-Governmental Organizations and the Subjectifying Dynamics of the Military as Social Cause

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The invasions of Iraq and Afghanistan spurred a range of popular activity – from anti-war protests to war boosterism to veterans' advocacy – purporting to "support the troops". Non-governmental organizations, from veterans' welfare organizations to anti-war groups, are crucial to this transformation of "the troops" into a social cause and matter of collective concern. As such, this paper proposes an initial qualification of NGO representative practices as a form of media genre, characterized by striking similarity in presentation, structure, and particularly explicitly normative tone. A critical discursive approach is utilized to examine the implications of this genre for the production of subjectivities and power relations inherent to "supporting the troops" via a structured analysis of the public-produced texts of a selection of typologically-identified NGOs in the United States and United Kingdom. The paper goes on to examine the political implications of these representations, highlighting their implicit construction of their intended audience, and the way the identity of this audience depends upon the counterintuitive objectification of the "supported" troops. It is argued that within the context of the liberal state, the representations of support produced across the advocacy spectrum work to not only depoliticize conflict but to "apoliticize" support for the troops as a matter of morality. The paper concludes with a reflection upon the relationship between the discursive subjects created by the NGOs' representative practices, and the "actual" political positions and behaviour evidenced by supporters, as a means of substantiating audience reception.

PN 324

#### Mining the Military: The Affordances of Online Military Forums

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This paper explores the tensions apparent in anonymous military online forums as sites of visible, public, yet discursively intimately performances of military identity and sites of distinct power relations that, by virtue of their visibility inform, frame, appropriate and monetize the military community in particular ways. The paper draws on data collected from British military forums (Arrse, Navynet, Rear Party) and the organisations that own and manage them. We consider the discursive online practices within the forums, and the extent to which the technological affordances of 'anonymity' (or what we define more accurately as pseudonymity) act as a critical interface between the military community who contribute to the content, and non-military observers who read, access, mine and appropriate the content for political and economic gain. In so doing, we reveal the tensions between these seemingly private yet extremely public online spaces arguing that the illusion of invisibility, anonymity and privacy has two related critical consequences. First, they enable and facilitate a pre-existing, imaginary performance of a collective military identity that does not always resonate with the one that the British military seek to project but which becomes partially mitigated by the very pseudonymity that facilitates it. Second, by virtue of the relative safety of pseudonymity and the performative community that results, those who manage, moderate, control the forums pro-actively construct 'their' military forum community as politically, economically and commercially viable.

PN 325 Homefront Hashtags: Sharing War in Six Words

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A new digital project called The Six Word War promises “real stories from Iraq and Afghanistan in just six words.” Touted as “the first crowd-sourced war memoir,” the project’s creators site Hemingway’s famous six word short story, “For sale: Baby shoes, never worn,” as the inspiration for the project. This paper examines the Six Word War story as a cultural artifact and practice that reveals something larger about our contemporary relationship to truthful storytelling. Social network site communication encourages a compulsion to visibility that ratchets up the rate of interpretive processes. We seek concise, familiar, and easily identifiable narratives. It’s easy to see why six word war stories would be an attractive way to communicate about the complexities surrounding US involvement in Iraq and Afghanistan. But if a fundamental goal for communication is to reach understanding or “truth,” what if anything, do six words help us understand about these wars? And what does our collective interest in a project like The Six Word War reveal about our evolving attention structures and commitments to one other as global citizens?

PN 326 Milblogs and Soldier Representations of the Afghanistan War: The Case of Sweden

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Building from the notion that military blogs can support national strategic narratives (Hellman and Wagnsson, 2013), the aim of the article is to deepen our knowledge about how more precisely blogging that depict soldiers’ personal experiences of ‘everyday life’ can serve to support a strategic narrative. This ties in with the question of opportunities offered by social media articulating individual and subjective experiences of ordinary people and how these are used and negotiated in collective and institutional settings. The article explores empirically, how Swedish milblogs published between January 2010 and April 2012 articulate their experiences of being soldiers in the Afghanistan mission. Through their blogging the soldiers become media producers, but the diary format constructing self-representations, might also be seen as defining them as the prime audience, thus simultaneously making them into members of the audience. The milblog sphere might thus be studied as a site where reception and production merge. The analysis shows that soldiering is treated as an everyday practice, de-dramatized and routinized where military assignments are meshed with civilian duties. The article concludes that the ‘normalisation’ of war in milblogs can potentially serve to strengthen national strategic narratives, facilitate recruitment of soldiers and add to growing ‘militarism’ (Woodward and Jenkins, 2012) in society.

PN 327 Discussing British Military Experience Through Contemporary Media and Popular Culture

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This paper reports on a qualitative research project which invited those with direct experience – as serving personnel involved in media operations, military veterans and forces family members – to respond to a variety of media genres and discuss how such portrayals of military experience correspond with their own perceptions and their own representational practices. It is our contention that mediated representations – whether film, television, websites, museum and gallery displays – offer significant and interconnected spaces through which to explore negotiations of the meanings of military experience in contemporary public culture. Drawing on thematic analysis from our six focus groups, we address a number of research questions: What kinds of experience are ‘knowable’ and how are they expressed and shared? What role do varied mediated encounters have in this process and in perpetuating misunderstandings as well as offering a space for contemplation and even therapeutic benefits? Which media materials invoke the strongest responses of opinion and feeling in our interviewees, and what does this reveal about the public discourses of resilience, rehabilitation and reconciliation? We argue that this is an especially noteworthy time to be examining the perceptions of the military, soldiering and recent wars in the UK context due to the ‘end’ of combat operations in Afghanistan (albeit with the threat of escalating war in Iraq and Syria), alongside a period of sustained and deliberate attempts to reconcile civil-military relations especially since 2007 (Forster 2012; Kelly 2013). In total 31 participants took part in group interviews or ‘focus groups’ conducted during the summer of 2014: this comprised 15 veterans from three different organizations, six serving personnel who work within media operations, and 10 family members, all wives. In the group interviews, we showed the participants media extracts that depicted varied aspects of contemporary military experience drawn from a range of forms and genres (e.g. documentary, comedy, websites) to encourage group discussions. But in addition to the participants’ comments on the media materials, we were also interested in the themes and concerns which emerged without prompting, and how representations of soldiering evoked memories and reflections on their own identities as part of a ‘military community’.

## PS 001 Audience Reception of Online Debates on the European Refugee Crisis

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In this paper, I demonstrate how rhetorical theory can be used to study the participating audience's own reception of the quality and potential of online debates on the European refugee crisis. As the audience are also often the producers of the texts, it is only by studying both the participating audience, and their texts, that it is possible to provide a deeper understanding of how the debate takes place online, and make normative assessments on the qualities of these debates. Although the notion of audience is paramount for rhetoric, research on the actual audience has traditionally not been very common in the studies of rhetoric. Rather have the audience been studied by analysing the text or the speaker or writer, or by examining a theoretical construction of an audience. However, in order to understand what really happens in the encounter between text and audience, it is necessary to give more attention to empirical studies of the actual audience. One of the central questions asked in studies of rhetoric is: What does it mean to argue well? In order to answer this question, we can study either which utterances are most persuasive, or which utterances are most useful for practical reasoning. This paper operates with the latter understanding of 'good argumentation', and uses terminology from rhetorical theory such as trueness, relevance and accuracy, the use of frames, newspeak, generalizations, ad homin attacks and fallacies. Based on both the audiences' own evaluations and on normative analysis of their texts, I explore what debate norms should apply in online debates in order to secure a fruitful discussion with real democratic potential, what norms are acted upon in practice, and what impact this has for practical reasoning concerning one of Europe's most pressing issues. The debates in the comments sections of Norway's biggest newspaper, VG, in the wake of the photograph of Alan Kurdi, the drowned Syrian boy on the beach, and after the Cologne New Year's Eve-attacks, serve as cases in this study. The text analysis is combined with interviews with 10–12 of the active participants, which examine the debaters' own understanding of norms and quality, their evaluation of posts written by themselves and others, and what ideal and real democratic potential and possibility of being picked up on by a larger public, they consider the debates to have. By comparing the debates related to two specific events, which affected the way the refugee crisis was framed in the edited media, it might also be possible to get a sense of how, and to what extent, the dominant discourses in formal public spheres, can affect discussions in the informal public spheres. This provides us with a deeper understanding of online debates real and potential role in civic issues. To sum up, this paper aims to use rhetorical theory to study both the audience's understanding of the online debates, and their actual contributions to the debates. The study thus contributes to the hitherto limited research on the actual rhetorical audience.

## PS 002 Children's Self-Reporting of Nightmares and Fear of Terrorism Following the Charlie Hebdo Attack and Its News Coverage. Flemish Survey Results

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Several researches have shown that news exposure is related to fear of crime and fear of terrorism (FOT) in particular (Altheide, 2006; Nellis and Savage, 2012). Nevertheless, FOT and news exposure have not been studied comprehensively, especially not within a young age group of news users: primary school pupils. A limited number of scholars has shown that this young age group watches the news for children and adults on a very regular basis (Buijzen et al. 2007; De Cock, 2012; Riddle, 2012). The recent rise of the Islamic State (IS) has intensified news reporting on terrorism. Most people have no direct experience with terrorism, which makes them especially dependent on news media. News exposure about terrorism is positively correlated with FOT for oneself and others (altruistic FOT). Women are more likely than man to report higher FOT scores (Nellis and Savage, 2012). After the nearby terrorist attack on the news room of Charlie Hebdo in Paris (January 2015), the terror-alert system in Belgium had been raised up to level 3. The war against terrorism was no longer perceived as a long-distance news item and Flemish news media intensively reported the events. During March and April 2015, a survey was administrated among a representative sample of primary schoolchildren in Flanders (11- and 12-year-olds, N= 363, 53% boys, 47% girls). Our research questions and hypotheses focused on the proportion of children reporting having had nightmares after watching the news, (altruistic) FOT, feeling scared due to news about IS and the role of gender in these issues. Finally, a binary logistic model was set-up to predict having nightmares based on news exposure. 10% of the children reported having had nightmares after watching the news during the previous months. 23% of the children indicated they had nightmares after watching fiction. 44.1% of the children said they had been feeling scared due to news about IS regularly, often or very often. 33% said this had happened seldom and only 22% reported that this had never made them scared. 71% indicated they were concerned they themselves would become the victim of a terrorist attack. Even more children (79%) reported altruistic FOT. Our findings show that girls do report higher levels of FOT for self ( $M = 3.19$ ) and family ( $M = 3.41$ ) and fear for IS due to the news ( $M = 1.62$ ) than boys (respectively 2.92; 3.15 and 1.27, t-test significant at  $p < .05$  and  $.01$ ). Of all girls in the sample, 16% reports having had nightmares after watching the news versus 3.8% of all boys. Of all girls, 30.9% said having had nightmares after watching fiction versus 14.6 % of the boys. A binary logistic regression model with having or not having nightmares after watching the news as outcome variable, shows that gender and frequency of news exposure to children's news add 11% of variance to the model, fear of IS due to the news adds 19%, and finally empathy, brings the totally explained variance of our model on 33.4% (= Nagelkerke R<sup>2</sup>).

PS 004

## The Experiential Mode of Reception. Conceptualization of an Integrative Framework Concept

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In recent years, a variety of concepts and models has been developed to describe the processing and experience of narrative messages, e. g., deictic shift (Segal, 1995), transportation (Green & Brock, 2000), narrative engagement (Busselle & Bilandzic, 2008), and suspension of disbelief (Böcking, 2008). However, some of these concepts partly overlap, others encompass each other and their relationships to other relevant concepts like presence (Lee, 2004), perceived realism (Potter, 1988), flow (Csikszentmihalyi, 1975), and identification (Cohen, 2001) remain unspecified (Busselle & Bilandzic, 2009). The objective of this paper is to develop a framework concept, on the basis of which existing concepts can be integrated into one comprehensive description of narrative processing and experience in a theory-driven manner. Rather than construing this framework concept inductively, it is derived from the concept of human subjective experience, because various links between narrative and experience have been suggested in the literature. Therefore, we propose to conceptualize narrative reception as an experiential process in that it resembles human experience to a greater extent than non-narrative reception does. This specific quality of experientiality was conceptualized as a reception mode (Michelle, 2007) and elaborated in two steps: First, we developed a comprehensive concept of (everyday, primary) experience drawing on psychological and phenomenological insights. In a second step, this concept was adapted to media reception. The resulting concept of a prototypical experiential mode of reception comprises elements on three levels: (a) Experiential processing of media content consists in the associative, automatic and unconscious activation of sensorimotor mental representations and the construction and updating of a dynamic situation model (Wyer, 2004; Zwaan, 2004). The situation model represents specific, mesocosmic entities localized in egocentric reference frames of time and space (Busselle & Bilandzic, 2008; Vollmer, 1984; Wirth et al., 2007; Zwaan, 2004). Cognition, emotion, motivation, moral evaluation and motor systems operate highly integrated and under a medium level of self-regulation (Hohr, 2013; Krämer, 2013). (b) On a second level, the states and processes constituting experiential processing are controlled by a procedural schema (Monsell, 2003). (c) On a third level, automatic feedback from unconscious processes induces perception-like subjective experience (Schubert, 2009). Individuals experience such reception processes as subjectively effortless, meaningful, passive, continuous and episodic (Epstein & Pacini, 1999; Kahneman, 2011; Neisser, 1976; Rasmussen, 1986). They perceive themselves as spatially and temporally present within the depicted situation and as participating in the events (Wiesing, 2014; Wirth et al., 2007). Entities and events are experienced in the form of multimodal mental images and appear as non-mediated (Lombard & Ditton, 1997; Wyer, 2004; Zwaan, 2004). The recipients construe the depicted entities and events as objective, autonomous, permanent, and real. Moreover, they suspend any doubt about the depiction being accurate (Schütz, 1945). Finally, individuals have the impression of undergoing a primary experience of a real-world situation rather than being involved in media reception. Based on this conceptualization of an experiential mode of reception, hypotheses on factors potentially influencing the degree of experientiality of a reception episode and on potential effects of experiential reception are derived.

PS 005

## Public Media Services in Serbia – How to Meet the Communication Needs of Digital Natives?

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The Law on Public Media Services in Serbia (2014) states that the Radio Television of Vojvodina (RTV) and the Radio Television of Serbia (RTS) must meet the communication needs of all citizens, including children and teenagers. Studies suggest that their audience is the aging population, mostly people graduated from college, vocational school or university, and mostly concentrated in the cities. A longitudinal research project conducted by the Department of Media Studies, Faculty of Philosophy in Novi Sad, currently running for six consecutive years, shows that children and teenagers are not the audience of the public media services. Simultaneously, an analysis of RTV's and RTS's program diversity showed that programs of public media services aimed at digital natives are few and inadequate. The research aims to map, monitor and analyze the programs intended for children and young people broadcast by the two public media services in Serbia, in order to deconstruct their editorial policy regarding this neglected audience group. The second aim is to analyze young people's attitudes towards the programs of public media services and their expectations from them, which are, by definition, established, funded and should, therefore, also be controlled by the citizens. Public media services, according to relevant laws, should be media leaders in offering new, modern media forms and programs which should satisfy the communication needs of digital natives, too. A best practice model will be created through a comparative analysis of the media content offered to children and young people and of the communication habits and needs of digital natives. For monitoring RTS's and RTV's programs for children and young people, we are using quantitative and qualitative content analysis for the January-June timespan in 2016. For this purpose, a special coding protocol was created for each type of media output. The attitude of the audience will be tested by questionnaires designed for the focused sample of about 300 students of the Department of Media Studies. Students of journalism were selected as a motivated target group whose curriculum includes courses which analyze the phenomenon of public media service and media content for children. They represent a qualified audience who can contribute to raising the professional standards in producing media content for children. Preliminary results indicate that the selection of content for children and young people offered by public media services is very limited. It boils down to radio drama miniatures for children, a teenage round table program and music programs, as well as educational programs that are not clearly formatted and designed for this age group. As for programs of public media services, the offer of children programs boils down to imported animation programs, a talk-music entertainment show with a long tradition and few talk-music shows which are not marked by age. The study will serve as an advocacy tool during the process of drafting a new media strategy for Serbia for the 2016–2020 period, the public hearing on which is scheduled for the end of this year.



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**Background:** Considerable empirical evidence supports the hypothesis that food advertising can alter children's food preferences, purchase requests, and eating habits. However, most previous research was conducted using experimental methods, which tend to limit generalizability. Very few studies have investigated the relationship between the exposure to food advertising and consumption of food products in a real-world setting. The aim of this study was to examine the associations between exposure to television advertising for unhealthy snacks and subsequent eating-related behaviors among children in Taiwan. **Methods:** The actual exposure to advertising for unhealthy snacks was determined by combining the self-reported television viewing behavior with broadcast data related to advertising. Students (3<sup>rd</sup>-6<sup>th</sup> grade) were recruited from twelve elementary schools in Taiwan for cross-sectional surveys based on questionnaires. The final sample comprised 512 boys and 531 girls between the ages of 9 and 12. Participants reported the television programs they watched most frequently and the time they spent viewing these programs over the previous month. Data related to television show ratings (provided by Nielsen Media Research) for audiences aged 10–14 years in Taiwan were used to draw up a representative sample of programming, comprising the 50 top-rated television programs (58.75 hours) in the month leading up to the survey. Advertisements for food items were analyzed using the food category coding scheme, in which unhealthy snack categories included fried potato snack, cookies, cakes, confections, sugar-sweetened drinks, and fast-food meals. This was then used as criteria by which to determine the number of commercials for unhealthy snacks that were broadcast during each television program. We then compiled an unhealthy snack advertising exposure score for each of the children, reflecting the number of food commercials to which the children were exposed while viewing television. Hierarchical multiple regression was used for data analysis. **Results:** The children viewed an average of 50.17 (SD = 30.33) advertisements for unhealthy snacks per week. After controlling for child variables (age, gender, BMI, sedentary time, television viewing time) and family variables (parents' education level, availability of unhealthy snack in the home), the unhealthy snack advertising exposure score was shown to accounted for significant additional variance in food requests (R<sup>2</sup> change = .003,  $\beta$  = .09,  $p$  < .05), purchase desire (R<sup>2</sup> change = .007,  $\beta$  = .14,  $p$  < .01), and consumption frequency of unhealthy snacks (R<sup>2</sup> change = .006,  $\beta$  = .13,  $p$  < .01), but did not in preferences for those food items. Positive linear relationships were observed between the number of advertisements for unhealthy snack to which children were exposed and their requests for, desire to purchase, and consumption of unhealthy snacks. **Conclusions:** This study extended previous research by refining the methods used to measure exposure to television advertising for unhealthy foods. Our results demonstrate that advertising for unhealthy food have significant effects on children's requests for, desire to purchase, and consumption frequency of unhealthy food, thereby providing support for calls to regulate television advertising for food aimed at children.

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Assisting persons who are harassed or physically abused is commonly considered a highly moral or even heroic act. However, persons observing a situation where help is needed often do not intervene – a tendency known as the bystander effect. Various studies have identified factors influencing the motivation for, and implementation of helping behavior as well as the factors relevant to the bystander effect. The role of the media for the readiness to help, however, has largely been neglected. But media coverage might be another factor influencing the decision to assist persons who are harassed or physically abused, because, for example, mostly dangerous and tragic cases of bystander intervention attract media attention. Depending on what the media are covering as well as how they are framing this coverage, there might be effects on helping motivations. The present study therefore examines two main types of possible media effects on (de-)motivations to help and, ultimately, on helping intention: First, influences of exemplification on the perceived risk of being attacked while intervening are tested. Additionally, framing effects on risk perception, the reflection of psychological barriers, motivations by social approval, and moral motivations are investigated. For these purposes, a 2x4 factorial online experiment ( $n=398$ ) was conducted in Germany. A newspaper report on case of bystander intervention was manipulated in terms of a 1) good vs. bad outcome for the helper and 2) four types of framing, where experts commented on 2a) the general risk of intervening and biased risk perception, 2b) psychological barriers to help, 2c) social approval for helping, and 2d) moral motivations for helping. The dependent variables were the intention to intervene in similar situations and projected actual behavior, which might be influenced by additional factors like perceived competence and physical self-efficacy. Results show that risk perception, rejection of responsibility, motivation by social approval, and moral motivation are highly associated with the intention to intervene and projected actual behavior. Our models were able to excellently explain helping intention and projection and we identified factors that have largely been neglected in the literature, such as moral reasons and perceived competence. However, hardly any direct or indirect (mediated or moderated) media effects on these factors, on intentions themselves or on projected behavior could be identified (the effect of the outcome of the exemplar on intentions narrowly missed significance). Nevertheless, additional analyses point to another type of media effect. Although we cannot establish a causal link, the intention to help is lower among persons who predominantly remember actual cases of bystander intervention with negative outcomes from the media. This hints at an effect of the cumulated longer-term exposure to reports on single incidents, which is situated somewhere between an exemplification effect and cultivation. Despite the limitations of a short-term experimental design, our study is an important step toward our understanding of the media's role in bystander interventions: it is the first to analyze this relationship in the context of regular journalistic coverage and it hints at effects that should be investigated in further studies.

PS 008

## The Aggregation of Time in Agenda Setting Research

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When talking about media effects, about changes, and development of attitudes, opinions, or emotions, we are always talking about time, too. No researcher would probably deny time is an important parameter when measuring media effects. Many of our most prominent theories and approaches are only comprehensible when taking time into account e.g. spiral of silence, knowledge gap, or cultivation theory. Nevertheless, it is surprising many studies do not consider the impact which the particular construction of time might have on their findings. When it comes to time aggregation, that is the accumulation of data from several points of time to one data point, little attention is paid to how and why a certain time span was chosen. Public opinion surveys or media content analyses conducted daily, weekly, or once every month, exemplify the diversity in sampling and aggregation. Ever since the first study of McCombs and Shaw (1972), many studies on media effects refer to agenda-setting. The great amount of empirical work that has been done in this field during the last decades shows the huge relevance and importance of agenda-setting as a theoretical framework in mass communication research. Unfortunately, agenda-setting is often characterized "as something of an iron law rather than the subtle, highly contingent effect that years of careful research has shown it to be." (Kosicki, 1993: 100) In fact, studies are very heterogeneous and come to different results. One of the main problems is the great number of different study designs which makes it difficult to compare one study to another. Yet, while researchers try to define and to explain their understanding of issues and topics, public and individual agenda, throughout the studies, they generally do not discuss the role of time. Although effects of different time aggregates have been examined years before with a rather economic focus such questions remain largely neglected in agenda-setting research. Since research about the construction of time is largely missing, I try to take a closer look at the impacts that the aggregation of time might have. I've got a data set which allows to model different forms of time aggregation, like aggregates on a weekly, monthly, and quarterly basis. The data derives from a secondary analysis of survey data which was conducted as part of a research project in agenda-setting research. The data set came from a German study which was realized by Forsa during 372 consecutive weeks from 1999–2006. On each working day, 500 telephone interviews were organized as an independent random digital dialing procedure. The sample is representative of the German population from the age of 14 and above. The complete data record contains about one million cases. The interviewees were asked about the three most interesting topics in the media during the previous days and the three most important problems in Germany at that point of time. With this data set I am able to give an answer to the research question: How do media effects change if the level of time aggregation will be modified?

PS 009

## Perception of Media Change and Attitudes Towards Media Education

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Societal debates about media literacy and media education often arise in times of major changes in the media sector (see, e.g., Buckingham & Willett, 2006; Kubey & Larson, 1990; Livingstone, 2008; Wartella & Reeves, 1985). In this context, it is often argued that exposure to new media can have severe (negative) consequences for children and adolescents. Empirical studies, however, in many cases demonstrate that these fears are over-exaggerated. We argue that adults' own negative expectancies toward new media could be projected upon children and adolescents (cf. Fields & Schuman, 1976; Gunther & Christen, 2002) resulting in stronger claims for media education programs for children and adolescents. The origin of this projected opinion could be seen in the perception of a strong and rather uncontrollable media change. Social-psychological research has demonstrated that the perceived rate of social change in the environment relates to the feeling of stress and can thus reduce social well-being (Kim, 2008; Lauer, 1974; Rafferty & Griffin, 2006). The same could be true for media change. Individuals who experience strong changes of the media environment could more strongly tend to evaluate media change as a burden in their own life (H1). This could be projected upon children and adolescents and, thus, boost the perception that media innovations are dangerous for them (H2). As a result, claims for more media education programs should also be increased (H3). Therefore, there should be an indirect effect of perceived strength of media change on claims for more media education programs through the perception of media change as a burden in the own life and the perception of media change as a danger to children and adolescents (H4). We tested these assumptions in a representative telephone survey of the German population (n = 434). The data were analyzed within the structural equation modelling framework using the software package MPlus 7.3. We calculated a serial mediation model in which age, education, and having own children or grandchildren under the age of 18 were controlled as covariates. Results support our hypotheses. The perceived strength of media change increases the evaluation of media change as a burden in the own life. This leads to a higher estimation of new media being dangerous for children and adolescents which significantly increases the estimated importance of media education. All indirect effects within the model are confirmed when tested with 5.000 bias corrected bootstrap subsamples on a 95% confidence interval (see, Preacher & Hayes, 2008). These results indicate that attitudes toward media education strongly depend on individuals' perception of the changes taking place in the media sector. More specifically, adults seem to project their own fears and concerns resulting from media change onto children and adolescents. This could have far-reaching consequences for the support of political measures to increase media literacy as well as for the media education of own children. Since this research is correlational in nature, the direction of causality of the observed relationships remains unclear. We therefore also discuss alternative interpretations of the observed relationships.

PS 010

## History on TV: Historical TV Series and Their Audiences in Turkey

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This paper will analyze how popular cultural forms play a role in forging of political and cultural identities in Turkey, through focusing on a specific historical TV series and its audience: *Diriliş: Ertuğrul* (Resurrection: Ertuğrul) which narrates the pre-foundation of the Ottoman Empire, the story of the father of founder of the Ottoman state. The presentation will utilize the insights provided by media anthropology (Ginsburg, Abu-Lughod, Larkin, Mankekar) and digital anthropology (Miller, Horst, Baym), and try to go beyond reception problematic through exploring adaptation of popular forms in everyday life with "TV Talk" (Gillespie), and strategies of identity formation (Hall, Jenkins). In the last decade, TV series has been single televisual form that dominated Turkish television. Every season 60 different serials are on air from comedy to action, and romance to family. Recently, a specific and controversial form has emerged: historical TV series. First generation of these dramas focused on historical events of the recent past. However, following the incredible success of *Muhteşem Yüzyıl* (Magnificent Century) which focuses on the golden age of the Ottoman Empire and harem life during Suleiman the Magnificent's reign, several historical dramas focusing on Ottoman and pre-Ottoman past of Turkish-Islamic community were produced. As it is well known, history is never 'history', but has contemporary relevance. It is more about contemporary relations and structures of power and domination; and about making of political identities. This is why historical dramas have been center of attention and matter of controversy for politicians, intellectuals and ordinary citizens alike. While some, like *Muhteşem Yüzyıl*, are criticized for misrepresenting history and insulting historical figures; some others, like *Diriliş: Ertuğrul*, are openly supported by the government and religious-conservative and nationalist constituency. As a part of a wider project on religious-conservative audience in Turkey, this presentation will focus on some of the countless public spheres of deliberation and contestation opened up by *Diriliş: Ertuğrul*; and on "TV Talk" and its place in forging of political identities. In addition to in depth interviews, focus groups with program viewers; the presentation will also rely on digital ethnography of online communities constructed in Facebook, Twitter and fan-blogs. The analysis will situate fan experience within social relations and networks. These networked spaces are places where "competing interpretations and evaluations of common texts are proposed, debated, and negotiated and where readers speculate about the nature of the mass media and their own relationship to them" (Jenkins, Textual Poachers, p. 86). The paper will argue that audience is not a 'thing' or a self-apparent reality as such, but a social relation and experience, whose trails could be followed in such instances of negotiation, deliberation, and adaptation; a social relation which is deeply intertwined with identity making processes of viewers. Keywords: audience, media anthropology, fandom, digital ethnography, religion, nationalism

PS 011

## Alternative Spectatorship Experiences for Turkish Independent Cinema

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This study focuses on the cinema spectatorship for Turkish Independent Cinema in public and private spaces by taking three main facts about the current situation into account. The first of them is the decreasing number of independent cinema halls which show independent movies. The second fact is the increasing film production with lower film budgets and with the public foundation provided by Ministry of Culture and Tourism. The third fact is the online – and often free – spectatorship. The study aims to discuss the threats and opportunities that are enabled for independent cinema by new media and other alternative spectatorship experiences. It tries to find out the differences on cognitive processes between watching movies with others and alone; watching on cinema halls' screens and on mobile phones' screens; watching movies while spectators are able to change the screening conditions and watching movies while they are not. It also asks the motivation of being freeloader for preferring watching online and underlines the unsustainability of film production as long as the box office values and subvention for screening stay so low. The study is based on a previous audience research executed in 2015 that discusses the alternative spectatorship experiences for the Turkish Independent Cinema. In the first chapter of the aforesaid study, the researches and theories about cinema spectatorship; and spectatorship in public, private, and heterotopic spaces are mentioned. In the second chapter, the Turkish Independent Cinema and the relationship of this cinema with its spectator are discussed. By taking into consideration the historical and theoretical information, which are discussed in the first two chapters, four conditions for alternative spectatorship experiences are designed. The results of spectatorship interviews in four conditions are used both for discussion and for designing a survey. The effects of condition on the cognitive process are investigated with that survey, too. The current study summarizes the mentioned research. Therefore the data and opinions that are created in the aforesaid research, are compared to the current situation for Turkish cinema in 2016 by taking into account the idea due to the new media and cinema change rapidly, the issues that belong to that topics which are expected to change. For the comparison part quantitative and qualitative methods are used.

PS 012

## Keep Posted: Types of Audience Participation in New Mass Media Communication

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The given approach to understanding the peculiarities of audience participation in mediated communication employs as a theoretical underpinning "... the perspective on the technology-media relationship focusing on the socio-cultural shaping" (Preston, 2009, p. 114) building on the theories of J. Carey (2005, 2007), and R. Williams (1974). Not diminishing the importance of the influence of technologies on the process of communication, it is really hard to debate that the new mass media have cultural peculiarities and national colorings. The analysis of audience participation practices used in new mass media demonstrates that no "unified" mediated communication model is in operation across all countries of the world. In reality, successful mediated communication processes always evolve through interaction with local or national values and practices (Lwin, Stanaland & Williams, 2010). This presentation discusses two major types of the Internet mediated communication, which can be observed in audience participation practices through new mass media



in the country with “neo-authoritarian model of mass media” (Becker, 2004), specifically, Russia. In neo-authoritarian or “hybrid regime” (Toepfl, 2013), it is unsurprising that new media are regarded as the only venue for free expression of ideas that are not aligned with official perspectives. According to the official sociological surveys, 34 per cent of respondents name social nets as the main source of information and the information there as the most reliable one. Having considered 23 different cases of Internet mediated communications, the following major types of audience participation have been singled out: Type 1. Multidirectional communication. It deals with the cases in which messages posted through new mass media produce greater impact than the similar ones issued by official media (e.g. blogs in LiveJournal of the oppositional leaders). Type 2. Interdependent communication. It occurs when the messages distributed via new media unite Russian audience on a federal level. For instance, there were three YouTube videos that prompted serious reforms of the national police agency in 2009–2010. Another example of this kind is “The Dear Mr. President!” style of presentations which Russian Internet users have created as a culturally specific form of communication with governmental officials. Both cases offer examples of contemporary mediated discourse and they illustrate specificity of audience participation in communication that occurs between citizens and either local authorities or governmental officials. The results of the research illustrate that political and cultural environment may predetermine the main new mass media communication types and specific forms of audiences participation. In brief, any kind of audience participation is shaped by politics and culture that penetrate all spheres of life and act as the “lenses” (Brislin and Yoshida, 1994) through which all actions are viewed or performed.

## PS 013 Parasocial Interactions and Relationships with Modified Personae – The Social Media Personae. An Empirical Contribution to Parasocial Activities

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At the age of digitalization and the Internet integration with human beings daily routines, the boundaries between different forms of (para)social interactions become smoother and more fluent (cf.: Konijn et al. 2008, Morimoto/Friedland 2011). The frame of medial interaction, especially for the recipients who are from 14 to 29 years old, shifts increasingly from the static living room and the TV that stands in it (cf. parasocial activities) to the digital and interactive reception and interaction mode (cf.: Eimeren/Frees 2014, Ofcom 2015) as social media; social communities. Nowadays the communication with media stars (pl. personae; sing. persona sensu Horton/Wohl 1956) via Facebook, Twitter or diverse blogs a) is possible, b) happens more frequent and c) without (any) status gap, because the persona is one of [us] the community. This fact leads to the feeling of familiarity. The persona, which primarily started to exist due to and in social media, becomes more human and is accessible for the user due to the interactivity aspect, which is specifically given in the context of the new media (e.g. likes, comment function, private message function). In the age of social-media'tization the phenomenon of parasocial activities gained a new aspects – the possibility of reciprocal conversation with personae and a manifest and public demonstration of experienced PSI via likes or comments (cf.: Colliander/Dahlén 2011, Frederick et al. 2012, Menon 2007, Niemann et al. 2015, Sanderson 2008, Schlütz/Lindner/Scheunert 2014, Stever/Lawson 2013). Essentially, the parasocial interaction studies analyze this phenomenon via a paper-pencil-questionnaire with the use of a (modified) PSI-Scale (e.g. origin: Rubin et al. 1985; adapted for: favorite TV personality (Conway/Rubin 1991), favorite soap opera characters (Perse/Rubin 1989), favorite characters from a just-now-watched TV program (Auter 1992)), or the new measure, the EPSI-Scale to explore the within-viewing experience of mutual awareness (e.g. Dibble et al. 2015). The PSI-studies mainly explore the interaction or the relationship itself and the fewest one focus on the medial person. Due to the assumption that PSI is a dyadic interpersonal activity, the medial counterpart should be deconstructed just as well (see Gleich 1997, study I). Based on quantitative research methods, a quantitative survey (n=255; German respondents), the social media persona is being analyzed and empirically verified. The aim of this study is to a) define the medial counterpart in the frame of (interactive/social media) PSI and b) determine the differences and commonalities between the origin (in the frame of PSI; cf. Gleich 1997) and the social media persona. The results show for example that almost the half of the respondents follow (up to three) social media personalities (43%) and even 32% of this pool communicate(ed) with them reciprocally. Interactive/social media PSIs are build up not only to personae from the own country, but it is rather an international phenomenon. The predominant number of social media personae exist/perform within the genre lifestyle/DIY-bloggers/tutorials. The comparison with the origin PSI-persona will follow at the presentation.

## PS 014 The Complexity of Media Multitasking: How Viewers Distribute Their Attention Between First and Second Screen

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In the last twenty years, the digitization of media technology has led to an overarching and still progressing convergence of different media types. In this context especially the combination of audio-visual and online media has been associated with high expectations in public and scientific discourse (Jensen & Cathy, 1999; Pagani, 2003): Digital and Interactive TV were supposed to enable sovereign user experiences while also providing the possibility of active participation in the forming of television programming and content. Over time, however, it became evident that the promising potential of these convergent forms wasn't being demanded by the audience just as much (e.g. van Dijk & de Vos, 2001). Against this background, the lasting success of the so-called “Social TV” is somewhat surprising. The term encompasses different forms of the combined TV and Internet use (Chorianopoulos & Lekakos, 2008; Selva, 2016): Using a “second screen” (smartphone, tablet or laptop), the TV viewers interact with each other on social networks sites (like Facebook or Twitter) or instant messaging channels (e.g. WhatsApp). They discuss the TV program, comment on it and sometimes even participate in the production of on-screen content (e.g. providing audience questions for a talk show via Twitter). The latest communication research already investigates the reasons for and outcomes of this second screen use (e.g. Han & Lee, 2014; Van Cauwenberge, et al., 2014; Giglietto, & Selva, 2014). However, it is still unknown how exactly users deal with the new complexity of this media multitasking situation. This contribution addresses the described lack of research and analyzes – against the background of limited capacity theory (Lang, 2000; Wang et al., 2015) – how second screen users distribute their attention between the two screens while watching TV. For this purpose, we conducted a standardized video observation of 18 participants who were invited to watch TV and use Twitter in an everyday setting



("living lab"). Afterwards, we interviewed them to retrieve information about the content dimension of their second screen use as well as to assess their motives and experiences. Our data shows that three types of attention distribution between first and second screen can be identified: (1) recipients who direct the majority of their attention to television as their first screen; (2) recipients who distribute their attention evenly between the two screens; and (3) recipients who are predominantly focused on their mobile devices as their second screen and therefore challenging the first screen-second screen terminology. The results also show that 81 percent of the attention spans ( $n = 11'476$ ) last five seconds maximum. Longer attention spans are mostly directed towards the second screen. In summary, we found that the second screen challenges the first screen on a visual level while adding to the user experience on an auditory level.

## PS 015 Exploring Visual Orders and Everyday Tactics in Instagram

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With growing practices in personal photography and photo-sharing, we have become increasingly aware of the ways in which we visually present ourselves and the objects surrounding us. The mobile photo-sharing app Instagram emphasizes the importance of visual self-presentation (Marwick, 2015: 143) when compared, for example, with more textual blogs. At the same time, as we publish more images, our means of visual representation have also become standardized or increasingly formalistic, for example, in 'the selfie'. In this study we investigated use of Instagram and, more specifically, we looked into tactics and practices of Instagram use. Instagram is a mobile app where users post photos and follow other users' photo feeds. In analyzing the empirical material, we use Michel de Certeau's (1984) theory of tactics and strategies. Strategies are used in organizational power structures and tactics are employed by those who are subject to these power structures, as a way of navigating in situations of everyday life, in the limited space governed by more strategic relations (de Certeau 1984: xix). In this study, the Instagram app, owned by Facebook, is the holder of strategic power and its users make use of individual tactics when operating in the context of the app. The end result, photos and communications, is born both from the users and from the influence of the infrastructure of the app (cf. Van Dijck 2013: 11–13). We examined everyday practices of Instagram use through qualitative interviews (five focused interviews with adult novice users, two focus group interviews of more advanced teenage users). In addition to interviews, we also observed and analyzed Instagram pictures posted by the informants and their pictures were used as incentives in the interview situations. The use of Instagram is very carefully thought out, as our informants in this study have noted. People carefully consider what pictures to post and what kind of personal presence to create in the app, they use different kinds of tactics when adapting to the new social media service and when navigating there. In essence, it is also a question of visual orders (Seppänen, 2006: 16–17) which control what is appropriate expression in a specific context. The notion of an everyday life tactic fits well with our understanding of social media practices, where most often the online space is controlled by strategic power, such as the commercial owner of the space, the business logic behind it, and the infrastructure of the service. Users themselves operate tactically in this space, with its own limitations and affordances, and also silent rules, such as conventions of use and visual orders. People use, for example, privacy tactics and social tactics, when negotiating how to use the Instagram app. Specific visual practices, such as the use of Instagram, operate in the wider visual order of a society. In practice, the visual order becomes apparent in how people limit what they post on Instagram.

## PS 016 Mapping Individualized Media Repertoires: An Integrative Analytical Framework

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Phenomena such as digitalization, convergence, mobile media and social media have dramatically altered the media landscape. Since more control over media and content selection has been given in recipients' hands, highly individualized, i.e. fragmented and polarized, media use patterns have emerged. Research, however, has only recently adopted a comprehensive repertoire approach that addresses patterns of media use, rather than the selection of a single medium over others. Therefore, it is widely unknown how recipients navigate through today's multimedia landscape by combining different media into coherent patterns of use. Moreover, prior studies have not been particularly successful in mapping media repertoires' internal architectures and their antecedents; findings were somewhat incoherent and inconsistent. This is at least partly attributable to a lack of an integrative analytical framework. Despite progress in recent years (e.g. Hasebrink & Popp, 2006; Taneja, Webster, Malthouse & Ksiazek 2012), it is still up-to-debate how media repertoires are best modeled – both theoretically and empirically. Given this shortcoming, the paper introduces an alternative analytical framework for mapping and explaining individualized media repertoires. This framework is integrative in nature; it combines theoretical work by Rosengren, Wenner and Palmgreen (1985), Weibull (1985), McQuail (2001), Hasebrink and Popp (2006) as well as Webster's (2009) adaption of Giddens' (1984) 'theory of structuration'. Key to the framework is the construct of media orientation that shows up in consistent patterns of media usage and, hence, reflects the internal architecture and coherence of media repertoires. Media orientation is conceptualized as an affinity for certain media, content types and modes of use. Since the multiplicity of today's media landscape precludes any single explanation, media orientation is considered as a multidimensional construct. This construct comprises – in line with Hasebrink and Popp (2006) – specific combinations of few guiding principles which help recipients to reduce the high complexity of abundant choice options. As such, media orientation prestructures media use and provides the connection between individuals' personal and social situation (including media-related needs), media structure (available channels, content etc.), and the concrete media choices made on a daily basis. How the analytical framework can be put into practice is shown by applying it to the study of news consumption. The application relies on survey data of the Eurobarometer

2014 which are representative for the population of Germany ( $n = 1572$ ). It yields six distinct types of news repertoires. Five major advantages over prior media repertoire studies are empirically exemplified: (1) The framework allows for more systematic combinations of substantial theories, formal models, and empirical data. (2) The framework permits deeper insights into media usage, because it allows to combine the strengths of qualitative and quantitative studies. (3) The framework facilitates the interpretation and systematization of repertoires and their antecedents. (4) Since the framework concentrates on repertoires' internal architecture, rather than overt choice behaviors, it is particularly well suited for mapping the underlying mechanisms and structures that produce the persistence of media use. (5) Therefore, it makes media repertoires better comparable across populations, locations, and time periods, too.

## PS 017 Types of Algorithmic Media Use for Political Information Purposes

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More than every third German considers the Internet as the most important source to keep up with current affairs (ACTA, 2015). Even though online news sites still seem to be dominating when it comes to political information online (Bernhard, Dohle & Vowe 2014), the significance of Social Media is increasing: The younger generations already take the largest part of their news diet from Facebook (PEW Center 2015). Benefits and possible risk of algorithmic personalization: Using Social Media as a news source is firstly associated with benefits: Due to intelligent algorithms information is provided automatically in accordance with user preferences or behaviour. It is functioning as a filter for relevant information and offers orientation in the information overload (Jürgens, Stark & Magin 2014). Secondly, this operation mode goes along with risks: Dylko (2015) found, that customizable technology increases the likelihood of selective exposure, which is in line with Pariser's (2011) apprehension of 'Filter Bubbles'. As Mahnke (2015) claims, algorithmic personalization should not be seen as a technical automatism. Besides the implicit adjustment of content, users can actively influence their news feeds (Bozdag, 2013). Valeriani and Vaccari (2014) found that accidental exposure to political content happens frequently - the intentionality of usage seems to be an important factor as well. Consequently, user's skills and desire for purposeful usage need to be examined in detail for assessing algorithmic media as news sources. Focus groups for in-depth analysis of user's news feeds: Based on previous research on different types of Social Media activity (Jers, 2012), we developed a matrix in which the known forms - consuming, participating, producing - are combined with the intentionality of usage. Our research goal is to examine different facebook user types clustered by strategic and reflected use reasons. To proof our framework, we conducted five focus groups with fifteen routine facebook members varied by age, formal education and political interest. Large parts of the discussions were centered on reconstructing the individual news feeds: What type of content arises from which sources? We then tried to carve out if the news feed contributions are shown based on reflected and intentionally following or displayed due to friend's activities. Lastly, knowledge about personalization principles and the will to use facebook as political news source are surveyed. Formal characteristics less important than user's motivation: We found that formal education and political interest are less influential on a strategic use of facebook for information purposes. Instead, a highly strategical way of purposeful following traditional media on facebook with strong focus on including different point of views in the own news feed contrary to an intentionally avoidance of all political information and opinion on facebook are identified as main characteristics of using facebook as a news source. Findings are going to be proofed in a representative telephone survey, but we already can state that individual patterns of usage need to be considered as factors when assessing effects of algorithmic media use for political information.

**PP 051 Protest and Visibility in Times of Democratisation: A Visual Framing Analysis of the 2010 Belgrade Pride Parade's Television Coverage**

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This paper considers the 2010 Pride Parade in Belgrade as a key mediated moment through which to explore struggles for visibility between distinct actors during a period of democratisation in Serbia. At the heart of this study are concerns around the contested spaces of the city and how such conflicts for public spaces are represented in the media. Through a visual framing analysis of the television coverage of the Pride parade and the protests which sought to disrupt the event, we explore how expressions of identity and nationhood are visually constructed and how the news framing choices effectively marginalised the Pride parade and re-enacted physical and spatial barriers/divisions in the city space. Whilst we draw upon previous research focused on Pride parades and on the mediation of protest (Johnson 2012; Johnston and Waitt, 2015), this study contributes new insights due to both the distinctly non-celebratory coverage of the parade, and the illiberal motives of the protesters who violently oppose the event and its organisers. In these ways, the case study does not conform to the expectations of much of the existing research in this area – where Pride offers a spectacular carnival of colour for tourists to gaze upon; or where protesters resorting to violence is understood as a desperate tactic to 'counter the symbolic violence of elites' (Cammaerts 2013, 545). Four distinct 'camps' are portrayed in the coverage: the LGBT community, the counter-protesters, the police, and politicians. However, the four national news programmes we analyse (RTS, Prva TV, TVB92 and Pink TV) are also political actors in the mediation of the resulting clashes. In particular, we examine the representational, interactive and compositional meaning potentials of televisual images (Kress and Van Leeuwen 2006; Iedema 2001), to understand the relationship between news media framing and the ways in which the different actors involved in the Pride Parade are both 'seen' and 'pictured' in public. In particular we find Rodriguez and Dimitrova's (2011) four-tiered model of visual framing productive for identifying dominant stylistic and symbolic features in the coverage, especially the degree to which protagonists are successful in claiming their right to be seen on the streets of Belgrade. We approach the television news coverage of Belgrade Pride and the protests as offering a distinctive window into a 'public discourse of images' (Deluca and Peeples 2002: p133), where groups of protagonists utilise visual images to express a sense of identity, grievance or resistance. In shifting attention to the potentials for political agency and citizenship in this mediated 'discourse of images', including the possibility of mis-communications and manifold interpretations, the paper offers an alternative perspective to the traditional emphasis on dialogue and voice in democratic theory.

**PP 052 Free Expression, Tolerance, Offense and Diversity: Comparing France and Denmark with the Cases of Dieudonné and Yahya Hassan**

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When we discuss free expression, we often have to take into consideration the roles of tolerance and offence. This is especially the case when we discuss situations where contentions regarding politics and diversity are also involved. This paper draws on two cases that offer an opportunity to consider how these issues intersect: the cases of French comedian Dieudonné and Danish poet Yahya Hassan; both of whom are ethnic minorities who are performance artists. In 2013, they both engaged in expression acts that have aggravated the place of religious and ethnic groups in their respective countries and ignited debates on the parameters of free expression. If we consider free expression and secularity to be the cornerstones of (Western) democracy, then how such controversies are discussed and mediated can influence the political climate of a given country. This then raises some questions to consider. What do media debates on these expressive genres expose about the limits of tolerance in each country? Does this affect how free expression is contextualized in each country? How do "critical moments" (Stanyer, 2013) shape these discussions? The dominant government position in France is secularism and in Denmark it is egalitarianism. France has a long history of mixed people and cultures, both domestically and as a colonial power, Denmark is relatively new to become demographically diversified. Both countries have suffered attacks in the last two years that contribute to a highly charged atmosphere when it concerns political discussions about the place and identity of "non-ethnic" nationals and religious minorities. These themes turn to the theoretical framework of this paper, which is based on literatures on the foundations of freedom of speech (Barendt, 2005), multiculturalism and nationalism (Modood and Meer, 2013; Kramer, 2011) as well as media and political cultures (Richardson et al., 2013). The research design uses a comparative model in order to discuss the topic of freedom of speech and diversity by bringing the study down to a case level, but also keeping it aligned with extended structures of comparative research between countries (Canel and Voltmer, 2014; Hallin and Mancini, 2004). In this paper, I will present findings of a thematic analysis of 19 hours of interviews from Paris and Copenhagen. The interviews were in-person interviews with 21 activists, politicians, lawyers and journalists. I argue in the paper that what the cases reveal, is that they are not only relevant to a conversation on freedom of speech, but also point to sensitive issues related to citizenship, social diversification and political tensions using a comparative angle. Both country contexts discuss political orientations and involve philosophical deliberations on how society should be. As borders are more fluid, social structures and cultural norms as well as politics are challenged with the prevalence of far-right political parties and contestations involving the normalization of speech practices.

PP 053

## Protecting Society Against Refugees and Immigrants: The Conservatism of the Radical Right's Defense of Women's Rights Against Islam

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Radical right parties and movements have historically been and continue to be among the fiercest proponents of patriarchy and opponents of feminism and other gender politics, from the right to abortion to same-sex marriage and adoption. At the same time, the radical right's position regarding gender issues has become more nuanced and ambiguous. Whilst continuing to defend traditional gender roles, radical right voices increasingly present themselves as the defenders of women's rights against "Islamisation". Indeed, one of the central and most powerful discursive strategies in contemporary radical right (and broader right-wing) opposition to refugees has been to argue that these people treat women in ways that are incompatible with "our Western liberal democratic Enlightenment values" and "threaten our way of life". This paper presents a discourse-theoretical analysis (Carpentier & De Cleen 2007; Glynos & Howarth 2007) of how the Flemish radical right positions itself as the defender of women's rights against Islamisation. It looks at both party political actors (the VB, especially its 'Women against Islamisation' initiative) and civil society voices (Pegida Flanders). Empirical material is taken from the websites of the VB and Pegida Vlaanderen and includes written, audio, video and photographic texts. The paper's main argument is that there are profound similarities between the radical right's traditional anti-feminism and its anti-Islamic protection of the liberal values of freedom and equality for women. There are obvious contradictions between both, but both are structured around a conservative logic. In both cases the radical right presents itself as the defender of what is, of society as it is today against threats to the continuity of society – even if what is being defended is very different and indeed contradictory on the level of content. The paper shows how both these rhetorics discursively construct a "crisis", "downfall", "loss", "demise", "threat" and "disintegration" against which society needs to be "defended" and "protected". To grasp this similarity we need to move away from the dominant ideological definition of conservatism (as a set of ideas) towards a more flexible and formal discursive definition (cf. Laclau's 2005 definition of populism) that is more useful to the study of political discourse. The paper therefore proposes a definition of conservatism as a political logic that can be used to formulate very different and even contradictory demands as a matter of ensuring the continuity of the social order between past, present, and future. The need for conservation and the social order that is deemed in need of conservation are discursively constructed and reproduced in opposition to (a demand for) change that is presented as a dislocatory threat to the continuity of society. This definition helps to understand the continued centrality of conservatism to radical right politics, and the flexibility of such politics. And, more generally, it highlights the political agency of conservatives in discursively constructing society by claiming to merely conserve it, and the power of the claim to conserve as a way to interpellate and mobilise citizens and provide an object of identification.

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## The Presentation of the Minority of Yazidi in Turkish Print Media after ISIS Massacres

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It is expected that plurality and representation should not only be in the parliament but also in various social platforms, one of which is the media. The ability of plural and democratic representation of media depends on its ability to reflect all points of views and experiences of all the groups in the society. In this sense, minority groups should be represented in the media's agenda as the majority is. There are studies that point out that the press ignores minorities. The studies also point out that the press only makes news that are functional for the continuity of the system in Turkey. This is also valid for the Yazidis, forming a minority group. However, after ISIS's massacres and rapes towards the Yazidis living in the mountains of Sincar and the surrounding villages in north-west Iraq, they started to appear in Turkish press more often. The news describing the Yazidi practice of life and religion and the news describing the murders and rapes by ISIS appeared in the media simultaneously. It is demonstrated that the Yazidis were previously an invisible community for the Turkish society and press. Three newspapers (Cumhuriyet, Hürriyet, Yeni Şafak) with different ideological approaches were selected and the news made by these newspapers describing the Yazidis during August and September in 2014, were analyzed with critical discourse analysis. In this paper, the effects of the discourses and framing of the news to legitimize and reproduce the prejudice and inequalities toward the Yazidis have been dealt with in the historical and social dimensions. Due to the "Angel Tavis," a figure in the Yazidi religion, there is a misconception that the Yazidis worship devil. This has influenced the representation of the Yazidis in the ideologically differentiated press to a certain extent. In the representations of the news related with the Yazidis, the murders and rapes were frequently presented as independent individual tragedies despite their political and cultural context. Besides this, the press has used the news describing the rapes and enslavement of the Yazidi women by ISIS, the part of the tabloidization.

PP 055

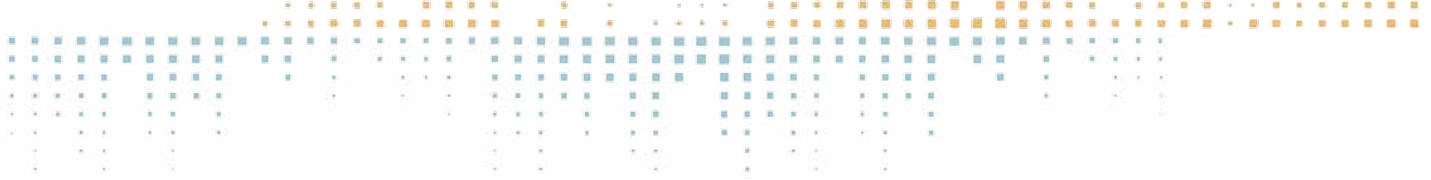
## The Mediation of Politics vs. the Political: Indigenous Activists and Institutional Politics at UN Climate Summits

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This paper discusses tensions between transnational activism and international politics at the UN climate summits and the media's roles in relation to this. It builds on interviews with indigenous activists at COP 21 (Paris 2015) and COP17 (Durban 2011) together with quantitative and qualitative analysis of media coverage of these and two other COPs (Copenhagen 2009, Warsaw 2013). The aim is to identify clashes and interplay between the international summit politics and transnational ideological expressions from groups outside of (inter-)national politics and how the media relate to these. The focus is on ideological struggles that take place around the meetings, the radical politics of indigenous activists, their calls for justice, and how they relate to diverging types of media: mainstream/legacy, social, and indigenous media. RQ: What characterizes relationships between media and indigenous groups at the COPs and how does this relate to the official summit politics and to understandings of climate change as a political and natural issue? Indigenous peoples often live in areas most exposed to acute climate change effects, and generally fall outside of the formal structure of international climate negotiations. In connection to this, calls for climate justice (Johnson, 2009) including political justice (Fraser 2008) are increasingly heard from indigenous activists at the climate summits. Theoretically the study builds on Mouffe's (2005) understanding of Politics versus the Political, distinguishing between institution-





al politics ("politics") and ideological political expressions ("the political. The study also elaborates on agonistic (Mouffe 2013) rather than deliberative (Habermas, 1981) views of democracy. Thereby it evokes the idea that conflict is essential to democracy (Roberts-Miller, 2002). The agonistic take differs however from an antagonistic one in that it builds on respect and concern for the opponent (Chambers, 2001). The main method is qualitative, including observations (Iorio, 2011), semi-structured interviews (Bryman, 1996) and critical discourse analysis (Laclau & Mouffe, 1985; Winter-Jørgensen & Phillips, 2002) of the transcripts. 11 people were interviewed in Durban 2011, 17 in Paris 2015. The interviewees come from all continents of the world, and belong to groups like the Sami, the Inuit, the Pygmé, the Maori. In addition to this, the study draws on quantitative and qualitative studies of mainstream media material from the four aforementioned COPs, mainly Swedish material analysed by the author, but also studies from other countries included in an international project where the Swedish analyses constituted one country example among many others. In the Swedish coverage climate change has for instance been represented as a "win-or-lose game politics" played out between states, which clashes both with the broader ideological expressions from indigenous activist groups generally operating at the summit margins, and with a framing of climate change as a factual issue. In addition to descriptions of observed activism/alternative political events of indigenous peoples, the paper describes also the institutional politics of the meetings, their political structure, and the constitution of state delegations with an eye to transnational justice (Fraser 2008, 2014; Owen 2014), discussing i.e. "party status" and "observer status" in relation to indigenous peoples.

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# From News Use to Public Connection. Audiences' Everyday Experiences of Digital Journalism, Civic Engagement and Social Life

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This paper applies a user-oriented perspective to analyze how people experience and make use of news to connect to public life in the digital age. Whereas in previous research 'mediated public connection' (Couldry, Livingstone and Markham 2007) is typically addressed through top-down, normative frameworks, we argue that an analysis grounded in everyday life practices and preferences paints a more accurate picture of the role news fulfills in a rapidly changing media landscape. Although news has traditionally served as an important tool for people to connect to others and to engage in public life, digitalization alters this by creating new avenues for civic engagement and novel rituals attached to different patterns, platforms and practices of news use. It simultaneously fragments and opens up the news agenda by enabling users to navigate an increased supply of news on their own terms, which changes the media repertoires people form, as well as the constructive role of news in everyday life (Swart, Peters, and Broersma 2016). Using Q methodology and semi-structured, in-depth interviews with 36 Dutch media users of mixed gender, age, educational level and geographical background, this paper discusses how the value of news for connecting to social life is experienced in the digital age. More specifically, we explore how news media function as a tool for people to facilitate shared frames of reference that enable them to engage and participate in cultural, social, civic and political networks. Our analysis reveals how different news outlets impact the inclusiveness, engagement, relevance and constructiveness associated with news use. It confirms that people now understand the notion of civic engagement in more individualized, small-scale and issue-based ways. Second, our findings suggest that more than knowing news events, most important to users' public connection is understanding how ongoing societal developments may become relevant within their everyday lives. Finally, we found that news is perceived as constructive for connecting to public life in numerous mundane ways, which sometimes hold little relation to journalism's informational functions. Extrapolating from these empirical findings, this paper suggests that while news still functions as an important instrument for people to link up to public life, this does not always match users' perspectives on, practices of and preferences about mediated public connection. This indicates that news outlets potentially risk disconnection when they are no longer aligned with the public issues people encounter in everyday life. A user perspective is required to comprehend – and possibly, adapt to – these shifts, to gain greater understandings what the changing news media landscape means for people's connections to society at large. References – Couldry, N., Livingstone, S. & Markham, T. (2007). *Media Consumption and Public Engagement: Beyond the Presumption of Attention*. London: Palgrave. – Swart, J., Peters, C. & Broersma, M. (2016). *Navigating Cross-Media News Use. Media repertoires and the value of news in everyday life*. *Journalism Studies*, online, 1–21.

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# The Use of Social Media and Civic Engagement – Results from a Cross-Lagged Panel Study

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The question whether the use of social media is beneficial or detrimental for civic engagement has been a cause for debate for quite a while now. While some have argued that social media provide an opportunity to become active for individuals who are otherwise not politically or civically engaged, others have referred to a displacement hypothesis which suggests that time spent with social media is missing for other activities, including civic or political engagement. Some have also used terms like "slacktivism" to indicate that online activities, such as sharing or signing an online petition, are not the same as civic engagement. Mirroring these controversies, the empirical findings on the relationship between social media use and civic engagement are overall mixed. Previously, two cross-sectional studies conducted by the Pew Research Center with large representative samples from the United States looked at "Social Media and Political Engagement" (2012) and "Civic Engagement in the Digital Age" (2013). Two of the key findings of those studies were that people who regularly discuss political issues are also more likely to use social for civic purposes and that civic activities on social networking sites are more common among users with a higher educational level. While those surveys provided many interesting insights, they were cross-sectional in nature and, hence, not able to probe causal processes. In order to also assess potential longitudinal relationships between the use of social media and civic engagement, we used data from five waves of a longitudinal panel study with adult internet users (age ≥ 18 years) in the Netherlands (Nwave 1 = 3367, Nwave 5 = 1627). The survey covered various topics and also included questions about different types of civic engagement activities (including, e.g., voluntary community work, signing a petition or donating money). Comparisons between users and nonusers of Twitter showed that the users overall engage in more civic activities than the nonusers in all waves. With the exception of wave 5 in which the difference was smaller, Twitter users on average engaged in about 0.5 civic activities more than nonusers across waves (on a scale from 0 to 9). We found no such differences between users and nonusers of Facebook. We also investigated the longitudinal relationship between social media use and civic engagement in a set of cross-lagged structural equation models in which we included participants who reported the use of Twitter (n = 682) or Facebook (n = 2576) in at least one of the waves. We found no cross-sectional or longitudinal relationship between the frequency of posting about news and the motive to use social media to keep up with the news and civic engagement. However, educational level and trust in other people emerged as significant predictors of civic engagement. Our findings suggest that there is no direct effect of social media use on civic engagement (or vice versa), but that users and nonusers of certain social media (e.g., Twitter) differ with regard to personal characteristics that are also associated with civic engagement, such as education or trust.

PP 058

## The Use of SNS for Informational Purposes and Civic Participatory Behaviors Online and Offline in Chile

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Chile, a highly stratified country, with a vast income and education inequalities, is experiencing an expansion in digital media usage among younger generations. The latter have been framed as disengaged and politically apathetic, leading the declining of civic engagement in the last years. But lately social network sites (SNS) such as Facebook and Twitter are turning into an important source of information and are becoming relevant actors in the national discussion. This paper will examine the relationship between the use of SNS for informational purposes and civic participatory behaviors -online and offline- among young Chilean citizens from different socio-economical and educational backgrounds. In regard to this last point and focusing on the case of Chile, local scholars agree that there is an important gap between private schools (for the highest income segment), state subsidized schools (for middle class segment) and public ones (for low income segments). This paper will group the young Chilean citizens by school type, contrasting their use of SNS for informational purposes, topics of interests and civic participatory behaviors (online and offline), among other relevant digital media uses. The data used for this paper are surveys (quantitative N=418) and interviews (qualitative N=21) applied to young Chilean citizens between 15–17 years old, from different socio-economical and educational backgrounds (9 schools, convenience sample). The sample considers citizens from three different cities of Chile (in two different regions): Santiago (capital city, population around 6.158.080, 3 schools in the sample), Temuco (province capital, population around 262.530, 3 schools in the sample) and Villarrica (small city and commune, 3 schools in the sample, where one of it is a rural school, population around 49.184). The aim of this paper is to test the premise of Gil de Zuniga, Jung and Valenzuela, (2012) which argues that digital media use for informational purposes contributes to foster democratic processes by acting as a positive and significant predictor of people's civic and political participatory behaviors, both online and offline. Key words: Social Media, Facebook, Civic Participation.

PP 059

## Mediated Expressive Culture and Public Connection Across Sociocultural Difference in Norway

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The overarching objective of this study is to explore the degree to which audiences' use and reception of various forms of mass mediated expressive culture (including but not limited to film, drama, music and comedy) work to establish preconditions for a functioning participatory democracy. Theoretically, this study starts from Couldry et al.'s (2010) concept of public connection asserting that media use and reception may or may not elicit a democratically desirable shared orientation towards a public world where matters of common concern are addressed. The role of mass entertainment and expressive culture in democratic engagement is a matter of enduring scholarly interest and contestation. Markham & Couldry (2007), for instance, found that audiences' engagement with celebrity culture did not involve the sustenance of public connection. In this study audiences' affinities to celebrity culture concurred with a disengagement from matters of shared public interest and with working class backgrounds. Other empirical studies (see for instance Inthorn et al, 2013) find that audiences' engagement with mass mediated entertainment and expressive culture may function as a route to political engagement. Moreover, a number of scholars argue that various forms of expressive culture often function as important means for the public articulation of politics and must be seen as integral to the anatomy of deliberative democracy. Attending to the Norwegian context, this study provides an empirically based re-examination of the role of mass mediated expressive culture in sustaining public connection among a socio-culturally diversified audience. The paper presents findings from an ongoing interview study that includes in-depth interviews of a selection of 50 informants, split across ethnicity, class, gender and age. The paper illuminates the following aspects of public connection: 1) To what degree is there among socio-culturally heterogeneous audiences at all a shared conception of what counts as matters of public and collective importance? 2) Which forms of mediated expressive culture emerges as resources for public connection, and conversely: which forms do not? 3) How do audiences of divergent socio-cultural backgrounds experience the various forms of expressive culture to elicit public connection? By exploring how various forms of expressive culture elicit audiences to orient towards shared public concerns, and the relation between socio-cultural background and media use, this study thus aims to provide a more fine-grained and sociologically sensitive understanding of the role of mass mediated expressive as a resource for participatory democracy. Couldry, N., Livingstone, S., Markham, T. (2010) Media consumption and public engagement: beyond the presumption of attention, Basingstoke: Palgrave Macmillan Inthorn, S., Street, J., Scott, M. (2013) Popular Culture as a Resource for Political Engagement. *Cultural Sociology* 7. pp. 336–351 Markham, T., Couldry, N. (2007) Celebrity culture and public connection: Bridge or Chasm?. *International Journal of Culture Studies*, Vol. 10(4): 403–421 McGuigan, Jim. (2005) *The Cultural*

PP 112 Acting on Materiality – Media Technologies and Engagement

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Ever more people use media technologies in an increasing range of contexts and circumstances (work, leisure, protest, etc.). One might even go as far as arguing that life per se has become inseparably interwoven with media. This growing pervasiveness of media use, however, does not necessarily imply that more people engage with the very devices and platforms they make use of. But we also notice a pluralisation and diffusion of actors who go beyond the “interface level” by engaging with the materiality of media technologies. Engagement here denotes a critical, creative, reflective and/or subversive handling of media technologies. The line of argument we want to bring forward in our presentation is that acting on the material dimension of media technologies is a meaningful and significant form of contemporary political engagement. While media and communication scholars have discussed and investigated extensively what people do with media, the way people act on media technologies remains an underexplored facet of analysis. If we intend to gain a clearer picture of the entanglements of media technologies and societal change, we need to draw our attention to media technologies as sites of intervention in itself (Lievrouw 2011: 102; Milan 2013; Gillespie et al. 2014). More concretely, there is need to look at how actors act on the materiality of media technologies. We aim to contribute to this task by presenting findings from qualitative case studies on two civil society initiatives: the Chaos Computer Club (CCC) and Repair Cafés. The former is the oldest European and one of the world’s largest hacker organizations, the latter is a rather new initiative scattered all over Western Europe and North America where people come together to fix their everyday objects (media technologies being among the most common goods). To analyze these two case studies, we conducted qualitative interviews with members of the CCC (2011–2013) as well as organizers and participants of Repair Cafés (in 2014–2015) and participant observations with both initiatives. We analyzed our data according to the three-step coding process of grounded theory (Corbin/Strauss 2008). The data presented in this paper allows us to reflect on the political implications of the material encounters between actors and technology. Through acting on media technologies the two initiatives, each in their own way, ‘continually refuse heteronomy and passivity’ (Purcell 2013: 314), establish alternative fields of action and co-determine the discourse on media technologies. Critically reflecting on these findings also allows us to argue that we need to widen our understanding of media as practice (Couldry 2012) by including actors’ material encounters with media technologies.   
 // Work cited: Couldry N (2012) *Media, Society, World*. Cambridge: Polity. // Corbin J and Strauss A. (2008) *Basics of Qualitative Research*. 3<sup>rd</sup> ed. London: Sage. // Gillespie T, Boczkowski P and Foot K (eds) (2014) *Media Technologies*. Cambridge: MIT. // Lievrouw L (2011) *Alternative and Activist New Media*. Cambridge: Polity. // Milan S (2013) *Social Movements and their Technologies*. London: Palgrave. // Purcell M (2013) *The right to the city*. *Policy & Politics* 43(3): 311–27.

PP 113 ‘The Internets’ as Medium of Reverse Agency: Political Economy of Digital Media in the Frame of Bennett and Segerberg’s ‘Connective Action’

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My paper explores ambiguities of today ‘media citizenship’ in this peculiar current historical conjuncture in which digital companies have become algorithm- and space-providers for seemingly all actions performed in online environments. Specifically, I analyze internet’s complicated status as medium of civic engagement by drawing upon the social semiotics analysis of people’s online anti-ACTA (Anti-Counterfeiting Trade Agreement) engagement in Poland in 2012 (body of data comprises 900+ images/audiovisuals analyzed). The protests seem to fit the patterns of Bennett and Segerberg’s (2013) ‘connective action’, which focuses on individualized processes of personalized content being shared across media on contentious issues. However, the status of internet in this context is far from being obvious: it was not only a tool and space of the anti-ACTA protests; but also a complex set of services offered by market agents involved in the issue, and – as the analysis reveals – the people’s popular perception of the conflict framed internet as one the commons endangered by ACTA. Political/citizen agency rises as the key aspect of the issue: ‘connective action’ was performed by the protesters with, within, and on terms of market services of agents interested in the collapse of ACTA. This is not to downgrade people’s agency, who appropriated global pop-cultural online resources to express (and eventually achieve) their goals. More the opposite: I explore how the protesters performed actions being at the same time civic engagement and participation in popular culture – all within the complicated system of technologies, market services and socio-cultural protocols of today ‘internets’. The latter, however, can be described as medium of reverse agency: software algorithms of digital services (closed to public and discursively naturalized as pure/mere technology) co-decide about visibility of digitally-mediated items and by this they influence on these items’ actual online presence. Interestingly, this mechanism of reverse mediation of agency (from users to algorithms’ depositaries), although profoundly touching the very core of today ‘media citizenship’, does not seem to weaken agency of the protesters in the analyzed case. People used global pop- and counter-cultural modalities to effectively build not only their political stance but also – as the analysis’ results show – they have built, by a complex system of pop-cultural and historical metaphors, a self-portrait contributing to their group cultural (generational) identity.



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## What Counts as Political Participation? Challenges to Radical Political Participation in Social Media

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One of the most difficult problems facing democracy in the Western hemisphere is the decline in citizens' participation in parliamentary politics (Bennett, 2005; Calhoun, 2012; Dahlgren, 2009). Instead, suggestions for social and political change often originate from civic initiatives (Calhoun, 2012). At the same time, corporations play an increasingly central role in the political arena (Matten and Crane, 2005). Radical political participation has been argued to constitute a key aspect of inclusive democratic societies by providing important critiques of government and corporate misconduct. Political participation in this view is understood as engagement with political and social issues, expressed in a variety of ways that do not always adhere to traditional perceptions of parliamentary politics. However, responses to radical activism (from government, business, and the press) include discourses and practices that criminalises and vilifies radical activists. In this presentation, I examine how these struggles are played out in social media, particularly how corporations work to vilify radical activists and how radical activists navigate an online arena with increasing surveillance. In doing so, I focus on the climate justice movement in the UK. In this way, I take radical to refer to activism grounded in an agonistic, anti-systemic critique of the causes of climate change. Social media have been greeted as ground-breaking tools for political participation, affording greater possibilities for resistance, action and organisation by opening new terrains for groups excluded from the mainstream media to gain visibility (e.g., Carroll and Hackett, 2006; Kahn and Kellner, 2004). Critical perspectives remind us that as radical activists move from alternative media platforms to commercial social media platforms, they face increasing challenges in protecting their online security and privacy. This highlights the significance of the dual capacity of online visibility as government and business respond to radical activists as a potential risk. For governments, such risks are often construed in terms of national security (Deibert & Rohozinski, 2010; see also Pickerill, 2006). For corporations, they are construed as reputational risks (Bennett, 2003). This presentation explores visibility as a prerequisite and an obstacle to radical political participation. The dual capacity of visibility in social media enables both surveillance and countersurveillance by making not only the surveilled actor, but also the surveilling actor visible (Brighenti, 2010; Thompson, 2005). It thus enables activists to monitor and expose corporate misconduct, but simultaneously renders them vulnerable to surveillance from corporations. Empirically, the presentation focuses on oil companies' surveillance of climate justice activists in social media and draws on files from BP on individual activists obtained through Subject Access Requests under the Data Protection Act 1998. The files include email correspondence about monitoring between BP employees, and a "Major Personality Report" with biographical information about individual activists. On the basis this, I argue that corporate surveillance of activists contribute to vilifying radical activists, broadly construing radical activism as illegitimate forms of political participation.

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## Hierarchical Network Society with Chinese Characteristics

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Recent studies of Chinese network society often tend to grasp the relationship between party-state, society and new media technologies by emphasizing their antagonistic character. This provides useful correction to periodic claims about unique roles of certain actors, institutions or technologies to bring about (or prevent) decisive change of the current Chinese socio-political status quo. On the other hand, presenting the situation as a "dialectical struggle" between contradictory elements may lead to perceiving these elements as somewhat equal and sustain hopes for eventual democratization caused by that struggle. This paper argues that in spite of many contradictions and some conflicts between the party-state and the participants of the Chinese network society, the balance of power is increasingly in party-state favor. The reason is that the regime found a way how to impose "modern" hierarchical superstructure of its various control mechanisms over the "postmodern" network base while recruiting certain allowances of the digital technologies for its own purposes, such as propaganda, censorship and surveillance, and further strengthen its control. In order to understand the logic of imposing hierarchy on the network, the paper explores both the control mechanisms that were set up to impose it and the ways how certain actors and institutions challenge this process. For the regime, the networked nature of the internet is inherently incompatible with its own Leninist hierarchical structure while it provides an opportunity for grass-root horizontal communication and online activism. On the other hand, any activism that aims to have enough social impact to challenge the status quo cannot do it purely online: it needs to become visible and materialize, becoming vulnerable to the regime's surveillance and repression. In this way, the vigilant party-state with its vast resources and increasingly sophisticated control mechanisms seems to be able to turn the networked nature of the internet to its own advantage while preventing the other, weaker actors with much less resources to undermine the status quo in any serious way. It is therefore more likely that an opportunity for a democratic change will be created by a failure of the control mechanisms linked to some future crisis of the party-state itself, rather than by any of the new media technologies, contradictory logic of the marketplace or direct social activism.

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## Quiet Living. Challenges of Citizen Participation in Digitized Society

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The aim of this paper is to present and address challenges that citizens may encounter in the intersecting questions of democracy, digitization, and participation. Empirically, the paper draws on findings from an extensive study of media competences and media literacy in a Danish context, conducted in the fall 2014 (Stald, Hjelholt & Høvsgaard 2015). The findings from this study are supported by new quantitative data on digital media use, news media and democracy and by on two pilot studies on marginalized groups, digitization, and perceptions of citizenship. From 2011 and forwards a new digitization strategy for public systems has been implemented in Denmark. According to the strategy, all interactions between the system and the citizen in its multiple contexts are now by default digital and online. The logic is that Denmark is among the most digitally integrated countries around the globe, and that digitization has already increasingly been adopted over the past decades by the societal systems, and by groups and individual persons. The vast majority of Danes own

multiple, digital communication devices and have long experience with digital media and media content from their private sphere as well as from their work or education. Denmark can therefore be characterized as a digital society. The following quotes from the media literacy study illustrate two different situations and experiences with digitization of citizen life: "Before .. You would receive letters from the municipalities, you would receive a letter that you could open, and then you could have it in front of you. Now you have to be active and go in and check: anything incoming? And it can be weeks between where you do not go in and check." (Male, 57 years) "It's unheard of and not at all sustainable. And NemID, you cannot base everything like bank account, personal data, everything you have, the whole family, the house, loans, all sorts of information, on a key card which, if it is lost, can be misused ... everywhere. It is so easy to find that person's information." (Male, 21 years) The main argument in the paper is that citizens generally in their local everyday life use digital media just enough to manage their citizen life in relation to big and small systems. Their civic agency focus on their local, personally embedded interests and issues (Bakardjieva 2009; Uldam & Vestergaard 2015). On the one hand, they need to be and become active, participating citizens, facilitated by digital services and systems, in order to be included and recognized active members of society (Coleman & Blumler 2009 Coleman 2015; Dahlgren 2009, 2011, 2013). They also need to connect to their community in order to achieve the experience of meaningfulness and potentially influence (Bennet & Segerberg 2012). This, on the other hand, to some degree collides with a prominent wish to exploit the potentials of the same digital opportunities in order live a quiet, peaceful, local life where the local meaningfulness is not overly disrupted or challenged by larger, potentially global problems and required participation.

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## Cutting Back on Democratic Debate? A Longitudinal Study on Mainstream Media and Austerity Measures

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In 2008, the financial-economic crisis hit Europe hard. In response, many countries have taken mandatory or precautionary austerity measures to sustain the current system. The need for government budget cuts appeared to be out of question. In that sense, a political and social consensus on neoliberal policy was reinforced, while the economic model itself was unraveling (Hall, Massey and Rustin 2013). In this paradoxical context, the aim of our paper is to shed light on the longtime role of mainstream media in fostering or impeding democratic debate on socioeconomic governance. More specifically, we study the way three Belgian mainstream newspapers have covered government budget cuts in 1977, 1983 and 2011. The longitudinal comparison is fascinating on two levels. First, the cases represent different political-ideological timeframes with (potentially) different socioeconomic logics: from the socio-democratic idea of the Welfare State and a mixed economy in the 1970s, over the installment of the neoliberal idea of global free-market capitalism in the 1980s, to a recent crisis of the dominant neoliberal system. Second, over the decades, the Belgian media system has changed: from largely pillarized (i.e. partisan) newspapers in the 1970s, to fully commercialized newspapers nowadays. Theoretically, we start from a framework with agonistic pluralism as democratic ideal (Mouffe 2013) and 'de/politicization' as central analytical concept (Maesele 2015). Our main concern is whether newspapers frame socioeconomic policymaking as involving a broad democratic debate among political alternatives (i.e. politicization), or as involving a social consensus about an inevitable, natural development (i.e. de-politicization). Methodologically, we conduct a critical discourse analysis on the newspapers' coverage, with an explicit focus on ideological preferences and discursive strategies (Carvalho 2008). The results show a declining level of politicization in Belgian newspapers regarding the topic of government cuts. In 1977, we still find semi-politicized coverage. Among the largely pillarized newspapers, there is a wide range of political alternatives. However, discursively, each newspaper tends to represent only one specific viewpoint as legitimate. By 2011, the three newspapers hardly mention any alternative policy measures. Moreover, the debate is closed discursively by de-legitimizing potential alternative policy options as irrational or immoral, while austerity measures are naturalized as inevitable (often referring to the European Union). This paper concludes by addressing the conference theme 'Mediating (dis)continuities: contesting pasts, presents and futures'. Based on the comparison between past and present media coverage on austerity measures, we reflect on how media can communicate more effectively from the perspective of democratic politics in the future.

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## Northern Representations of Southern Grievances: A Frame Analysis of the Spanish, Portuguese and Greek Anti-Austerity Protests in Scandinavian News Coverage

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This paper examines the representation of the anti-austerity protests in the European South in the mainstream news coverage of the European North. It draws on a news frame analysis of the wave of protests unfolding in Spain, Portugal and Greece (between 2011–2015) in Danish and Swedish newspapers. In a critical engagement with the 'protest paradigm', the paper deconstructs the dominant frames through which citizens' protests are (de)legitimized and examines to what extent the economic grievances of citizens in Southern Europe are construed as part of a common European political struggle which calls for European solidarity on the part of citizens in Scandinavia. The paper asks: • How are discursive struggles over widening North/South divides of social and political interests in Europe reflected in news coverage of the protests? • How/to what extent is the Eurozone crisis and subsequent anti-austerity protests construed as a common European struggle calling for European solidarity? • How/to what extent is Euro-scepticism and rising nationalist discourse as a response to the Eurozone crisis in Scandinavia reflected/articulated in the media's coverage? We analyse a representative sample of quality and tabloid newspapers from a wide political spectrum in order to identify patterns of similarities and differences in reporting, both between the different newspapers in the two countries and across Scandinavia. Based on the results of this analysis, the paper engages in a critical discussion of the role of national news media in constructing public discourses that nourish antagonistic North/South divides, processes of nationalist stereotyping and 'political othering' within Europe.

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## Safeguarding the Status Quo: The Press, Anti-Austerity Politics and the Emergence of a New Left in Greece, Spain and the UK

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The current financial crisis and the austerity policies adopted to tackle it across Europe have been met with popular discontent and citizen resentment. These anti-austerity voices have in some cases found expression in institutional politics and the redefinition of political parties, in particular those of the left. The paper focuses on the emergence of this new left, namely the left focusing on anti-austerity and fighting the political establishment that was (at least) partially responsible for the crisis, deeply corrupt, disconnected from citizens, and uncritically embracing policies of austerity. In particular, we focus on three national contexts: the ascent of Syriza in Greece, the emergence of Podemos in Spain, and the rise of Corbyn as the Labour leader in the UK. We approach all three cases as expressive of a broader anti-austerity movement in Europe. Syriza and Podemos have transformed the outrage that fuelled the Indignados and Aganaktismenoi respectively into successful political parties. Jeremy Corbyn expressed Labour's commitment to fighting austerity as soon as he became the party's new Leader in September 2015. What we are interested in here is the way this new left and its anti-austerity politics have been covered in the press. Although they have been celebrated as regenerative force, they have also not been free from controversy and opposition. The national press in all three countries has presented these parties as a possible cure to the economic and political crisis but also as a threat to the political status quo and national competitiveness. Through a discourse analysis of Greek (Kathimerini, ta Nea, and Naftemporiki), Spanish (El País, El Mundo, and ABC) and British (The Guardian, The Telegraph and Financial Times) newspapers, this paper examines the journalistic construction of the left parties as political actors in critical moments (2014 European Parliament elections in Greece and Spain; the 2015 General Elections in Greece; the 2015 Regional and Local elections in Spain; the election of Jeremy Corbyn as the Labour leader and the coverage of his first 100 days of leadership in the UK). The paper argues that in all three countries the left parties were predominantly constructed as a threat to political stability and their anti-austerity policies as extreme political positions. In this way, newspaper coverage indirectly contributed to the legitimisation of the imposed austerity policies and neoliberal narratives of the crisis in European countries.

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## Right-Wing Political Discourse and the Corbyn Phenomenon: Anti-Democratic Tendencies in the UK

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This illustrated paper examines the response to the election of Jeremy Corbyn as the leader of the UK Labour party, through a comparative analysis of Right-wing political discourse (found in the press, online sources, and within political organisations) and the supposedly more democratic use of social media forms by Corbyn's supporters on the Left. One emergent theme that characterises this debate is the determination of Right-wing strategists to label their opponents as a threat, not to democracy as such (since Corbyn is in some sense an embodiment of this principle), but to 'national security'. There are two, mutually supporting threads to this discourse, one of which is overt and apparently legitimate, and the other covert and usually condemned as illegitimate. The first is represented by a remark made by Prime Minister Cameron, who announced on 13<sup>th</sup> February 2016 that 'the Labour Party is now a threat to our national security, our economic security and your [sic] family's security', while the second emerged when an unnamed serving General declared that, in the event of a Corbyn government being elected and removing the Trident nuclear deterrent, 'the Army just wouldn't stand for it. The general staff would not allow a prime minister to jeopardise the security of this country and I think people would use whatever means possible, fair or foul to prevent that' (Mortimer, Independent, 20<sup>th</sup> September 2015). Although this remark was condemned from within the Establishment itself, the congruence of the themes animated in both public and private realms, testifies to the 'structural complicity' (Price, 2010 and 2011) that exists between the subterranean and legitimate form of political power. This paper argues that, ultimately, the imposition of austerity under the guise of fiscal necessity, and the displacement of a socioeconomic crisis with a rhetorical crisis over security, is based on an essentially authoritarian model of political power.

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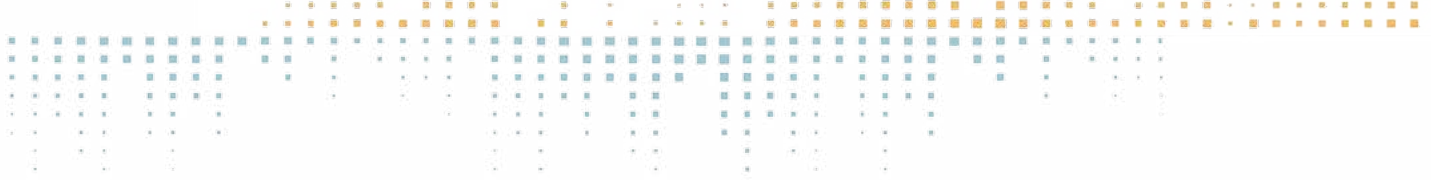
## Theorising Media, Power and Politics in Discourse Theory and Framing Studies: Conflict or Co-Existence?

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The development of digital media has profound consequences for social and political interaction and, therefore, a new radical interactivity also influences the way in which media can be theorised (Couldry, 2012, p. 2). As pointed out by Hall (2006) and others, media discourse may either contribute to or challenge the current status quo. Likewise, media framing studies indicate that the media may play an independent political role in terms of raising, shaping and morally judging issues of civic relevance (Entman, 2004). Framing and discourse theory have overlapping as well as different trajectories in empirical studies of mediated political communication. Both perspectives bear upon constructivist and critical thinking concerning the role of media in society (Gitlin 1980) and previous studies of media content have even sometimes conflated the terms discourse and frame/framing (Gamson & Modigliani, 1989). It could be claimed that no significant differences exist between discourse and framing studies of particular news content. However, with this paper we want to explicate how these two widely applied entrances to media analysis theorise media, power and politics differently. We believe that this is a both timely and necessary endeavour considering the radical interactivity that characterizes mediated political communication today. Conceptualisations of power and politics will be addressed in order to compare and examine these two approaches to political media analysis and their theorising of media. Firstly, when examining how media power is conceptualised within framing and discourse studies, traditional approaches to power (Lukes, 1974) may be relevant. A tension appears between current framing studies' drawing on institutional approaches to media power and discourse studies' focus on either media counter-power or the media's role in hegemonic politics. Secondly, the paper argues that each tradition conceptualises politics differently. On the one hand, studies based on media framing draw on an institutional approach to politics where media play a role in supplementing and contesting political power in





a (mostly pluralist) democratic setting. On the other hand, approaches drawing on media discourse see 'the political' as the possibility for disruptive and subversive forms of politics, which may allow for alternative political agency in an agonistic democratic space (Mouffe, 2005, 2013). In addressing questions of discontinuities in democratic politics, either in the form of the dislocation of politics (Laclau, 1990) or institutional change, digital media may play a (non) subversive or an (un)critical role when it comes to supporting or preventing societal change. Our claim is that framing studies and discourse theory, while apparently displaying a lot of similar traits, provide fundamentally diverging answers to the questions of how and why new developments in the media landscape can nurture political agency in a democratic situation. Selected references: Couldry, N. (2012). *Media, Society, World. Social Theory and Digital Media Practice*. Cambridge, Malden: Polity Press. Entman, R. (2004). *Projections of Power*. London: The University of Chicago Press. Laclau, E. (1990). *New Reflections on the Revolution of Our Time*. London: Verso.

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This panel examines the security/humanitarianism nexus that defines the management of the current 'refugee crisis' in Europe and explores the dis/continuities this nexus generates anew in the communicative spaces of European democracies. Grounded on the tenuous articulation of two historical imperatives, the care towards vulnerable 'others' and the protection of 'our own' citizens, these dis/continuities are, at once, juridical (universal human rights versus national sovereignty), military (rescue versus expulsion), political (open versus close state borders and services), and moral (hospitality versus self-protection). The focus of this panel falls on the critical exploration of the ways in which these dilemmas of European governance appear within the communicative spaces of European nation-states, on two dimensions: the dimension of media representation and the dimension of the communication architecture of the border that includes/excludes the actors directly involved – refugees and migrants but also locals societies receiving them. We bring those two critical elements of Europe's communication architecture in dialogue and consider their continuities and oppositions. One of these dimensions is represented in mainstream European press and focuses on the ways the European press narrates 'the crisis' across different countries (Zaborowski for a cross-European analysis of the media; Horvath, Schweizer, Stolic, and Vico for a Balkan-focussed comparison). The second dimension focuses on the experience and voice of a range of actors involved in 'the crisis', especially those often spoken about in the media but only rarely heard speaking. We thus examine communication architectures that involve refugees and volunteers and other actors at Europe's borderlands (Georgiou; Horsti), but also narrations of the journey and the border among young refugees who have crossed it and reached EU's heartland (Leurs). The aim of this dual approach is to understand and reflect upon how humanitarian securitisation informs and potentially shapes public debates on citizenship, rights and democracy; but also how it organises the very infrastructure of collective imaginaries around voice, belonging and recognition. Prof Peter Dahlgren (University of Lund) will act as respondent to the panel and its approach, especially by raising questions about the role of media and communications at times of polarisation and conflicting claims to hospitality, responsibility, security, and national sovereignty in Europe.

PN 101

### Narratives of Pity, Narratives of Violence: European Media Representations of 'The Refugee Crisis'

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While the so-called European 'refugee crisis' has been covered extensively by mainstream press, the tone of that coverage varied across regions, periods of time and editorial lines. As printed press remains a powerful force shaping the political and social discourse, a detailed investigation of patterns and differences of narrating the crisis is crucial to the understanding of both the wider implications and specific contexts. With that in mind, we analyse a body of articles from twenty mainstream newspapers in eight countries, and we look at the European press comparatively across time and place to understand the ways 'the refugee crisis' is mediated and portrayed. The comparative frame is crucial to grasp the crisis coverage as a dynamic, multifaceted process. We engage with questions of narratives changing over time and emphasizing different aspects of the situation. In this, we argue, the concept of 'the border' emerges as fluid, discursive and strongly political. Specifically, we look at the issues of voice to argue that a key aspect of these representations is whose accounts are emphasized and whose are denied in the coverage of the events. In our analysis, we therefore distinguish between different types of actors and calls for action in the newspaper articles, and we uncover values attributed to those actors and actions. We identify four different classifications (economic, cultural, geopolitical and moral) of definitions concerning 'causes' and 'consequences' of the crisis, and among the latter we identify positive or negative frames. The narratives related to these causes and consequences are thus centred on the presence or absence of calls for action (active – passive frame) and the type of narrative (humanitarian – militarisation frame). We argue that while the mainstream press narratives of the refugee crises can be positioned within this two-dimensional theoretical framework, certain narratives are more prevalent in specific media outlets, regions and periods of time. We discuss these patterns also to raise questions about larger implications of themes and voices absent from the mainstream picture despite a (superficial) plurality of representations.

PN 102

### Humanitarianism vs. Security Alongside the Balkan Route. How Serbia, Hungary and Germany Perceive the Stream of Migrants

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When reaching the borderland in South-Eastern Europe, many migrants continue their journey via the so called "Balkan route" towards Germany or other destinations. The countries alongside and at the end of this route therefore witness a considerable number of people traveling, noticing also the shape and condition these refugees are in. Being confronted with this ambiguous situation, the general public in each country is constantly re-evaluating its collective standpoint in relation to these migrants, taking into account both the migrants' situation and the interests of the country. In this paper, we address this public evaluation processes from the perspective of three countries located at different points alongside the Balkan route: Serbia, Hungary and Germany. We analyse how the stream of migrants is depicted in two of their broadsheet papers – a right wing and a left wing oriented one. The nexus that is brought forward in this panel – humanitarianism vs. security – is also used as a binary here. We argue that even though all three countries witness the same stream of migration, their evaluation differs considerably and changes over time. In particular, the struggle over this binary can be observed in two ways: On the one hand by the way people travelling along the Balkan route are represented, and by the emphasis given to the question whether they might be "illegitimate" refugees. On the other hand, it can be tackled by analysing the measures that are suggested for taking action. The most powerful symbol for

prioritising security over humanitarianism is the closure of national borders. A crucial moment in this respect was therefore September 14 2015, when Hungary decided to close its borders. We would argue that this also affected the evaluation of the stream of migrants in the other countries. In order to analyse these two questions, we draw upon the findings of a content analysis of broadsheet newspapers in each of the three countries selected. The use of the same codebook as well as a shared sampling strategy allows for comparison. In our contribution, we will not only give an overview on the public evaluation for each country and its change over time. We also try connecting them on the Hungarian decision. Furthermore, we can critically assess the differences in evaluation between the two print outlets selected for each country.

PN 103 A Progressive Border Politics? (Dis-)Connections of Solidarity at Europe's Borderland

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In this presentation, I examine the spaces of communication that inform and, to an extent, shape politics and actions of care outside, sometimes in parallel, sometimes antagonistically to the institutions of the media, humanitarianism, state, and military. More precisely, I look at the informal networks of solidarity at Europe's borderland and, through an investigation of their connectivities, I identify potentials, but also limitations, of a politics of care that depends on mutuality, participation and dissent. I draw from research with informal networks of solidarity in the island of Chios. Chios, like other Greek islands close to Turkey, has become the crossing point into Europe for more than a million refugees and migrants. The border is not only a point of human crossing, of control and governmentality, but it is also a point of encounters and unforeseen, unplanned, and often undesired constellations. As such, the border shapes subjectivities, including subjectivities of solidarity, which I discuss here. The border is the space of fervent securitisation, where the fate of many arrivals is decided – who crosses, who is recognised as refugee, who is stopped, and potentially deported. But it is also a space where the limits of securitisation are tested and challenged, not least in what I call a progressive politics of the border. Informal networks of activists and volunteers have been formed in response to the new arrivals and in a range of attempts to support them during their journey to safety. As informal structures, networks of solidarity establish and depend on a range of modalities of connectivity to develop sustained and effective communication and action. Importantly, these connections – that spill across interpersonal and digital communication systems – do not only function as organisational tools. Instead, they are mechanisms for action, of mobilisation of narratives of action, and of an ethics of solidarity. In this presentation I examine three elements of the informal networks' of solidarity connectivity. These connections constitute parallel communication systems to institutional structures of communication and can be contrasted to those produced by the mainstream media, Frontex, and humanitarian organisations. In their limitations and preoccupations, I argue, these connections represent glimpses of an ethics of care beyond militarisation and containment of 'a crisis'.

PN 104 Young Connected Migrants Reimagining Europeanness: Selfies and Transnational Communication as Affective Digital Right Claims

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Young refugees are increasingly connected migrants. Journalists and citizens represent this development as a challenge to Europe. For example on Twitter, @defendWallst exclaimed "Poverty stricken Syrian migrant takes selfie with her \$600 smartphone" (5/09/2015), while the question "Why do those refugees take selfies all the time" adorned the front-page of the Dutch Daily Algemeen Dagblad (12/09/2015). Voices of migrants themselves often remain absent. Considered as affective digital right claims, refugees' digital self-representations provide an understudied entry-point to understand their invisible experiences, affects and imaginaries. Besides the symbolic performativity of digital practices (Isin & Ruppert, 2015), more attention is needed for the role the senses play in constructing cross-border networks of affinity. I chart the workings of these young electronic diasporas ("ye-diasporas", Donà, 2014) by aligning internet, feminist and migration studies debates on affordances, affectivity, imaginaries and communication rights. Young connected migrants living within and outside Europe are compared on the basis of qualitative, mixed-methods fieldwork among: 1) 16 stranded Somalis in Addis Ababa, Ethiopia awaiting family reunification with family members in Europe. They discussed connections they maintained across geographies, on the basis of a pen and paper mapping. 2) a target involvement of 50 young Somali and Syrians in the Netherlands. Their smart-phone photo-libraries are mobile, personal archives of feeling. Innovating photo-elicitation methods, these young informants are asked to reflect on the selfies taken during their journeys and at their destinations. While connected, refugees are often immobile and far from deterritorialized. The informants, living in the 'west' and 'non-west', expose the exclusionary notion of white, middle-class European family life which is digitally connected, but bound to a single nation. Reimagining Europeanness from the inside and outside, digital practices of young migrants reflect affective claims for the right to communicate, identify and associate. References Donà, G. (2014). Forced migration, and material and virtual mobility among Rwandan children and young people. In A. Veale & G. Donà (Eds.). Child and youth migration. Mobility-in-migration in an era of globalization (pp. 116–139). New York, NY: Palgrave. Isin, E. & Ruppert, E. (2015). Being digital citizens. London: Rowman & Littlefield.

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### Openness to other People's Opinions in Online Debate

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The "echo chamber" theory (C. Sunstein, 2001, 2007) posits that online debate is characterised by forums where like-minded gather to reinforce each other's existing opinion, potentially leading to increased polarisation and extremism. While this theory has been supported by several studies based on single social media (Adamic & Glance 2005, Colleoni et al. 2014), Enjolras et al. (2013, pp. 111–152) found contradictory evidence in data from several surveys of the Norwegian population in 2011 and 2012. In the present paper, we will analyse data from a survey of a representative sample of the Danish population (n=1593) to examine whether the conclusions from Enjolras et al. still hold for Denmark in late 2015. On a societal level Denmark and Norway are quite comparable, and they both show high level of internet use with 84% of Danes and 85% of Norwegians using Internet every day (Eurostat 2013). Following Enjolras et al (2013, pp. 112–116), we assumed that if the echo chamber theory is correct, we should expect participants in online debates to rarely learn something new or change their opinions after participating in online debates. Our data show that: A majority of respondents (69%) report that they sometimes or often learn something new from political discussions online, whereas 31% say this never or very rarely happens. 45% of respondents have sometimes or often changed their opinion about a political issue after participating in a political discussion online, while 55% report that this never or very rarely has happened. (Results are summarised from a 5-point likert-type scale. A more detailed analysis will be given in the full paper.) In the proposed paper, we interpret data from these two questions as a measure of the respondents' openness to opinions and information from other people. We then adopt regression analysis to identify variables explaining different levels of openness. We find a relevant and statistically significant correlation with respondents use of Facebook for discussing news and online content. The respondents in the 'open' group report significantly more often to use Facebook for these purposes. One possible interpretation of this result, that we will explore in the paper, would be that there is a connection between social media literacy and openness toward different opinions. In our full paper, we will provide further data and discuss these results in light of the emergence of echo-chambers and the consequences for democratic debate in contemporary societies. References: Adamic, L. A., & Glance, N. (2005). The political blogosphere and the 2004 US election: divided they blog. In Proceedings of the 3<sup>rd</sup> international workshop on Link discovery (pp. 36–43). ACM. Colleoni, E., Rozza, A., & Arvidsson, A. (2014). Echo chamber or public sphere? Predicting political orientation and measuring political homophily in Twitter using big data. *Journal of Communication*, 64(2), 317–332. Enjolras, B., Karlsen, R., Steen-Johnsen, K., & Wollebæk, D. (2013). Liker - liker ikke: Sosiale medier, samfunnsengasjement og offentlighet. Oslo: Cappelen Damm. Sunstein, C. (2007). *Republic.Com 2.0*. Princeton: Princeton University Press. Sunstein, C. (2001). *Republic.com*. Princeton/Oxford: Princeton University Press.

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### Emotional Language Use in Political Engagement on Twitter – Love and Affiliation in #Kämpamalmö

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While emotional language and imagery in protest aesthetics are nothing new, emotions have been repressed in modern political discourse at large, as being irrational if not dangerous (Mouffe, 1993; Butsch, 2008). Similarly and as previous studies on mass media discourse clearly have pointed to how particularly in journalistic coverage of political protest there is a structural and discursive tendency to dismiss the emotional aspects of protest language and aesthetics as deviant (Gitlin, 1980; Cammaerts, 2012; Hallin, 1989). As new media spaces such as Twitter and Facebook are becoming central media spaces for live online broadcasting of political protests, they have become an important site of discursive struggle for researchers to take into account. This paper argues that emotional language use is not merely something excessive but a central symbolic resource for participants in terms of how they politically and socially relate to each other (Ahmed, 2004). The analysis in this paper is based on data collected under the hashtag #kämpamalmö during an anti-fascist demonstration that took place in Malmö in 2014. Methodologically this paper is guided by a Critical discourse analytical approach (Fairclough, 1995; Zappavigna, 2012) with focus on how emotional language use allow for participants to position themselves. Empirically the paper identifies how participants make use of emotional language to negotiate and relate to and identify with social objects, as well as how they create affiliations and solidarity with distant as well as present others (Ahmed, 2004). One example of this is how the city itself became a central object of negotiation, as a contested love object as well as a political 'empty signifier'. Another object around which participants negotiate themselves is 'love' itself, as in love for the movement and as a political object in itself. The wider aim of the paper is to join the discussion of the role of emotions in politics at large and the basis of what 'feeling' political subjects can be understood (Frosh, 2011; Coleman, 2013; Wetherell, 2012). Such debate includes both the question of the role of affect and feelings in politics in general, and the attempt and ambition of this paper is to be a methodological contribution of how to research emotions in public media discourse.

PP 170

### Political Discussion on Facebook: Everyday Practices Beyond Normative Expectations

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That social media represent the elective site for youth participation in the digital age is a recurrent cliché in media representations and lay discourses around young people and the internet. When in 2013 Facebook extended to teenagers (13-to-17-year-olds) the possibility to post publicly, it adhered to this shared assumption regarding youth civic and political participation. Indeed, informal political talk has been recognised as a pre-condition of participation, which sustains political knowledge and the construction of political identities and political agency. However, beyond normative expectations of social media as opportunities to re-engage the "disaffected" young citizens and common assumptions of youth as an homogenous category, empirical evidence suggests that young citizens are diverse and their online practices are also varied. This paper draws on quantitative – a survey of citizens during the 2014 European



elections – and qualitative data – 60 interviews with teenagers and young adults (14-to-25-year-olds) - collected in Germany, Italy and the UK as part of a comparative research project on the relationship between social media and politics in Europe. Drawing on young people's self-narrated experiences of political talk on social media, the contribution will identify the motivations and barriers that support or hinder political discussion on Facebook. More specifically, the analysis will be focused on the rise in hate speech and discriminatory content on Facebook and on the different attitudes that interviewees adopt to cope with it. While for some interviewees the frustration experienced in online debates discourages self-expression and engagement in political discussions, for others hate speech and verbal flames are just collateral and manageable effects of a freedom of expression that has never been so widespread. The discussion will bring to the fore the contextual elements that help explain differences in young people's orientations towards online political talk, such as perceptions of social desirability – whereby talking politics in public is undesirable within certain social circles – pre-existing interest in politics and the perceived communication skills that help people manage conflicts and engage in meaningful online political discussions.

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## Everyday Political Talk and Emerging Spaces for Deliberation in China: How Chinese Citizens Are Talking Politics on a Governmental Online Platform

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This paper argues that to understand the complexity of the Chinese deliberative internet culture, which is shaped by the grey areas between control, censorship and expression, we should analyze users' online discourses in relation to their everyday life and lived experiences. It moves beyond stereotypical perceptions of online political contestation between the state and its citizens by conducting an in-depth analysis of everyday political talk on the Chinese governmental BBS forum Qiangguo Luntan, a 'central propaganda space' hosted by the official online media People's Net (Jiang, 2010). Analyzing a heavily state controlled platform allows us to study how users negotiate the boundaries of civic engagement and political contestation. We focus on political talk on childcare and parenting, public health and the environment, a type of everyday activism in which ordinary people exert influence on politics through communication on topics that are considered not to be at the center of politics (Mansbridge, 1999). A multilayered content analysis of 1,810 postings was conducted in order to comprehensively capture the political talk and participatory characteristics of Qiangguo Luntan users. Our analysis is guided by a three-level coding scheme which included: a normative evaluation of the deliberativeness of political talk; an analysis of other non-deliberative speech acts; as well as the use of emotions. The coding scheme allowed for an in-depth look at grassroots modes of political engagement at the micro level and examine if, even on state governed political platforms, an online space for deliberation is emerging and what is acceptable to discuss. Today, given that nearly half of the Chinese population are online, a pressing question is if and how this might bring change to Chinese society in its current phase of social transformation. Although in scholarship (Yang, 2009) the liberating potentials of Chinese Internet and the opportunities it offers to form a civil society have been pointed out, we now observe a series of controlling measures employed by the state, including self-censorship caused by them, that damage this nascent public sphere. Studying everyday online political talk looks beyond political deliberation in formal settings such as party (CCP) organized political consultation or public hearings, to explore individual citizens' online activities, political agency and power struggles rooted in their daily life. Our findings indicate that criticism of political policies or rule of the state in general was generally expressed through reasoned arguments and complaints, but we also found a high percentage of anger. Discussions were scarce, with limited interaction and opposing views. Moreover, a lot of humor was used to, on the one hand, strongly critique the government and on the other hand, soften criticism or questioning. References Mansbridge, Jane (1999). Everyday talk in the deliberative system in Stephen Macedo (ed.), *Deliberative Politics: Essays on Democracy and Disagreement*, Oxford University Press. Jiang, M. (2010). Authoritarian deliberation on Chinese Internet. *Electronic Journal of Communication*, 20 (3&4). Retrieved from <http://www.cios.org/EJCPUBLIC/020/2/020344.html> Yang, G. (2009). *The Power of the Internet in China: Citizen Activism Online*, New York: Columbia University Press.

CDE07

**The 'Turn to Practice' in Media Research: Implications for the Study of Social Movements, Alternative and Citizens' Media**

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Panel organisers: Hilde Stephansen and Emiliano Treré. Discussant: Nick Couldry. Recent years have witnessed a 'turn to practice' in media research that has focused attention on the social contexts in which media are produced, consumed and circulated, and the complex intersections between media practices and other social practices (Couldry 2004, 2012). Such a practice framework promises to enable an understanding of media that moves beyond political economy and textual research, to produce a more socially grounded understanding of the media's significance in contemporary societies. This move to practice has been taken up by scholars studying the relationship between social movements and media, as a means of developing non-media-centric analyses of the emancipatory potential (or otherwise) of activists' media use (for a review see Mattoni & Treré 2014). Highlighting the wide range of media practices that activists engage in, such work has sought to produce more nuanced analyses of the intersections between movements and media than those provided by one-dimensional accounts of 'Twitter revolutions' or 'Facebook revolutions' that emphasise platform affordances and technological novelty. This recent scholarship resonates with a longer tradition of work on alternative and citizens' media that has focused attention on the social relationships, organisational processes and forms of prefigurative politics that underpin such media (Atton 2002, Downing 2001, Rodríguez 2001). The aim of this panel is to advance scholarship in this area by providing a forum for dialogue about the significance of 'practice' for research on activist media and communication for social change. It will bring together scholars working across fields including social movement media, alternative/citizens' media and communication for social change, in order to identify linkages, commonalities and fault lines. While there is now a sizeable literature in these fields that in various ways deals with media practices, each field has followed its own trajectory. This panel aims to facilitate dialogue among scholars working in different traditions by raising key questions about the significance of the turn to practice. How might we conceptualise 'practice'? What theoretical frameworks are most appropriate for studying the practices of media activists? Can a practice paradigm provide a common framework for research on social movements and media, activists/citizens' media and communication for social change? The panel features both conceptual and empirically based papers offering historical perspectives on practice approaches and activist media practices; conceptualisations of the relationship between media practitioners and their publics; analyses of media practices in contemporary social movements and reflections on the relationship between media practices and technology.

PN 135

**The Resurgence of a Practice Approach, and the Implications for Research and Practice in Communication for Social Change**

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This paper explores the history and development of a practice approach in both research about and the practice of communication for social change. Firstly it looks back at the 'first wave' of practice approaches (1980s and early 1990s). It then reviews the 'second wave' that has emerged around social movements' communication practice. Based on these reviews, the paper develops a framework of analysis embedded in a practice approach and with which we critically can assess the challenges that institutions communicating for social change are faced with today. Firstly, the paper reviews the cultural turn in the social sciences of the 1980s and early 1990s, as expressed for example in the 'qualitative turn' of audience studies within media and communication research. Key attention was upon the socio-cultural contexts in which media were produced, consumed and circulated, and many studies delved into the complex relations between media practices and other social practices. This was particularly seen within media ethnographic studies. Already by 1988, James Lull spoke of ethnography as an 'abused buzzword' in media and communication scholarship engaged in qualitative audience research. Anthropologists at that time, with a few exceptions, had yet to discover media and communication studies. This first wave of practice approaches to media research impacted upon development cooperation and on the field of communication for development and social change. Attention shifted from a focus on top down strategies of communication and development to local community initiatives and participatory communication practices. Participatory communication practices were by scholars increasingly regarded as processes of democratization and empowerment. However, despite a growing academic discourse around participatory communication and the call to understand these media processes, this early 'turn to practice' remained marginal both in the research into and in the communicative practice of institutions communicating for development and social change. As this paper subsequently explores, a new situation has today emerged within communication for social change, inspired by the communicative practice of social movements. While retrieving some of the debates from the early turn to practice, this paper will secondly conduct a critical review of this new academic attention to the relation between media practices and processes of empowerment and social change. What sort of findings are emerging from the practice-oriented studies of social movements' communication for social change and how can some of these insights serve to revisit the conceptual approach to communication for social change as it is manifested in large NGOs, governments and UN agencies? The growing critical stand to the dominating neo-liberal development discourse has led to a strong call for alternative epistemologies of development and social change. Communication for social change is to some degree responding to this call. However, is the increased opening towards social change from the perspective of the subaltern and often radical participatory approaches to development leading to a stronger grounding of a practice approach in today's research and practice of communication for social change?

PN 136

## Time and Space of Protest: An Archaeological Perspective on Media Practices

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The proposed paper investigates media practices of protest movements from a media archaeological perspective. Rather than analyzing media as discourse or narratives, media archaeology considers the material properties that constitute media technologies as well as their temporal and spatial consequences. According to Jussi Parikka media archaeology is interested in “materialities of cultural practice, of human activity as embedded in both cognitive and affective appreciations and investments, but also embodied, phenomenological accounts of what we do when we invent, use and adapt media technologies” (Parikka 2012, 163). Hence, in this paper I investigate the temporal and spatial properties of media technologies employed by activists. The combination of media archaeology and media practice theory is fruitful as it combines a materialist perspective on media with experiential aspects of media as practice. Empirically, I am drawing on a diachronic, comparative study of media practices of protest movements of the dispossessed. The three movements examined – the unemployed workers movement in the 1930s, the tenants’ movement in the 1970s and Occupy Wall Street in 2011 – emerged in the context of large scale economic crises and represent attempts of filling the discursive void that the crisis situations induced. Based on extensive archival research in combination with interviews with activists, I argue for a shift in media regimes that activists are navigating from mechanical speed to perpetual flow towards digital immediacy and from a space to a hyper-space bias. Based on these shifts activists today are experiencing an increasing desynchronization between media and political practices.

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## From ‘Audiences’ to ‘Publics’: The Value of a Practice Framework for Research on Alternative and Social Movement Media

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There is now a well-established literature on alternative and social movement media; however, the question of the audience has remained a blind spot in this scholarship (Downing, 2008). Researchers working in these fields have tended to focus on the practices and intentions of media activists, the content and form of alternative/social movement media, as well as their organisational structures and platforms for dissemination. In efforts to theorise alternative and social movement media, the ‘audiences’ of such media tend to remain implicit rather than explicit (if mentioned at all), and little empirical research has been done on the ways that ‘audiences’ engage with alternative/social movement media. Yet an understanding of how alternative/social movement media are received and mediated by their context of reception is arguably crucial for assessing the democratic potential of such media. This paper develops a conceptual framework for thinking about the ‘audiences’ of alternative/social movement media that takes as its starting point the recent ‘turn to practice’ in media research (Couldry 2004, 2012). Moving beyond a narrow concern with media texts or political economy, a practice framework focuses attention on the broad range of socially situated practices that develop around media. Such a concern with practice has been taken up in recent scholarship on the relationship between social movements and media (for a review see Mattoni & Treré, 2014), as a means of moving beyond media-centric conceptualisations of movements’ media use that emphasise novelty and technological affordances (Barassi, 2015). Most work in this area has focused primarily on activists’ media practices; however, a practice framework can also provide a fruitful approach to conceptualising the ‘audiences’ of alternative/social movement media. Drawing on empirical data from research on Southern European anti-austerity movements and media activism in the World Social Forum, the paper develops a framework for theorising alternative and social movement media that takes into account both the ‘audiences’ and ‘producers’ of such media, and indeed blurs the neat distinction between the two categories. Its basic argument is that adopting a practice framework necessitates refocusing our attention from ‘audiences’ to ‘publics’, as it brings into view how media activists seek not just to reach audiences but to create publics. Arguing that publics cannot be seen as constituted purely through the circulation of discourse, the paper develops a practice-based understanding of publics that emphasises the material and social aspects of processes of public-formation. Such a practice-based understanding of publics can provide a framework for analysing and researching both the practices through which media activists seek to create publics (e.g. journalistic practices, organisational practices, networking practices), and the practices through which ‘audiences’ participate in such publics (e.g. practices of distribution, remediation, mixing and so on). In this perspective, the ‘producers’ and ‘audiences’ of alternative/social movement media are seen as mutually constitutive of publics rather than separate categories.

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## When Practice Is Entangled with Technology

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The recent ‘turn to practice’ that has empowered observers of media activism at the intersection of media research and the sociology of collective action is a harbinger of fruitful interdisciplinary conversations. In particular, it has encouraged the emergence of a new, shared vocabulary that takes into account, e.g., how collectivities come into being and how emancipation-through-media works and what it means for individuals and communities. However, in the general excitement that such dialogue brings along, technology risks being the elephant in the room. Technology evokes possibilities and constraints to social action. Considering media, including media infrastructure, platforms, policies and their social consequences, as a black box is increasingly a risk in the current complex mediascape—one that escapes the primary interests and sometimes the skills of media scholars, as well as their ability to observe sociotechnical phenomena, for lack of access and transparency. Practices are in fact increasingly sociotechnical in nature, in that social practices as they relate to media are deeply affected by the features of the technological artefacts on which they unfold. This paper reflects on the ‘turn to practice’ in the study

of activist media, with a focus on the entanglement of practices with the features and the dynamics of media technology. It builds on recent and current empirical work on (media) activism as it meets social media ('cloud protesting'), and data analysis software ('data activism'). It positions activist media at the crossroads of a sociological process (organizing and taking action), a cognitive activity (making sense of social reality), and a sociotechnical practice (because infrastructure, platforms and algorithms increasingly occupy a crucial spot). It argues that to really make the best of this 'turn to practice' we ought to be willing and able to look within media technology and to focus our attention on the interplay between technology and the social of social action. In doing so, it evokes concepts and approaches typical of science and technology studies, as they improve our understanding of media practices.

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## Media Practices in Contemporary Feminist Movements in and Across Europe: Mapping Feminist Activism in Spain and Sweden

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This paper presents the results of a pilot study prepared for a larger research project entitled 'Media practices in contemporary feminist movements in and across Europe' which examines how feminist groups and networks in Northern Europe (Sweden, Denmark) and Southern Europe (Spain and Portugal) are engaging online media in their struggle for gender equality and transformative social change. As part of the effort to understand how feminist movements are shaped by different socio-economic and political contexts across Europe, this paper details the preliminary analytical steps of identifying and mapping organisations, groups and networks in Sweden and Spain to be selected for further analysis. In the analysis, we consider different types of social movement organizations and actors in the two countries to examine commonalities and differences in the 'repertoires of communication' from which activists choose and then engage in different sets of contentious media practices (Mattoni 2013). The results of this mapping exercise thus form a crucial part of the purposive sampling process of the larger project, just as the pilot study work to test and detect possible barriers related to a research design that provides us with a balanced understanding of the cultural specificities and historical contexts of social-movement media practices in specific national contexts while at the same time allowing for meaningful international comparisons of different empirical case studies. Such a comparative case approach to studying social movements (Snow and Trom 2002) is premised on the belief that 'if we want to explore how web technologies are transforming political participation, we have to explore how different political groups, which are grounded on different political cultures, understand internet technologies according to context-specific political imaginations' (Barassi 2015). References Barassi, V. (2015) *Activism on the Web: Everyday Struggles against Digital Capitalism*. London and New York: Routledge. Mattoni, A. (2013) 'Repertoires of communication in social movement processes', in B. Cammaerts, A. Mattoni and P. McCurdy (eds.), *Mediation and Protest Movements*. Chicago: Intellect, The University of Chicago Press. (pp. 39–56) Snow, D. A. and Trom, D. (2002) 'The case study of social movements' in B. Klandermans and S. Staggenborg (eds.), *Methods of Social Movement Research*, Minnesota, MN: University of Minnesota Press.



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### Top-Down Human Rights and Bottom-Up Citizenship: The Scope of Democratic Debate on Human Rights Practices in Mainstream and Alternative News Media

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This study examines in what way media coverage contributes to broadening or limiting democratic debate on human rights practices. The potential role of news media for communication about and mobilisation against human rights violations has long been a topic of academic interest, but rarely more potent than now. It appears that contemporary human rights culture is fraught with destabilising geopolitical developments, international political discord, and civic apathy. Amnesty International's 2015/16 report on the condition of human rights paints a bleak picture, attributing a "global assault on people's basic freedoms" to political inadequacy and deliberate governmental defiance of long-standing international laws and provisions. Human rights discourse also seems to have faded to the margins of national political debate and policy, and civic engagement and mobilisation appears at times severely lacking. The suggested political disinclination and civic indifference towards the international human rights system is surprising, as human rights in principle and in practice have long been articulated as a matter of near-universal consensus. Normative expectations about the news media's social and political responsibility in democratic society lead us to question whether news coverage allows for enough space in contemporary (counter-)public spheres for a broad democratic debate on the handling of human rights issues. Therefore, the aim of this study is to examine the scope of ideological assumptions underlying news coverage of human rights issues. A quantitative and qualitative content analysis is carried out to examine reporting on human rights issues from 2002 to 2015 in the Belgian quality newspapers *De Standaard* and *De Morgen*, and the alternative outlets *De Wereld Morgen* and *Mo\*Magazine*. We first analyse the themes and subjects associated with human rights as a principle and in practice. Next, we look at the actors that are given epistemic authority, and those that are not. Finally, we analyse the arguments that are presented in news media discourses and the scope of the potential discussion on human rights practices. Preliminary results show that coverage of 'human rights' as a topic has been steadily declining in both mainstream newspapers since the peaks in interest at the beginning of the decade, when international human rights codification and legalisation were also at a high. Additionally, even though 'human rights' covers a wide variety of topics, international legal issues such as privacy legislation or international political responses to urgent geopolitical disturbances seem to be of great concern in contemporary human rights discourse. Discussion of human rights issues in terms of national policy or civic engagement are few and far between. This research argues that the predicament of human rights culture partly stems from the top-down demarcation of democratic debate on human rights practices, whereby existing power relations and procedures have been naturalised, and civic influence and responsibility is conventionalized as necessarily limited. This paper finishes by discussing the implications of the seeming consensus on internationalised human rights practice for the concept of democratic citizenship.

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### The Role of the Media in the Formation of the Public Debate on Education in Greece: A Preliminary Research from the Perspective of the Systemic Theory

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Whatever we know about our society or, to put it differently, about the world in which we live, is known by the media. Reviewing the relevant bibliography, it is noted that the influence of the media on the formation of the public opinion and the preparation of changes/reversals has been studied adequately. The media and ICT are organizations, which intend to inform, entertain and advertise (economy) with all the typical characteristics of a system that serves general and specific organizational goals or interests. As a result, the depiction of the reality, that is, the information is framed by evident and uncertain messages. Going through a period of crisis, rapid, radical changes were noted in Greece in the educational system. The role the media played was determinative, as far as these changes are concerned. Whatever they broadcast and the way they did it changed the structure and morality of the area of the educational function, influencing the public opinion and making it receptive to the frequent appalling changes. In this paper, the research interest focuses on the depiction and presentation of issues of public interest in and by the media. The purpose of this research is the communicative analysis of the media contents, in order to highlight the uncertain communicative intentions following the example of the presentation of the educational system issues, through the Theory of Social Systems by N. Luhmann. For N. Luhmann, the media have evolved in a separate sector of a process of "ultimate differentiation" on the basis of "conception" of the specific forms of information dissemination technology. In fact, because their function is to guide the self-observation of the social system, he refers to the autonomy of the media in the control of selectivity itself. The media themselves select and deal with what have an issue in the communication itself. Therefore, the research hypothesis that emerged and was put to check is that the reproduction mode of the educational reality by the media is done consciously in a wrong way preparing the public for the upcoming interventions in the educational system. Thus, this research seeks to detect, assess and compare the reports of printed forms, electronic - audiovisual and digital media in education in their true/uncertain intention and the social and political representation / expression. For the conduct of this paper, 50 researchers attended wide ranging forms of print, electronic and digital media for three months, using the method of observation and as a technique the communication content analysis in audio, visual and written data, on the basis of a combined system of characteristic features and categories, using an observation sheet (clavicle). For the exploration of the views of different groups (focus groups), meetings were held with citizens and teachers after the end of the research. The results of the research confirm the initial hypothesis and give stimuli for an in-depth discussion on the systemic conditions, the social function and the actual role of the media in modern democracies.

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## Environmental Viewertariat in the 2015 British General Election: Who and What Was Hot About a Frozen Subject

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Television and newspapers have long been the dominant media during election campaigns. Social media platforms like Facebook and Twitter have however become of growing importance for political participation, campaigning, and debate in mediatised western societies. The notion that these new platforms for expression both enable politicians and political parties to inform and engage with constituents, whilst offering marginalized groups a place to raise their voices and organise for political change has been of particular interest. Explorations of social media as means to democratize the public sphere have however been countered by research highlighting that social media reproduce the political cultures of elites, rather than level the playing field for citizens and organisations from outside. Since politics and public debate play a key role in deciding how societies will react to climate change it is necessary to further explore the extent to which alternative societal sectors utilise digital media to participate in the political arena. In the UK 2015 general election, environmental issues such as climate change and fracking have been largely absent from traditional media. Our paper focuses on the ways in which debate on 'the environment' was appropriated by citizens via the Twittersphere during the UK General Election in 2015. It has been argued that Twitter can strengthen the perception and recognition of polarized climate change views and that climate change discussion on Twitter seems to create echo chambers of like-minded users rather than foster public deliberation. While those findings seem to limit the prospects of Twitter as being a place for public debate, research on climate change and social media is scarce and largely concentrated on microblogging as a tool of organised political institutions and individuals. Our work therefore highlights the significance of Twitter as a proxy to discuss the ways in which issues get onto the public and political agenda outside the mechanisms of formal news flows. We collected 9,000 tweets on issues such as climate change, fracking, and flooding during a period in the run up to the UK general election, in order to analyse the role of Twitter for public debate. This allowed us to assess the scope of the public debate, the development of issues over time, and the range of actors involved. Early results indicate that while Twitter is indeed a place for established actors such as professional climate change activists and local anti-fracking campaigns, it also works as a 'training ground' for a range of civil society actors and citizens. It will be discussed whether in this case Twitter must be described as an 'elite' platform or as an extension of the public sphere.

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## The (Dis)Continuation of Scottish Nationalism? The Scottish National Party and the New Radical Left

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In 2013 the Scottish government announced its intention to hold a referendum on independence from the United Kingdom. In so doing, they embarked on a difficult political and communicative enterprise that would have great impact on the political landscape. Following a steady increase in nationalist support, the early 2000s saw a transformation of Scottish politics with the political success and concomitant government formation by the centre-left Scottish National Party (SNP). The SNP was the driving force behind the independence referendum, but the referendum also saw the emergence of a plethora of new pro-independence organizations. Many of these organizations were notably left-wing, youth-oriented and emphasized radical forms of democracy and grassroots participation. This development has led researchers to claim that these new organizations herald the end of the relatively young nationalist hegemony in Scotland and the beginning of a new radical political climate. This presentation investigates the notion that Scottish politics is about to enter a post-nationalist stage, and especially one of the most prominent new organizations associated with this change, namely National Collective (NC). Noted for its rapid growth and spread, NC is a cultural movement emphasizing the empowerment of the younger electorate. NC attracted thousands of young people with little previous experience of politics and has been noted for its spontaneous and performance-like campaigning. During the days leading up to the referendum in September 2014, interviews were conducted with representatives of the SNP and NC in the field, focusing on their core ideological beliefs and communicative and campaigning strategies. The interviews focused on the representatives' ideological motives for campaigning for independence and their experiences of campaigning strategies in order to ascertain how they communicated with potential voters regarding the benefits of independence. The analysis of the interview data concentrates on the main motivational discourses used by the participants and was performed using a morphological approach. This approach consists in breaking down ideology in its constituent parts in order to ascertain how certain political ideas are prioritized on behalf of other ideas, as well as to see how one group ideology overlaps with another group ideology. The findings suggest that the SNP and NC mobilized the electorate by focusing on similar political issues, and by invoking similar visions of an independent Scotland. While there is a great deal of discursive and ideological overlap between the SNP and NC, the two organizations clearly imagine different target groups, which had a direct bearing on their strategic campaigning. This paper suggests that rather than marking the end of nationalist influence in Scottish politics, a new movement such as NC in fact complements nationalist forces through its strategic communication with the younger sections of the electorate.

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There is a general agreement among academics about the non-existence of a European Public Sphere (EPS) (Baisnée 2007) or, at least, that national public spheres act as filters for a European one and that an EPS it is not readily available to the average European citizen. This is mainly due to the national fragmentation of the public debate and the role played by national media. That said, the linkage between the nation state and the public sphere is more a historical than an essential one. A weak EPS is contrasted with the existence of a strongly integrated and institutionalised European public sphere. Organised and specialised actors - pan-European media, social movements, lobbies and civil society actors, experts - and public institutions, shape this integrated and specialised EPS. This specialised and organised EPS is coherent with Habermas' definition of the public sphere as "a network for communicating information and points of view" (Habermas, 1996: p.360). This organised and specialised public, however, remains disconnected from the general one (Eriksen 2007). The increased attention of the general public after the euro crisis has not changed the situation. This paper researches whether movements such as the STOP TTIP and the Democracy in Europe Movement (DiEM) are contributing to the emergence of a more strongly politicised European sphere of communication. More precisely, the particularity of these two movements seems to be found in their capacity to gather and organise movements, organisations and citizens which, previously, were not used to act together politically. The two initiatives have encouraged the perception of Europe as an open and accessible space open to opportunities for political action. The decentralised nature of both initiatives has allowed them to keep momentum and consolidate beyond the stage of their initial launch. The Europeanisation of the debate on two key subjects such as TTIP and Governance in Europe is not politically neutral and is putting these two topics on the European agenda. This is being accompanied by a set of national digital media initiatives (such as Mediapart in France or eldiario.es in Spain) that are using these initiatives and international partnerships as tools to increase their popularity at a national level, while giving visibility to both the STOP TTIP campaign and DiEM. Participant observation in events organised by both initiatives, frame analysis (Snow et al. 1986) regarding the claims towards EU institutions, network analysis analysing the relations between actors from different fields (NGOs, social movements, the media...) and qualitative interviews will be the methods used in order to measure their impact on the politicisation of the European Public Sphere. Emphasis will be put on a qualitative politicisation of an enlarged European public sphere rather than on a mere general increase of information sharing between different national groups in Europe.

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Eight years after the emergence of the first signs of a renewed global crisis of capitalism, there is no evidence of a wholehearted return to economic growth. The economic stagnation has been such that the IMF had to consistently revise downwards its predictions of growth. The policies attributed to a politics of austerity have been presented as virtually the only solution out of this crisis. Austerity refers to the specific sets of policies designed ostensibly to reduce public debt that through a decrease in government expenditure on public services and welfare systems. Austerity programmes have, however, been heavily criticized for facilitating the growth of corporate welfare at the expense of a safety net for the poorest, for bringing about the systematic entrenchment of a market logic into as many areas of public life as possible and for being precisely the wrong approach to stimulate economic growth. Many leading economists around the globe now believe that austerity is not a programme of recovery while increasing numbers of activists agree with former Greek finance minister Yanis Varoufakis that 'austerity is being used as a narrative to conduct class war'. The media are implicated in creating and circulating this narrative about the current crisis in many ways. All over the world publicly funded media are facing increasing deregulation and privatisation as well as growing political interference, declining budgets and even outright closure as in the case of the Greek broadcaster ERT. News media have also been some of the most vociferous cheerleaders for austerity. A recent study conducted at University College Dublin, Ireland, shows that out of a total of 347 editorials and opinion articles published since 2010, only 21% were opposed to austerity (46% explicitly supported it while 33% were neutral). There has also been a growth in populist television programmes that have been criticised for attacking the principle of welfare and demonising the poor. Alongside the popular presentation of austerity as making good economic sense, despite arguments to the contrary there has, perhaps unsurprisingly, been a surge in anti-austerity protests from those groups who bear the brunt of austerity policies and want to resist a future of cuts, privatization and commercialization. Frequently such groups have turned to social media as a means both of mobilisation of protest but also of information sharing regarding alternative economic discourses. This panel will seek to highlight the connections between austerity and the media and, in particular, how the media outlets have helped to construct contemporary narratives of austerity.

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## Media Studies Engages Austerity: A Situating Overview

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This paper provides a situating overview of how Media and Communication Studies has responded to an 'era of austerity' which must be approached as being simultaneously shaped by transnational forces and agencies, and enforced and contested in particular and often highly divergent national contexts. As the papers in this panel contest, media institutions and processes have been reflexively central to the 'austerity' era, both because austerity is a discursive project which has been subject to intensive processes of public normalization and contestation, but also because, from the closure of ERT in Greece to the more general delegitimation of public service media, media institutions have become central sites and symbols of the visions of society contested under the sign of 'austerity'. This paper analyzes a heuristic sample of media research from 2008–2015 to examine the ways in which the field has critically approached the question of 'austerity's mediation. It argues that in a first period, studies are predominantly produced as national case studies, and that the unequal distribution of these studies maps onto the staggered and distributed implementation of austerity policies within the Eurozone. The exception to this problematic 'methodological nationalism' are studies of the impact of the Eurozone crisis on the European Public Sphere, however these studies frequently conclude by emphasising the democratic importance of public ideals, without engaging how the anti-democratic trajectories of austerity politics impact on these normative deliberative processes. Overlapping with this first wave of studies is research on the informational conditions of austerity, emphasizing a 'fact-checking' remit that focuses on the role of financial journalism in the banking crisis and the selection of expert sources for fiscal information and political economic narratives. It argues that this focus on 'exposing' the empirical basis of austerity has given way to a discourse analysis focus on 'austerity' as an ideological and affective 'fail forward' project, a focus that has broadened out from political journalism to wider cultural forms. In conclusion, and as a platform for the panel, it argues that what is now emerging are studies that focus on the renewed imperative of new forms of public media and media participation as galvanizing and mobilizing projects under conditions of democratic crisis and opportunity.

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## Benefits TV and the Narratives of Austerity

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At a time when the Conservative government in Britain is set to make £12 billion cuts in welfare payments in the name of austerity, leading politicians and their allies in the media have demonized welfare claimants by stigmatising them as 'cheats', and by linking them to criminals and to already demonized sections of the population – immigrants, gypsies and single mums – further demonizing those groups. Television has been at the forefront of this endeavour with all five terrestrial channels churning out pseudo-documentaries and docu-soaps about people on benefits. From the BBC's 'We All Pay Your Benefits' to Channel Four's notorious 'Benefits Streets', Britain's broadcasters have tried to whip up anger and resentment at those depicted on 'handouts'. These programmes contribute to the political narratives of austerity by setting up a familiar 'us' and 'them' that portrays benefit claimants as excessive, profligate and unclean. The intention is to persuade viewers to see welfare claimants as scroungers, despite the fact that almost 50% of the population in the UK claims some form of benefit, the majority of which are in-work benefits. The £12b cuts, which will therefore affect millions of people, are to be blamed, according to this new television genre, on those sections of the population who are 'othered' in these TV narratives and on the benefit fraud they are linked



with (despite the fact that benefit fraud makes up a tiny fraction of the welfare budget). However, while all channels have indulged in this form of 'poverty porn', it is Channel Five that dominates the field in this kind of diet. Channel Five's most recent offering 'The Great British Benefits Handout' was preceded by at least 16 shows of this kind, each with 'benefits' in the title. This paper will ask why Channel Five in particular relies on this kind of programme. It will examine the role that these programmes play in the channel's attempts to increase their declining audience share in a deregulated field. It will also explore the channel's cross ownership links with the gutter press, particularly the Express Group whose papers regularly publish stories about benefits scroungers based on Channel Five's menu of poverty porn.

PN 170 Media Policy Norms for a Europe in Crisis

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Europe remains in crisis. Millions of its citizens are living in poverty and subject to sustained programmes of austerity that are widening the gap between rich and poor. Communicative possibilities are squeezed by the realities of media market behaviour: public service broadcasters are facing challenges of legitimacy and funding while established news outlets are increasingly distrusted by audiences; Despite the scale of the crisis, however, there appears to be little appetite amongst media researchers to develop a professional or policy response that rises to the challenge and attempts to offer necessary solutions. This article reflects on existing policy norms and suggests that we need fresh ones that better articulate how best to respond to neoliberalisation and both communicative and economic crisis. Rhetorical commitments to democracy, free speech, privacy and transparency are being squeezed by a more pragmatic emphasis on efficiency and competition leaving little room for more expansive ambitions of social justice and equality. By focusing on several case studies, the talk argues that we need more radical policy frames to confront the serious attacks we are facing on the public media and the public interest more generally.

PN 171 Austerity and Racism as "Bogus Class Struggle"

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6 years after the United States of America announced that the crisis is officially over, not only the crisis has continued but there are serious warnings over another crash worse than 2008. In the past eight years policies that brought capitalism to this tornado of crisis have been used to tackle it. No wonder that even some of the most passionate advocates of neo-liberalism are expressing doubts over the future of capitalism. The impact of austerity for the majority of humanity has been devastating. The immediate and the most dangerous outcomes of the crisis includes massive unemployment, the creation of a reserve army of workforce, increased competition in the labour market, the free fall of conditions of employment and living standards. The worsening condition of life for the majority and the staggering increase of wealth and income for a tiny minority, have turned the explosive divide between rich and poor into one of the most significant debates. The latest report by Oxfam (An Economy for the 1%) suggests that in 2015, just 62 individuals had the same wealth as 3.6 billion people, a dramatic fall from 388 people in 2010. In the same period the wealth of the richest 62 people has risen by 44% while the wealth of the bottom half (3.6 billion people) fell by over a trillion dollars, a drop of 41%. In short and contrary to official propaganda 'we are not all in it'. Austerity, a euphemism for safeguarding and expanding this divide, also feed racism. Brutal welfare cuts, shrinking job opportunities, and assaults on public services have contributed immensely to the rapid rise of sentiments and violence against immigrants and minority communities and in the official documents and media coverage these communities are portrayed as the main threat to economic and social security. Such scaremongering are ironically happening at a time in which the quality of life is being undermined by cuts made in the name of austerity; the very institutions that are supposedly threatened by migrants (health services, education, employment, social housing, welfare state, etc.) are being dismantled. This papers argues that equating minorities with economic and political security is not without precedent and indeed it is important to remember the ways in which anti-Semitism presented itself as a (bogus) anti-capitalism by the explicit reference to 'Jewish money'. Examining some of the examples in which the economic crisis are blamed on migrations and 'greedy' ethnic communities, the paper suggests that the official narratives of austerity attempts to a) divide the majority that are devastated by the crisis; b) displacing the markers of 'insecurity' from the 99% as a whole on to 'foreigners' and in particular Muslim communities.

PN 172 What Might an Anti-Austerity Politics Look Like?

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Austerity politics compounds inequality. Research shows how inequality damages our societies, our economies and our democratic systems. This damage is not only socio-economic but extends to the limited range of political ideologies that stabilise such relations. Inequality makes certain political subjects less visible. Because inequality damages our democratic systems then it should come as no surprise that just as more inequality reaps more protest so inequality continues to rise. The last decade has also been marked by public manifestations of dissent often facilitated by digital media. With uprisings in the Arab world and North Africa against vicious dictatorships; mass protests in Spain, Greece, Italy and Portugal against an austerity politics that prioritized banks and financial agencies over people and publics; the Occupy Wall Street movement in the US and across the globe heralding the rights of the 99%;

the demonstrations in Istanbul against the urban development plans for a public park; the protests against racist police discrimination in Ferguson and the BlackLivesMatter movement – as people struggle for recognition and fight against inequality. Dissent has been met with pepper spray, batons and in some cases, tanks and gunfire as well as increased surveillance and criminalisation. The uses of information and communication technologies are also viciously scarred by and continuously marked by inequalities. In this maelstrom of contradictions how can we begin to make sense of what radical progressive politics might mean? How do a politics of emancipation form and materialise? How are the progressive political values of politics in common forged, moderated and channelled into concrete practices in the digital age? What might an anti-austerity politics look like?

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## The Spread of Information in Social Movement Networks: Exploring the Ego-Net of Nawaat During the Arab Spring in Tunisia

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In this paper we discuss the personal network or 'ego-net' of nawaat, a Tunisian independent blog which was founded in 2004 and whose main goal was to provide a public platform for Tunisian dissident voices and debates. About one month before the start of the Arab Spring in Tunisia, on Nov.28, 2010, Nawaat launched Tunileaks, a website dedicated to publishing the revelations related to Tunisia, only one hour after Wikileaks' release of 17 cables with information about Tunisia. Thanks to Tunileaks the Tunisians had evidences about the corruption of the Ben Ali's regime and the bad image of Ben Ali's regime abroad. In this sense, the digital network played an important role to put on the digital public sphere it, which would not otherwise have been possible in a country without freedom of expression. After this, during the uprising that took place in Tunisia in 2011, Nawaat played a key role. In our paper spread refers the diffusion of information, ideas and practices from a source to an adopter, and necessarily focuses attention on the role played by established social ties and newly forming ties (Strang & Soule, 1998). An ego-net is the network of contacts (alters) that form around a particular node (ego) (Crossley, et al., 2015: 18). Our aims are twofold. Firstly, we want to make a contribution to the growing literature on the significance of social networks, and the use of social media, in relation of social movements. Secondly, at a methodological level, we want to contribute to ongoing efforts to bring qualitative concerns and issues back into social network analysis, generating a dialogue between qualitative and quantitative approaches (Edwards and Crossley, 2009: 37). The quantitative methods of network analysis are invaluable, but there are properties of networks which are better and more easily accessed qualitative methods. Data were gathered in the period from April, 2010 to December, 2010 and it was collected using the online tool Topsy Pro. The software Ucinet is used to map and visualise the activist network and the qualitative approach is based in interviews with activists and Twitter content analysis. Some preliminary conclusions show us the key role of Nawaat before and during the uprising and the importance of the Tunileaks, because in a country without freedom of speech, as Tunisia pre-revolutionary was, Nawaat did what mainstream media had done in the West and thanks to it the Tunisians had evidences about the corruption of the Ben Ali's regime and the bad image of Ben Ali's regime abroad. Most of them had found out it for first time. In this sense, the Nawaat's network played an important role to put on the digital public sphere it, which would not otherwise have been possible in a country without freedom of expression.

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## Activism, Video and Protests in Rio de Janeiro

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Over the last years we have moved from a society where personal relationships prevailed to a hyper-connected society, where everything is photographed, recorded and narrated in the social networking sites. Since 2011, streets and squares around the world have been taken over by riots and demonstrations for more democracy. At the same time, the virtual world was submerged with images of these protests, created by ordinary people. In June 2013, massive social protests took place in the Brazilian streets. The Cyberspace became the main arena for the communications created by social movements, especially in the social networking site Facebook. Activists launched more than three hundred fan pages aiming to provide counter-information about the uprising. The videos recorded in the riots went viral very quickly and in this way, a network was being created, formed of groups and individuals, who became known as "video-activists". This paper aim to reflect upon the role of video-activist practices in the uprisings of the city of Rio de Janeiro as well as to understand the characteristics of filmmaking methodology carried out in this context. In order to understand the phenomenon we have used a junction of methodologies capable of answering the questions that arise in the streets and in the virtual world. Thus, the fieldwork was conducted starting from Big Data methodologies with the use of Netvizz and Nvivo software for capture, analysis and visualization. First, the ten most active groups in the context of the protests against the FIFA World Cup were mapped. This procedure consisted of crossing the "likes" in the fan pages, with the number of uploaded videos and the followers on YouTube channels. However, the Internet data, gathered and highlighted, was not sufficient to provide the answers, reflections and possibilities for analysis that we desired with this research. We wanted to know what happened with this particular type of activism, which was it is complete path. Thus, starting from the definition of the corpus, three groups with different approaches were selected to work using participant observation, carried out between June and July 2014 - a group that worked with advocacy video (Rio40Caos); a group dedicated to broadcasting the protests by streaming (Carranca Collective); and a group whose work was to produce news' reports (A Nova Democracia Newspaper). Furthermore, in-depth interviews were carried out with twenty video-activists, with a strong presence both in the street and on-line. In the context of this research, video activism was analyzed as an important tool to promote social justice. Theoretically, we find that specialized academic literature has not yet defined a consistent terminology to define this practice. Despite this, we can highlight that video activism online helped to change the dynamics of the social protests, previously narrated almost exclusively by the mainstream media; ensured the safety of the demonstrators, acting as witness cameras for police conduct, and was used as a evidence of the human rights violations.

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## Twitter as a Hybrid Space for Political Protest: Using the Quebec Maple Spring to Rethink Digital Activism Over Time

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This paper unpacks uses of social media-based activist communication throughout the 2012 Quebec student strike, also known as Maple Spring. This mobilization initiative began in a fairly conventional manner when students from two large universities voted in favor of a strike against tuition hikes in the province of Quebec, Canada on February 13, 2012. Over the following weeks, it quickly morphed into a decentralized, grassroots-intensive protest movement. This paper focuses on how activists, protesters, and ordinary citizens - whether they supported or opposed the movement - turned to social media to be active politically. Specifically, we explore the ways in which and to what extent this use evolved as the protest movement unfolded. We examine how internal and external factors relating to the student movement shaped patterns of political engagement. From a broader perspective, we shed light on Twitter-based dynamics of protest involving individuals and organizations at the edges of the formal political arena. In order to examine this dynamic, we used the data mining and archiving platform Tweet Archivist to collect and archive all 66,282 #ggi tweet with at least one #ggi hashtag - which refers to the unlimited general student strike against the rise of university tuition fees in the province of Quebec, Canada - that appeared on Twitter's public timeline between April 22 and July 31, 2012. The #ggi hashtag quickly emerged as a tool for tweeters taking part or interested in the Maple Spring to circulate information or interact with each other. We narrowed down our sample by identifying 15 key days that deeply impacted the student movement for a wide range of reasons (e.g. large demonstrations, decisions by student unions). Using these 15 key dates we explore the evolution of tweeting patterns between media elites, activists, and ordinary citizens over the entire time period considered for this study. By taking interest in the evolution of #ggi tweeting over time, we highlight and theorize on how social media is used for communication and organizing, shapes activist communication, and impacts logics of connective action (Bennett & Segerberg, 2014). We conclude that Twitter was first used heavily for information dispersion, then political advocacy, and last for mobilization. These strategies evolved significantly as the strike stretched from days into weeks and the negotiations stalled. Activists modified their approach on Twitter and focused more on direct attacks on politicians as well as turned their attention to media coverage of the events. Topics discussed ranged from police violence, arrests, to government treatment of student representatives. Our interest in the evolution of #ggi tweeting over time (e.g. functions of tweeting, topics discussed) is in line with what Hermida (2010) labels "ambient journalism" where citizens use Twitter as a media outlet to provide "their" account of events. As Twitter became an important media tool for #ggi activists, it had shaping effects on protest action repertoires and the way in which events were perceived by the public through patterns of framing, reframing and re-interpreting.

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## Production, Propagation, and Protest: Visual Narratives of Blockupy Frankfurt on Twitter

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Images play a central role in activists' social media communication from protest events (Andén-Papadopoulos 2014; Mortensen 2013; Poell and van Dijck 2015), which has been conceptualised as eye-witnessing, counter-surveillance practices, or producing a visual alternative to the mainstream. Activists' production and propagation of images through social media also raises critical questions about corporate social media shaping activist communication and privileging violent narratives to produce visibility over other collective action frames (Dijck 2013; Fuchs 2012; Milan 2015; Poell and van Dijck 2015). Despite the widely recognized centrality of images in activists' communication empirical studies based on social media data are rare. This article addresses this challenge by analysing images (photos and videos) produced and propagated in the Blockupy Frankfurt protests against the opening of the European Central Bank (ECB) headquarters in Frankfurt am Main, Germany, on March 18, 2015. This research is the second phase of an analysis of Twitter data collected during the Blockupy Frankfurt action using event-specific hashtags (#Blockupy, #Destroika, #NoTroika) (Authors, 2016). Through a social network analysis of Twitter communication, the first phase produced two mayor results: it confirmed the relevance of visual content in Twitter propagation dynamics (Suh et al. 2010) and it identified the central role of the official Frankfurt am Main police account. Based on these results, this research explores further how different conflictual visual narratives produced by different actors emerge during the Blockupy Frankfurt protests on Twitter: Which different actors produce and propagate different visual representations of the events? What are the visual narratives emerging on Twitter during the #Blockupy actions against the opening of the ECB? To answer these questions, we followed a mixed methods approach to analyse visual content shared through Twitter messages during the event. We ranked the tweets containing images and manually coded the most retweeted 1% (N=119) of the data-set. The manual coding aimed at identifying the type of users (activists, media/journalists, politicians, police, others) who produced the tweet and the presence of violence in the visual content. We further differentiate between two types of violence: explicit violence and latent violence (Fishman and Marvin 2006). A cross tabulation verified the relationships between the type of user and the type of violence. In parallel we performed a narrative analysis of the images. Combining these two approaches, we can preliminarily conclude that on social media, images of riots, peaceful protests, artistic action, as well as police and news media struggle for public visibility. Different actors create parallel narratives representing a positive image of themselves by antagonising the other through visual narratives of physical and latent violence (particularly in images posted by the police Frankfurt am Main but also by activists) as well as (in the case of the activists) by a non-violent and colourful positive self-representation. Despite these non-violent narratives produced by activists we can observe a dominance of physical and latent violence in reporting about protest events through visual content on Twitter (particularly by mass media but also all other actors).



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The current stream of refugees from Syria and elsewhere has arguably put a strain on the European Union, causing harsh debates around European solidarity with people in need as well as solidarity between EU countries. This panel investigates how this so-called refugee crisis is mediated, as well as how it can be understood in terms of mediation, through different venues, platforms and practices. The panel spans over a diverse field of commemoration practices, varied genres of journalism in different media, online discussions in social networks and narratives on social media platforms. The contributions are tied together through addressing the mediation of refugeeedom. The panel will start with Nico Carpentier's reflection on the long-term impact of refugeeedom at the psychological, cultural and political level from the Cypriot experience, mostly mediated through commemorative statues and sites in the southern regions of Cyprus. This will be followed by Cecilia Strand's contribution on how the European refugee crisis is mediated in Uganda's largest newspaper. As the 9<sup>th</sup> largest recipient of refugees in the world and with a history of colonial discourses of 'the Other' as less valued, the Ugandan context provides a multi-layered account of the mediation of Europe's refugee crisis. Discourses of 'the Other' and media's role in constructing these, is also the topic of Vaia Doudaki's contribution, though focusing on the popular online outlet The Local (the Swedish edition) to discuss how immigration discourses and the refugee crisis are mediated here. Journalistic practices is also at the core of Göran Svensson's contribution, studying how ideas of political correctness of the mainstream media are connected to issues of migration, integration and refugees in discussion on the social network site Flashback. The discussion is analysed using the concepts cultures of criticism and cultures of accountability. In the final contribution, Ylva Ekström takes us to the Swedish island of Gotland and a sunshine story where refugees are welcomed with open arms and integrated into the local community of the summer holiday paradise. This story is mediated through Facebook groups and different outlets of local media, and not necessarily representing the majority perspective of the local inhabitants. But at the same time, these practices of mediation serve as odes through which integration and the formation of a new local identity take place. Individual papers Paper 1: Remembering and forgetting Cyprus - Cultural trauma, the Cypriot refugee crisis and its memorialisations Author: Nico Carpentier Paper 2: The European refugee crises through the lens of "the others" Author: Cecilia Strand Paper 4: Discourses of identity, discourses of the Other Author: Vaia Doudaki Paper 3: Blaming the politically correct mainstream media. Cultures of critique/criticism and accountability in discussions over refugees, migration and integration in a Swedish SNS. Author: Göran Svensson Paper 5: The mediation of a sunshine story in midst of the Swedish refugee crisis Author: Ylva Ekström

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## Remembering and Forgetting Cyprus – Cultural Trauma, the Cypriot Refugee Crisis and Its Memorialisations

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Cyprus is situated at a strategic location in the Mediterranean Sea, which has resulted in the island becoming a crossroads for a multitude of movements and currents. All of these movements crystallised into two, currently separately living populations – Greek-Cypriots and Turkish-Cypriots – along with a series of (religious) minorities such as Armenians, Maronites and Latins, as well as, amongst others, Brits, Turks, Greeks, Russians and Filipinos. Even if there is a long history of tensions (and even violence) between Greek-Cypriots and Turkish-Cypriots, the 1960s and 1970s were characterised by a severe intensification of the violence between these two communities. After a constitutional crisis in late 1963, the Turkish-Cypriots resigned from the Cypriot state apparatus and continued to flee to homogenous enclaves all over the island (Morag, 2004; Michael, 2011: 28). Patrick (1976: 343 – see also Sant Cassia, 2005: 19) estimated that 25,000 Turkish-Cypriots abandoned their homes and fled to these enclaves in this period. The ultimate confrontation came in 1974, when the same junta intervened directly on Cyprus by letting the Greek-Cypriot National Guard – led by Greek officers – mount a coup d'état against the Makarios regime. A few days later, on 20 July 1974, a Turkish invasion of Cyprus ensued, which in turn led to the collapse of the Greek junta three days later. In August 1974, during the second phase of the invasion, Turkey occupied more than a third of the island with new streams of refugees as a consequence, forcing 160,000 to 200,000 Greek-Cypriots to flee Northern Cyprus (Cockburn, 2004: 65; Morag, 2004: 603; Sant Cassia, 2005: 22; Gürel et al., 2012: 8–10). From the south, between 40,000 and 50,000 Turkish-Cypriots fled to the north (Tesser, 2013: 114). The 1960s and 1970s have caused an intense cultural trauma (Sztompka, 2000; Carpentier, 2015) for both communities, where a very large proportion of both populations became refugees in their own country. This was worsened by the lack of recognition for the suffering of the 'other' side, something which Papadakis (2006) has called 'ethnic autism'. This Cypriot refugee problem – and the way it has been remembered by the own community, and the ways it has been forgotten by the 'other' side and by the rest of Europe – allows for a reflection on the long-term impact of refugeeedom at the psychological, cultural and political level. The material that will be analysed in this paper are the commemorative statues and sites in the southern regions of Cyprus that thematise refugeeedom and displacement. The paper is based on four months of ethnographic research in Cyprus – in line with Murchison's (2010) positioning of ethnography – as part of a one-year research stay from October 2013 till September 2014. The discourse-theoretical analysis of the commemorative statues and sites will allow reflecting about a conflict that is not very well known in Europe, but that can teach us more about the human, cultural and political cost of refugeeedom.

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## The European Refugee Crises Through the Lens of “the Others”

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In the midst of polarizing media discourses on the refugee crises in Europe, the following study analyses how the European refugee crises is reiterated in a non-European media, by analyzing the largest Ugandan newspaper The Daily Monitor including readers' comments throughout 2015. According to UNHCR, Uganda a developing country is the ninth largest recipient of refugees in the world and has in waves has taken in large groups of refugees from foremost Sudan and later South Sudan, Burundi and DRC. This study attempts from the vantage point of a developing country and non-European perceptive understand the crises narratives dominating European policy and media coverage. The analysis of media texts and reader comments indicates an acceptance that the unexpected high number of refugees trying to enter the European Union challenge some core European Union principles on freedom of movement inside Schengen, as well as ideals and subscription to UN Human Rights standards. Besides identifying the clusters making up the coverage of the refugee crises, the analysis uncovers the textual building blocks of a much more insidious theme of non-Europeans as unwanted. This overarching theme could be tied into colonial discourses where the Others are understood as less valued humans, a problem-to-find-solutions-to, and whose knocking on the door of Europe is entirely unwanted. Although the Ugandan press reiterates the European Union's agonizing situation of clashing of on one hand ideals and self-image of being a bastion of Human Rights and on the other hand, everyday politics of carrying the financial burden of refugees in the midst of xenophobia trends across Europe, readers' comments simultaneously appears to welcome the dethroning of Europe from its half a century long self-proclaimed Human Rights supremacy.

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## Discourses of Identity, Discourses of the Other

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Sweden has a long history of immigration and has been one of the most tolerant western countries towards immigrants. According to a recent Eurobarometer survey (October 2015), Sweden is EU's most pro-immigrant nation. However, the anti-immigration extreme-right (political) discourse is gaining strength, with the nationalist Sweden Democrats receiving nearly 13 percent of the vote in the last general election. At the same time, news on immigrants and refugees committing violent crimes, and on Swedish groups assaulting and terrorizing immigrants and refugees, have recurrently appeared in the Swedish media during the past months, alarming and polarising the Swedish public opinion. There are indications that the Swedish society follows the international trend where both heterogeneity and multiculturalism, as well as extremism and nationalism, are on the rise. These phenomena echo the tensions and contradictions generated by the ideals of the nation state and the clear national identity in multi-ethnic, multi-community societies (Wodak, 2015). These tensions also force the public discussion into defending one's identity, contrasting it to the identity of the Other (Carpentier, 2015; Tsagarousianou, 1997), or, as identities are not fixed but dynamic, rearticulating one's identity to validate its existence. The role of media in the construction and preservation of collective identities and the safeguarding of the nation state idea, through the presentation of images of the self and the other, has been discussed and debated by numerous scholars (Wodak et al., 2009; Anderson, 2006; Tsagarousianou, 1997). In addition, the media's key position in mediating the discursive struggles in which social and political actors fight over the determinants and definitions of main societal issues has attracted major scholarly interest (Hall et al. 1978; Doudaki, 2015). Within this context, this study attempts to examine, through discourse analysis, how the events and the public discussion on immigration and the refugee crisis are presented in and mediated by a popular online outlet, the Swedish edition of 'The Local' ([www.thelocal.se](http://www.thelocal.se)). Special attention will be paid to how these representations reflect the discourses of the self, being compared to, juxtaposed to or opposed to (the discourses of) the other. References Anderson, B. 2006 (1983). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. London, New York: Verso. Carpentier, N. 2015. 'Introduction: Strengthening Cultural War Studies', in N. Carpentier (ed.), *Culture, Trauma, and Conflict: Cultural Studies Perspectives on War*. 2<sup>nd</sup> ed. Newcastle: Cambridge Scholars Publishing, pp. 1–20. Doudaki, V. 2015. *Legitimation Mechanisms in the Bailout Discourse*. *Javnost-The Public*, 22(1): 1–17. Hall, S., Critcher, T., Jefferson, T., Clarke, J. and Roberts, B. 1978. *Policing the Crisis: mugging, the state, and law and order*. London: Methuen. Tsagarousianou, R. 1997. *Mass Communication and Nationalism: the politics of belonging and exclusion in contemporary Greece*. *Res Publica*, 34: 271–92. Wodak, R. 2015. *The politics of fear: what right-wing populist discourses mean*. London: Sage. Wodak, R., de Cillia, R., Reisigl, M. and Liebhart, K. 2009. *The Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press.

PN 211

## Blaming the Media. Cultures of Criticism and Accountability in Discussions over Refugees, Immigration and Integration

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During the last decade harsh criticism aimed against traditional media in Sweden has emerged, evolving around issues of migration and integration. It is claimed that traditional Swedish media have downplayed or censored the problems of migration and integration for many years. Media and journalism are considered to distance themselves from citizens, carrying views that are not shared by the harsh critics and labelled as politically correct. Journalism, journalists and media in general are sometimes also seen as actors in a conspiracy of the elites against the people. Critique on media and journalism in relation to this matter is often expressed in social media sites, such as Flashback, but also in more widely used social media, such as Facebook or Twitter. It can also be seen in comments on mainstream news media articles and in news sites with populist and nationalist tendencies. In this paper, a selected number of discussion threads and posts from late 2015 and early 2016, published in the social media discussion site Flashback, are analysed, studying how the idea of political correctness of the mainstream media in Sweden is connected to issues of migration, integration and refugees and how this complex discourse

comes to express criticism on journalism and the media. The analysis is done in two steps. First, the use of the term politically correct media is tracked and connected to issues of immigration, refugees and integration. Intensities and affect in these posts, and questions of trust and distrust are mapped. Second, the different cultures of criticism and accountability, as they appear in these discussions, are located and analysed. The discussion posts are interpreted in terms of tensions between these cultures, inside the discussion forum and outside the forum. The aim of the paper is to contribute to a better understanding of how issues of immigration, refugees and integration are used and reflected in controversies over journalism and its perceived roles for society. Keywords: journalism, media criticism, cultures of criticism, cultures of accountability, political correctness, immigration, refugees.

PN 212

## The Mediation of a Sunshine Story in Midst of the Swedish Refugee Crisis

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Seen in proportion to its population, Sweden received the second highest number of asylum seekers in Europe in 2015; 1,667 per 100,000 of Sweden's local population, according to Eurostat. Sweden has throughout its modern history had a reputation of being comparatively open and tolerant towards immigration. A good country to escape to, and a safe place to start a new life in. A reputation that the majority of Swedes seemed to be proud of. But the situation in 2015 became overwhelming for many of those previously tolerant and open Swedes. As well as for Swedish politicians that changed the course of Swedish immigration politics in the midst of what was mediated – through political discourse as well as through the mainstream media – as a “refugee crisis”. Not only for those people on the run from war and death and in real need of safety and a new home, but as a “refugee crisis” also for the Swedish welfare state and its inhabitants. Institutionalized media as well as social media platforms were filled with stories of the massive invasion of foreigners and of growing multiculturalism as threats towards the Swedish society. Paradoxically mixed with upset stories about refugee camps being burnt down by right-wing extremists and the growing threat of escalating racist and neo-nazi movements entering the official political arena. In the midst of the mediation of this “refugee crisis”, there are sunshine stories to be found. This paper will take a closer look at one such story. It will take us to the Swedish island of Gotland and the mediation of a local community on the southern tip of the summer paradise island, where a large group of refugees are welcomed with open arms and integrated into the local community as equals. The mediation of this sunshine story takes place through Facebook groups and different outlets of local media. Media venues through which quite recently moved-in groups of inhabitants originating from mainland Sweden seem to mainly engage in interaction with each other, and with the summer holiday population of the community residing on the mainland of Sweden most of the year. Thus the representation of the sunshine story does not necessarily articulate the majority perspective on the “newcomers” arrival to and integration into the local community, as will be shown in the paper through interviews with different representatives of the community. At the same time, however, the mediation of this success story through social media platforms and local media outlets function as practices through which help and support to the newcomers is mobilized, and as articulations of a discourse through which the refugees are becoming part of the community's new identity and self-representation of a modern ‘Self’ including ‘the Other’ in its presentation to the outside world.

Friday, November 11  
16:00 – 17:30

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## Mining Citizen Feedback Data: The Promises and Perils of Big Data Analysis in Transitional Societies

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Big or smart data has become ubiquitous. Sensors and software are digitising and storing all manner of social, economic, political and environmental patterns and processes. As the size of these datasets has increased exponentially, many have begun to focus on how "big data" harvested from online sources can, if analysed "smart", allow potentially unprecedented insights into our world that may facilitate efforts to enhance human development. Yet relatively little is known about how best to harness "big data" in ways that could effectively inform development processes, particularly for the most disadvantaged, and whether those at the margins who produce the least amount of data risk becoming even more invisible. While new expertise is emerging, it remains unclear whether, and how, ordinary citizens will be able to seize these opportunities, individually and collectively and use them to their advantage. The United Nations Secretary-General's Independent Expert Advisory Group's (IEAG) report "A World that Counts: Mobilising the Data Revolution for Sustainable Development" (published Dec. 2014) and "The Africa Data Consensus" (March 2015) have spelled out key recommendations regarding the potential of big/smart data for sustainable development in Africa (and the Global South in general). This policy formation goes hand in hand with a number of pilot projects and initiatives, including efforts to harness crowdsourced and harvested big data analysis as a tool for local activism, advocacy, empowerment and social accountability. While the potential usefulness of big data to a broad range of communities and civil society organisations engaged in pushing for positive social change is uncontested. This paper, based on recent field work in Eastern Africa, reflects meanwhile no less on the perils. Thus, on how data should flow and to whom, how to protect people who use digital technologies from the misuse of their data and potential related harms, and how to encourage new uses of large-scale digital data in civil society. Another set of persistent questions is about the power relationships involved in the tools and processes involved in collecting and processing data. Are we facing an inexorable loop of data maximisation, where "datafication" only generates demands for more and more data? And in connection with this, the important question of auditing data – understanding what is being emitted, where it is flowing and what it is being used for. That is, the paper will raise questions regarding the epistemology and underlying social theory constitutive for the ongoing paradigmatic change of knowing and addressing the impediments of human and sustainable development. In specific, I will do so in relation to initiatives in the realm of civic participation, monitoring and social accountability.

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## The Conflicting Justifications of Privacy

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Finland is a rarity in Europe in that it lacks internet surveillance via state security organizations such as the GCHQ in Britain or the FRA in Sweden. To date, there have been no legal means for Finnish security officials to use mass surveillance tools to monitor national or international web traffic. This has caused a lively discussion among Finnish government officials, business executives and law experts regarding how to react to potential threats of terrorism and foreign surveillance. The current government is preparing a law on the issue, and there are three committees seeking solutions for potential implementation by the end of 2016. This paper discusses the results of the research project "Privacy and Anonymity on the Net (2014–2016)". In this project, we conducted a survey (n=1000) to determine how Finns feel about the fate of privacy on the internet. The results of the survey show that privacy is still valued; the majority of respondents (68%) were concerned that more and more information about internet users is collected for different purposes such as targeted advertising. Just over half of the respondents (53%) said they would not grant Finnish authorities the right to covertly monitor citizens' internet use. Slightly more than one-third (36%) of the respondents stated that they would approve of such monitoring. From interviews (n=17) conducted among Finnish experts, including lawyers, politicians, business executives, citizen activists and scholars, we charted how the elite frame the issue. We also analysed a sample of news to depict how the media is framing the discussion around privacy. Frame analysis (Goffman 1974) and the theory of justification (Boltanski & Thévenot 2006) were used to distinguish the ways in which various policies and conflicting interests around privacy are justified, especially amongst experts and/or members of the elite. Preliminary analysis of the discourses of the elite reflected deep conflicts between the ways different regimes or politics define the situation and justify their arguments. The differences can be constructed into three competing frames: national security, business and fundamental rights. Security and defence authorities view the need for surveillance from the perspective of national security (the national security frame). However, a significant part of the Finnish digital service industry is against planned surveillance because it would hurt Finland's reputation as a surveillance free country worthy of the investment in and building of data centres (the business frame). The third frame (the fundamental rights frame) stems from constitutional rights and underlines privacy as a fundamental human right. The conclusion of the paper discusses the results of this project in light of theories that touch privacy and digital surveillance (for example, Andrejevic 2007, Bauman & Lyon 2013), social trust (Rosanvallon 2011) and democracy. The analysis is looking for emergent structures of power resulting from the interplay of various actors and institutions in the fields of policy-making and the market.



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## Can Mediatized Transparency Surges Topple Democracy?

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In the last decade, international and national media have painted starkly contrasting pictures of Brazil: From an emerging world power in 2010 to a "failing democracy", according to the Economist Intelligence Unit's Democracy Index of 2015. This assessment reflects a snowball of corruption scandals, heavily publicized in the last 18 months, that saturates the entire political system of the Brazilian nation. The media's role in pushing the political establishment towards trial, prison, and instability, cannot be underestimated, but how can this role be assessed? The scandals have caused groups to call for a return to the military dictatorship, less than 30 years after the restoration of democracy. With public denunciations of corruption filling headlines for months, panic has seized the Congress and triggered a process of impeachment against the President incumbent as well as numerous petitions in the Supreme Court for removing central parliamentarians from office. Surveys show record rates of rejection of all political leaders and even lower trust in the political system than usual in the population. The media scandals, revelations of systematic fraud and artificially boosted budgets in Petrobras, the largest state company, together with falling commodities prices and tax income, has furthermore created a negative economic spiral, resulting in investment downgrading and inflation reminiscent of earlier vicious circles in Latin America. This paper seeks to pinpoint the narratives in the Brazilian mediascape that contribute to generating and maintaining a climate of political crisis. The paper investigates how the intense media attention directed political agency overwhelmingly towards elaborating corruption narratives and responding to opposing narratives. Starting from a structural narrative analysis (Dannenberg 2008, de Genette 1970) of 1,800 news items, the paper points out which futures and pasts are projected for Brazilian democracy in the media stories on corruption. Applying a narrative policy framework (Jones & McBeth 2010; Shanahan, McBeth, & Hathaway 2011), the paper finds 19 narrative currents in the mediascape, which are then considered as possible causal factors for the emergence of policies and mediatized strategies adopted by Brazilian decision-makers. Finally, inspired by the institutional logics perspective (Thornton & Ocasio 1999) inherent in mediatization theory (Hjarvard, 2013), the paper argues that certain media and judicial logics, rampant in the political system, prolong the crisis. This is one possible answer to the research question: What is the media's role in dislocating a seemingly stable democracy through sustained corruption revelations, selectively targeted at the government? The bleak answer, however, leads to broader considerations of the crisis of trust, the crisis in the economy, and the political impasse: Who, in the end, pays the price of surges of transparency, mediatized in specific formats of denunciations, revelations and leaks?

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## Do Media Have the Power over Foreign Policy: Europe in Ukrainian, Russian and Polish Mediascapes During Euromaidan

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This paper focuses on the social role of news media and journalists in Central and Eastern Europe, dealing with empirical material from Ukraine during the Euromaidan and the subsequent "Ukrainian crisis", which is comparatively juxtaposed with corresponding material from Poland and Russia. A closer look suggests this is the continuation of long-standing differences in how the countries in Central and Eastern Europe, here exemplified in Ukraine, Poland and Russia, perceive Europe and the EU. The differences have long been noticed but never researched systematically and linked to the policies in place. The media power to influence political decision-making in foreign policy is investigated by example of the coverage of Europe and the European Union in three important and politically diverse newspapers from each country (based on both quantitative content analysis and a more qualitative discourse-oriented approach); these findings are then contextualised by interviews with journalists and policymakers, political documents relating to social and political developments. Apart from qualitative and quantitative analysis of three important print media outlets, all available online, the study deals with visual representations of Europe, the writings of influential bloggers and pays attention to linguistic and rhetorical devices typically invoked by different discursive constructions of Europe. Interviews shed light on how social and political actors make sense of these representations and use them in their agency. The paper finds that Europe is portrayed in rather different terms in mainstream debates of each country: whereas Ukrainian discourses typically see Europe as inseparable from rationalist and progressive values, Poland develops a closer (and often more critical) way to look at the continent and Russian discursive actors tend to portray it as more aggressive and seeking conflict with or domination over Russia. Different semantic activates (and is activated by) different formal devices, such as metaphor, metonymy or catachresis. The results of the study indicate significant differences in the autonomy of journalists in the three countries but also links the greater media autonomy to the dysfunctional and weaker political power, which is epitomised by the dramatic 2013–2015 events in Ukraine when the political authority imploded and the power vacuum was partly filled by journalists and media-savvy political activists. Differences in the quality of media power correlate with differences in representations of Europe. Keywords: media, power, foreign policy, Europe, Ukraine, Russia, Poland, Euromaidan

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## Media in Conflict-Torn Transition Democracies. Comparing Media Policy in Post-Soviet Georgia and Azerbaijan

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After the collapse of the Soviet Union, the definition of state borders has become a controversial issue. Territorial disputes resulted more often than not in violence and many of the conflicts remained unresolved, as it is the case in Georgia and Azerbaijan. An intensive academic debate started on conflict resolution and pitfalls of democratization, but media received rather little attention although people's need for political information is particularly strong in conflict-torn settings. The extent to which media can satisfy this need is first and foremost a matter of media policy. But such studies remained rare in politically unstable countries, with former Yugoslavia as an exception. The proposed paper examines changes in media independence and diversity in transition democracies under conditions of unsettled territorial conflicts. It combines theories of conflict research, democratization and mass communication, with an emphasis on various stages of conflict. In contentious political situations, media become significant targets for opposing parties to mobilize masses for their own purposes. This often results in conflict escalation, which is accompanied by a limitation of media freedom and political information available. In this paper I study the extent to which national media policy varies under different conditions of an unresolved territorial conflict that runs parallel to the democratization of the political system. Based on the assumption that a conflict is a dynamic, but not necessarily a linear process, I explore the relationship between phases of violent conflict and alterations in the legal framework and the outlet structure of national press, TV and online news media in post-Soviet Georgia and Azerbaijan from 1991 to 2010. The findings show that violent conflicts affect media freedom more than media diversity, and the level of media control increases more under conditions of recurrent eruptions of violence.

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## Communication Procedures vs. Communication Culture

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A few years ago the word 'culture' reappeared in the scholarly literature on Eastern European media and communication. In 1990s it was believed that the reform of institutional structures, represented teleologically as the 'return to the western world', would have brought these countries closer to the ideal public sphere. Today scholars have to explain the malfunctioning of public political communication. Essentially contested notion of culture however can explain everything explicating nothing. I suggest that a more careful analysis of institutional structures of communication can explain better the practice of public communication; besides it can propose concrete solutions to the problem. This paper conceptualizes the Latvian case. Empirical data consists of three sources: 1) national representative opinion polls reveal the practices of public communication; 2) discourse analysis of the parliamentary debates corpus explains how the MPs treat the notions of 'society', 'politics', 'political', etc. 3) analysis of policy documents pertaining to civil society and democratic decision-making reveals the legal barriers to public communication. The paper suggests that a peculiar perception of politics as a zero-sum game affects the legal documents deciding the order and procedures of public political communication. As a result groups of interest are deprived of equal access to decision-making and the distrust to deliberative democracy and mass media increases.

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## Engaging the Audience: The Democratic Potential of Slow Journalism

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The rise of the web 2.0 has deeply affected journalism: Promoting a culture of speed, accessibility, collaboration and interaction, it challenges both the self-understanding and capacities of traditional quality journalism as a top-down practice with a monopoly on the dissemination of newsworthy information. As static patterns of news consumption disappear, news is accessible anytime, anywhere, not only to be read, but also to be shared, commented on, or discussed. This emerging participatory culture within journalism emphasizes the role of the audience as a source of information and commentary, enriching journalism's function as facilitating democratic deliberation. Traditional quality newspapers however seem reluctant to move beyond their top-down reporting process to make full use of the potential participatory practices hold for deliberative civic engagement. In comparison, online-only 'slow journalism' startups like De Correspondent in the Netherlands or Krautreporter in Germany explicitly embrace transparency, crowdsourcing, interaction and collaboration as integral to their professional practice. This paper examines to which extent slow journalism constitutes a re-negotiation of journalistic practices as means of democratic deliberation, especially with respect to the roles of journalists and citizens on journalistic platforms. Our analysis will have a two-tiered focus: We will look into the deliberative behavior of the audience as well as into the interaction between journalists and citizens. The paper seeks to illuminate how the bottom-up approach of the aforementioned two outlets reshapes the democratic role journalism plays in society, and whether slow journalism offers possibilities for more civic engagement and increasing the deliberative quality of public debate. Our research will be based on a quantitative content analysis in combination with a textual analysis of the comment sections of De Correspondent and Krautreporter. Our corpus consists of all the comments on the articles published in the contributions from April 2016. The sample will consist of 100 to 150 articles containing 1000 to 2000 comments per platform. As a measure of the nature of debate and journalists-audience interaction, each comment will be coded for the type of interaction (with the content, journalist, and/or participant). The function of the comments (e.g. arguing, providing/requesting information/sources, degrading, acknowledging/thanking, requesting reader input, criticizing/defending journalism, updating/correcting the story) will be identified – the function of the comment can be specific for the roles of user or journalist but they may also overlap. Finally, its influence is coded (e.g. receiving replies, changing the tone of debate). Though an increasing number of studies investigated readers' comments, most of them focus on the experiences and perceptions of journalists in traditional news media. Few empirical studies have analyzed how audiences and journalists interact and behave in comment fields. The few projects investigating this issue often find that there is little actual interaction, for example due to restrictive moderation policies or a lack of time on the part of journalists. Because of the explicit emphasis on the democratic role and participatory ideals of slow journalism, we expect our cases to show a significantly higher level of participation as well as a higher degree of deliberative quality during discussions.

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## Towards a Democratic Citizens' Perspective. What participants take away from eParticipation

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During the last 20 years, governments across the world have spent considerable capacities to push forward e-participation services. While citizens demand new opportunities for participation, politicians and administrators expect that public participation could increase the legitimacy, acceptance of policies, and further fosters democratic qualities of citizens. This paper evaluates how the intensity of individual online participation affects users' perceptions of democratically valuable effects. While the evaluations of online participation can focus on various dimensions and stakeholders of participation processes, we focus on a democratic perspective from the citizen's point of view. We argue that this 'democratic citizen perspective' is particularly relevant to answer the more general question whether online participation is the right pill to cure democratic malaise. The criteria for evaluating e-participation from a democratic citizen perspective are extracted from the literature on deliberative and participatory theory, which claims that participation is going to have democratically valuable effects on participants (e.g., Fishkin, 2009; Pateman, 1970). Drawing on this literature, we extract six potentially perceived participatory effects: political efficacy, knowledge gain, common good orientation, tolerance, acceptance and legitimacy. Furthermore, we test a set of factors drawn from previous empirical participation research (e.g., Barnes & Kaase, 1979; Almond & Verba, 1963) in order to explain how the judgment of democratic success is moderated by certain cognitive predispositions. By investigating such factors, we aim to contribute to the ongoing debate about whether online participation reinforces the existing inequalities in political participation, provoked by different degrees of knowledge, interests or action (e.g., Wright, 2012; Norris, 2001). Drawing on online survey data from 670 citizens engaged in public budgeting online consultations, we found that intensity of online participation seemed to foster the perception of common good orientation and tolerance by the surveyed individuals. In contrast, other effects were not induced by participation intensity. Findings on moderating factors indicate that the beneficial effects of online participation are distributed unequally, depending on whether citizens feel politically empowered or are already satisfied with politics. Although the findings are limited, the theoretical conception of perceived participatory effects from a democratic perspective may serve to inspire and stimulate further research, which should shed further light on how different forms of online participation can improve democracy. References: Almond, G. A. & Verba, S. (1963). *The civic culture: political attitudes and democracy in five nations*. New Jersey: Princeton University Press. Barnes, S. H. & Kaase, M. (1979). *Political action: mass participation in five Western democracies*. Beverly Hills: Sage Publications, Inc. Fishkin, J. S. (2009). *When the People Speak. Deliberative Democracy and Public Consultation*. Oxford: Oxford University Press. Norris, P. (2001). *Digital Divide: Civic Engagement, Information Poverty, and the Internet Worldwide*. Cambridge: Cambridge University Press. Pateman, C. (1970). *Participation and democratic theory*. Cambridge: Cambridge University Press. Wright, S. (2012b). *The Participatory Journey in Online Consultations*. In S. Coleman and P. M. Shane (Eds.), *Connecting democracy: Online consultation and the flow of political communication* (pp. 149–171). Cambridge, MA: MIT-Press.

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## Insecurity and Democracy? Trust in News and Information Sources and the Radicalization of the Public Discourses

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The paper presents a qualitative pilot study opening a research project awarded by Fulbright-Masaryk scholarship for academic year 2016–2017. The pilot data – qualitative interviews with members of media audiences – will be collected in spring 2016. The project focuses on the role of audiences' trust in news and information sources in radicalization and polarization of the Czech public discourses and politics. This shift in the public and political sphere revives important questions about the democratic role of media as sources of a shared agenda, trustworthy content and public knowledge and as platforms for public negotiations of societal and political consent: Namely it remains apparent that new as well as broadcasting and print media – as communication platforms and institutions – can yet play their part in moderating the radicalization of public opinion. However, a topical, detailed, evidence-based and theoretically rich understanding of the situation is thus far missing. The situation can be partly explained as a result of a long-term crisis of democracy linked with a distrust in democratic institutions accompanied by a decrease in traditional forms of political participation (elections, political party membership, etc.) and an increase in alternative forms of political and public participation, often linked with various uses of new media. At the same time, the crisis is usually linked with economic situation of the country and with individuals' economic insecurities. Nevertheless, such explanations do not provide the full picture. Our preliminary hypothesis is that rather than just economic insecurity, an overall sense of an anomic insecurity – or, more specifically, a lack of sense of Giddensian ontological security – has to be considered as one of the key sources of the radicalization. And, at the same time, we consider important the way it is linked with reception of media agendas as well as the way it is amplified by discourses on social networking sites and by so-called alternative information sources (represented in the case of the Czech media landscape by independent pro-democratic civic journalism projects and in contrast, by servers with pro-Russian, counter-Islamic and conspiracy-theories-based content). In other words, in the project we focus on the relation between (a) the social actors' trust/distrust in particular information/news sources, (b) their attitude towards the political sphere and (c) their experience of the locus of control (expressed in external and internal efficacy and in the sense of ontological security).

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## Citizen (Making) Journalism: Reconceptualising Citizen Journalism as Political Acts in the (Post)Colonial Society

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This paper argues that the current debates of citizen journalism – citizens' production of and engagement with news and public debates through mobile- and digital media devices – may be understood more fully in light of the cultural and political journalistic performativity and production of subjectivity in (post)colonial societies. Despite the fact that colonial subjects were not legally citizens, the paper argues that the practice of journalism constitutes a way of addressing a public, whereby its readers are engaged as political citizens. Focusing on the citizen-making practices of journalism as foundational to the concept of citizen journalism, theoretically the paper builds on and develops Engin Isin's idea about the political act (Isin, 2002; Isin and Nielsen, 2008; Isin and Ruppert, 2015). Isin takes a relational approach to citizens' acts within publics and defines 'being political' as a relationship, which can be either a relationship of affiliation or of agon and estrangement (Isin, 2002, p. 32). Agon acts are acts through which the citizen is producing "ruptures from social-historical patterns" (Isin and Nielsen, 2008, p. 11). These kinds of political acts are indicative of (post)colonial struggles for citizenship and subjectivity. The paper argues that journalistic practices in (post)colonial societies may shed light on how journalism conducted by citizens or subjects rupture the social patterns of colonialism. Citizen journalism may then be understood as a political act: What characterises citizen journalism as concept and practice is its function as political act and addressor of a public as oppose to purely the the developments in technological dissemination and the following paradigm of 'I have a voice' (Chouliaraki, 2013), for instance. The paper illustrates this theory through the case of the (post)colonial newspaper *The Herald* (1915–25), which was published in the Danish colony of St. Croix. The West Indian islands, St. Thomas, St. Croix and St. John, were colonies of Denmark from respectively 1671, 1733, and 1718 and were all sold to the United States of America (US) in 1917. In 1915 political agitator, schoolteacher and lawyer David Hamilton Jackson travelled to Denmark to argue for his right to free speech and print. He was granted the opportunity to found and produce *The Herald*, which he did throughout the last years of Danish colonial rule and through the first years under US jurisdiction. In the paper, it is argued that Jackson's work as founder, writer, and editor of the newspaper *The Herald* engaged with the African Caribbean people on the islands as citizens. The newspaper was a part of an assemblage of political acts produced by Jackson. In *The Herald*, Jackson often brought together writings by New York-based political activists and writers of the early civil rights movement and the African American minority press in the US as well as translated opinion pieces and political debates from Danish newspapers. Within the shared space of the newspaper pages, *The Herald* thereby addressed and produced a 'cosmopolitan' public, rendering the newspaper an (early) example of citizen journalism.



## How Much Participation Is Necessary and What Does It Actually Imply? Community Television's Struggle with Normative Values and Everyday Realities

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This paper presents research findings questioning media's potential social impact with focus on organizations that (by legal definition) are constituted as community television. It can often be observed in common concepts of alternative media/democratic communication that democratic pretensions strongly serve as theoretical foundations: "On the right to transmit, the basic principle of democracy is that since all are full members of the society, all have the right to speak as they wish or find. This is not only an individual right, but a social need, since democracy depends on the active participation and the free contribution of all its members. The right to receive is complementary to this: it is the means of participation and of common discussion." (Williams 1976:89) Starting point, hence, is the assumption that those democratic pretensions have both a descriptive character (empirically observable in the reality of CTV-organizations) and a normative character based on underlying ideals and values (harder to observe and necessary to be theoretically guided). CTV-organizations use both – formal and value-driven dimensions – to develop their self-image in the context of particular structural frameworks, practical constraints and relationship dynamics. Actors within such organizations interpret, negotiate and transfer these dimensions into concrete actions in an interactive process of sense-making that – in terms of Raymond Williams (1980) – is only accessible through communication. This presentation examines the logics of participation (Hamilton 2015:23–25) as a crucial but also problematic element of CTV's normative definition. Participation (as basic role definition between professionals and non-professionals) has not only become a buzzword in the overall discussions of media/technological change but also lost its uniqueness as characteristic of alternative/community media showing strong signs of disruption and discontinuity in particular in the discussion of value-driven dimensions. Moreover, its realization in everyday practice can be rather superficial and not as idealistically far-reaching as it might have been promised. In many ways the attempt of realizing participatory elements cannot only be a sophisticated challenge but even be impeded by considerations on structural cohesion of the organization, legal or financial liabilities as well as the sustainability of the action itself. The analysis presented here applies the approach of qualitative heuristic methodology (cf. Kleining 1994, Krotz 2005) understood as explorative research strategy for finding unknown structures by focussing on similarities. The research process itself interlocks data collection and analysis extensively following a dialogical principle. The international comparative approach including case studies from CTV-organizations of five countries enables a broad discussion, reflection and re-evaluation of normative concepts and their descriptive counter-parts in everyday communication practices. Hamilton, James F. (2015): What's left? Towards a historicised critique of alternative media and community media. In: *The Routledge Companion to Alternative and Community Media*. London/New York:Routledge. Kleining, Gerhard (1994): *Qualitativ-heuristische Sozialforschung: Schriften zu Theorie und Praxis*. Hamburg:Fechner. Krotz, Friedrich (2005): *Neue Theorien entwickeln*. Köln:Halem. Williams, Raymond (1976): *Communication Systems*. In: McGuigan, Jim (ed)(2014): *Raymond Williams on Culture & Society*. London/Thousand Oaks/New Delhi/Singapore:SAGE. Williams, Raymond (1980): *Means of Communication as Means of Production*. In: McGuigan, Jim.

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# Resisting Censorship: Iranian Professional Journalists' Use of Digital Media as an Alternative Channel

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How do Iranian Journalists use digital media to circumvent the restriction they face in their daily job? How do Iranian journalists use digital media to challenge the mainstream media publishing? How does the personal and professional lives of Iranian journalists- for instance their safety- become affected by digital media usage? This study explores the use of digital media by professional Iranian journalists, working in media in Iran, as an alternative channel, and the opportunities and challenges digital media present to these professionals. Iran is not a free country: media are controlled by the government, and journalists restricted in what they can do and subject to censorship. Nor does Iran have freedom of expression on the Internet. Yet, some Iranian journalists use digital media to bypass the limitations imposed on them in their daily job in established media, also communicate what is censored or underrepresented in the mainstream media. However, the online activities of journalists are kept under surveillance, which poses sever safety risks on them. Most previous literature on digital media uses by journalists has focused on free or partly free context. This study's importance concerns the particular condition of Iran as a non-democratic context. The study will make a theoretical contribution to the knowledge related to journalism and alternative media in countries under non-democratic regimes, particularly Iran. Although Iranian journalists face several challenges, there is a lack of research in how they contend with these challenges on an everyday basis. The findings will also help Iranian journalists gain a better understanding of their situation and help them to take steps to strengthen themselves so that they can operate more freely and with less fear. The empowerment of journalists is an essential factor for journalistic freedom of expression – if journalists are not safe and secure they cannot operate professionally and provide public interest content. Also, independent journalism is an important element of civil society, so the empowerment of Iranian journalists will lead to the authorization of a civil society that accelerates and strengthens the process of democracy. The key conceptual theoretical framework for this study is "alternative media". Much of the existing literature has addressed the antagonistic relationship between alternative and mainstream media, and conceptualized alternative media as counter-hegemonic media, a counterpoint to mainstream media. I also review the theories of alternative media as a form of resistance to state power with regard to Iranian context. Moreover, I review the literature on digital media as the latest platforms for alternative journalism practices, particularly in non-democratic contexts with regard to the freedom of expression and safety of journalists. The aim of the research is to gain an understanding of the journalists' experiences and practices. So, the method for collecting the data is face to face and semi-structured interviews with about 40 journalists who work either as employees or freelance journalists in reformist news outlets in Iran. I will analyse the data by the thematic analysis method which includes coding, looking for themes, finding relationships, and categorizing themes for theory building.

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# Activist Media and the '20 Cents Uprising' in Brazil: How Grassroots Coverage on Social Media Put into Question TV Globo Historical Dominance in Brazilian Public Opinion

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Based on qualitative interviews and Facebook content analysis, this paper will: 1) describe the Brazilian grassroots media ecology linked to popular political mobilisation in/after 2013; 2) analyse the role of "collective identities" on Facebook in spreading information on social media during the "June Journeys"; 3) Identify and describe situations when grassroots narrative on demonstrations conflicted with mainstream coverage; 4) Analyse the consequences for both activist media and mainstream media during/after dealing with described conflicts. Our theoretical ground is based on the concept of Technopolitics (Toret et al, 2013; Toret & Calleja, 2014) and related concepts, such as "Collective Identities" and "3-layer ecology". Accordingly to Toret et al, Technopolitics is the "tactical and strategic use of digital tools and collective identities online for organization, communication and collective action". Castells (2012) affirms that political connections "include online and offline social networks, as well as networks formed previously and during the movement actions". He has highlighted that "mass self-communication" practices characterize a current scenario of communication of many to many (Castells, 2009) which allows people's and collective's uneasiness and opinions to have a large-scale reach and to increase their autonomy in relation to restricted circuits of mass media and political institutions. The linkage between physical spaces and digital environments contribute to redefine both technologies and social movements. Therefore "the ability of activists to combine activity on social networks with the taking of urban spaces helps them to generate amplifying feedback loops and to push from different sides potential mass media as well as police cordons that treat to isolate them" (Toret & Calleja). These loops and feedbacks involving online collective action, street mobilisation and mass media coverage generate a 3-layer ecology. In Brazil, the online collective action was triggered by collective identities created to dispute the coverage on popular demonstrations with traditional mainstream media. To show this conflictual relation between activist media and corporate news streams we will focus on describing and analysing a bunch of situations involving the main media outlet in Brazil, TV Globo, and the grassroots media.

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## A Disruption of Media Hegemony? Independent and Radical Media Practices and Identities in Greece in the Aftermath of the 2011 Protests

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The last decade's uprisings in different parts of the world have been significantly supported by citizen-generated communication practices, which facilitated diverse modes of political self-expression articulated on public and (semi)-private social spaces, enhancing the realm of civic engagement emphatically. Much has been written about the prospects of these 'spontaneous' uprisings and the possible emergence of another 'paradigm' of social movements ('networked movements') (e.g. Gerbaudo, 2012) at the global level (against capitalist globalization). Regardless of their success in the political sphere, these protest movements have long-lasting effects in their national context, giving rise to the development of disruptive practices, such as self-organized political projects (non-monetary local exchange systems, direct producers-consumers networks, worker self-managed factories) and alternative or citizens' media. In Greece, the media landscape has changed dramatically as a result of the long-lasting financial crisis and the citizens' uprisings. As institutional media laid off a considerable number of journalists amidst the crisis, a new wave of media initiatives emerged, alongside previously existing radical media (e.g. Indymedia), adopting alternative practices both in terms of modes of organization and content (Siapera et al., 2014). The paper analyzes the alternative, independent and radical media practices in Greece in the aftermath of the 'Aganaktismenoi' movement of 2011, in terms of their political economy, their journalistic practices and content, and the identities of media producers involved. The study draws on data obtained by interviews with alternative media producers in combination with content analysis. Core questions the study addresses are: (a) How do alternative media come to be produced (Atton & Hamilton, 2008) in terms of journalistic practices (identification and selection of stories, modes of representation, sourcing practices, relationship with audiences), structure and organization (e.g. collective and horizontal structures, financing models), and journalistic identities? (b) To what extent these practices represent a disruption of the established hegemony in the Greek media landscape? References: Atton, C. & Hamilton, J. (2008). *Alternative Journalism*. London: Sage. Gerbaudo, P. (2012). *Tweets and the Streets: Social Media and Contemporary Activism*. London: Pluto Press. Siapera, E., Papadopoulou, L., Archontakis, F. (2015). Post-Crisis Journalism: Critique and renewal in Greek journalism. *Journalism Studies* 15(3), 449–465.

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## Cooperative Media: A Viable Alternative to Mainstream Media?

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Six years since the onset of the crisis, and after three bailout mechanisms, Greece is still in economic, political and social turmoil. Crouch (2012) refers to Greece's austerity package as the most explicit expression of post-democracy. Many voices inside and outside Greece have argued for significant flaws in the remedy imposed. It seems though that the austerity dogma was overtly supported and legitimised by the legacy media (Mylonas, 2014; Doudaki et al., forthcoming) whilst the political parties before and during the crisis have had an important ally: the Press (Spyridou & Koktsidis, forthcoming). The crisis has blatantly revealed that both the political and the media system failed to meet their role leaving the citizens unrepresented, misinformed and ultimately helpless. At this critical moment of crisis where the need for information is vital and greater than ever, a new kind of radical and critical media initiatives arise. According to Fuchs (2010) such endeavors aim to challenge the dominant capitalist forms of media production, media structures, content, distribution, and reception. An emerging configuration of alternative media is cooperative media, namely media that are owned by and run by journalists. The Greek media landscape is witnessing a growing number of cooperative initiatives (Siapera & Papadopoulou, 2016). Although these alternative media play an important role for democracy, scarce attempts have been made to explore their journalistic logic, and even less to analyse their audience. Using in-depth interviews with practitioners of three cooperative media, [www.alterthess.gr](http://www.alterthess.gr), [www.propublica.gr](http://www.propublica.gr) and [www.omniatv.org](http://www.omniatv.org), the study attempts to map the goals, values and practices of journalism professionals and how they attempt to counter traditional narratives of crisis. Additionally, using a web-survey, the study explores: (a) the profile of this audience, (b) the perceived attributes of such media and (c) how the audience participates in this counter-sphere, in terms of content production and financial contribution.

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## The Evolution of "Humans of New York" and the Public Service Ideal in Journalism

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Professional journalists and journalism scholars have lamented the decline of the mainstream news media, particularly newspapers, and warned about the threat to an informed public and the democratic process posed by a weakened or reduced profession of journalism. Meanwhile, others have lauded user-generated content and social media for their potential to empower citizens to take more control of the information relationship from institutions. Scholars such as Bruns (2008) have pointed out that the information production process of new media is different and, although it lacks editorial oversight, for example, may result in good, accurate information. Few studies, however, have examined the extent to which new media have successfully filled the gap, particularly in terms of public service, that journalists fear is being created by job cuts and the closure of print publications. The "Humans of New York" (HONY) social media feed, featuring photographs of people in New York City—and in recent years also Iran, Syria, and other locations—has amassed more than 8 million followers on social media, spawned a book, and inspired various copy-cat projects. Over the five years of its existence, the feed has evolved from an assortment of photos of unusual individuals to an intentional, morally-conscious portrait of the diversity of New York City and other countries, and has resulted in real-life consequences for the subjects, ranging from donations to invitations from the president of the United States. This paper analyzes the content of the HONY feed in the context of public service ideals of modern professional journalism as laid out by scholars, professional journalism societ-

ies, and leading news organizations. The public service ideal—promoted in the Hutchins Commission Report (1947), Kovach and Rosenstiel's (2001) standard journalism text, the Knight Commission Report (2009), and the public journalism movement of the 1990s—suggests journalists in a democracy have a special responsibility to serve the public, including through representing constituent elements of society to each other. This analysis considers the format and perspective of the portraits, with particular attention paid to the captions and quotations from the subjects that accompany each post, and finds that over the course of its existence, the HONY feed changed its focus from the photographer's perspective, to providing a platform for subjects to tell their own stories. In this way, the HONY feed satisfies several aspects of the public service ideal, lending support to the idea that non-professional new media sites may step in to fill some of the social responsibilities of the press.



PP 628

## Democracy and Twitter. A Comparative Study of Public Online Debate in BBC One, La 1 and La Sexta Factual Programs

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Democracy and public service media (PSM) have a narrow relationship. One of PSM's main goals has been to promote a public sphere of debate among their audiences-citizens. New media seem to help PSM to fulfil this mission with new bilateral communication channels that open the discussion to the massive public. This merge of new and old media has important consequences for TV consumption, specifically due to the so-called phenomenon of Social TV, in which social networks such as Facebook, Twitter or even WhatsApp have changed the ways users debate around TV content. This second-screen dimension enables TV to (1) establish strategies of engagement and (2) give the audience a space to participate in the online public sphere. The communicational specificities of Twitter like simultaneity, word-of-mouth nature or public profiles make it the main second-screen network chosen by the audience to participate and discuss. Consequently, TV stations try to take advantage of this, setting strategies to organize the discussion. In this sense, programs use the hashtags as a referential framework to drive the flow of information. There is a significant relationship between the use of hashtags and public engagement around factual genre programs. This paper focuses on how public service TV channels (BBC One and Spanish La 1) organize a debate in Twitter around factual genre programs. It also deals with the issue of what the role of commercial television is in the creation of an online public debate (focusing on commercial channel La Sexta). Finally, it assesses to what extent it is possible to create an effective and long-lasting discussion on the social network Twitter. We set the following specific goals: 1. To evaluate the number of participants and the regular users in each program to establish the core of debate 2. To identify and classify opinion leaderships according to their typology (media leaders, politicians, celebrities, etc.) 3. To examine users' activity on Twitter before, during and after the broadcasts in order to detect high-activity periods. The sample is made up of two political debate programs, BBC Question Time and El Debate de La 1 (La 1), and two documentaries, BBC Panorama and Salvados (La Sexta). The reason why a commercial TV station program was chosen has to do with the fact that Salvados has an overwhelming success, even posing important debates around how this program is dealing with public service issues to a greater extent than the Spanish PSM channel La 1. A five-week period was randomly selected to analyze the users' activity around the hashtags proposed by each program. Applying our own network analysis technique, all the commentaries containing the programs' hashtags were captured and analyzed. Preliminary results show that PSM programs fail in generating a second-screen debate. In fact, we cannot consider that there is a public online sphere of debate around these programs in terms of participants and duration. Nevertheless, the commercial TV station program Salvados fulfils the public mission of generating an online debate, since the data show how the hashtags of this program create a massive discussion.

PP 629

## Digitalizing the Public Sphere – The Gezi Park Protests and Its Backlash

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The paper ponders the question of the role of the Internet and digital media for democracy and the public sphere. It centres around the thesis that the Internet can help social movements in their quest for fostering democracy and gaining rights for minority groups, but at the same time it is also a medium tightly linked to the existing power structure in society and is likewise used by antidemocratic groups. The thesis is explored by introducing a model of the public sphere developed in Pre-Internet times (Klaus 2008, Klaus and Drüeke 2016) and then primarily applied (and thus empirically tested) in research on the historical women's movement and the conditions for its achievements (e.g. Wischermann 2003, Kinnebrock 2016). It has later been elaborated and sharpened as regards to the new political spaces and communicative forums enabled by digital media (e.g. Drüeke 2013, Katzenbach 2010). The public sphere in this model is understood as a realm of self-understanding, wherein members of society debate political and social issues and question or legitimize existing norms and values. The model identifies three communicative arenas for processes of self-understanding and debate and differentiates them according to the complexity of their communication, distinguishing a complex, an intermediary and an elementary level: At the complex level media and the traditional economic and political elites exert a tremendous influence on public communication and decision making processes, at the intermediary level social movements and special interest groups can initiate anti-hegemonic discourses and changes, while at the elementary level members of social sub-groups – families, neighbours, colleagues – are involved in more spontaneous debates on social and political issues. The Gezi Park Protests in Istanbul provide one of many examples that social movements serve as intermediaries for effectively voicing the discontent of people at the elementary level of the public sphere and focusing their diverse interests by providing spaces (both in respect to geographical location as well as spaces of identity) for voicing protest and enhancing the visibility of dissenting opinions (David and Toktamis 2015). The example likewise shows how the Internet and other means of digital communication can serve to mobilize protesters and stimulating creative and new forms of protest, such as subverting the meaning of concepts (appropriating the word "capulcu" as an example, Walton 2015) or using graffiti and other culture jamming activities in order to demask, often in a humorous way, antidemocratic and neoliberal developments (Ynik 2015). At the same time, however, the Gezi Park Protests and their democratic impulses seem to have been largely crashed by an authoritarian form of government at the complex level of the public sphere that successfully addressed people at the elementary level of the public sphere. The paper traces the digital footprints of the electoral successes for Erdogan, since Internet forums of different individuals and groups supporting neoliberal policies and a move towards more traditional religious values proved important for the mobilization of Erdogan voters.

PP 630

## Tracing Local Networked Publics in the Dutch Twittersphere

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How does local engagement of audiences in specific geographical regions manifest itself in the social media ecosystem of Twitter? Little is known about dynamics, network characteristics and practices of local Twitterspheres. In 2009 the service introduced its locational functionalities, rendering the geo-tagging of content possible, which offered users and researchers opportunities to approach Twitter as “locative platform” (Wilken, 2014). To investigate local characteristics of the Dutch Twittersphere, we collected almost 5,4 million tweets that were distributed within one week in November 2015 by nearly 600,000 unique accounts. The data extraction was based on language detection using a predefined list of distinctive Dutch words. Our research strives toward the development of systematic ways of tracing local dynamics in the Twitter ecosystem. The gathered data set also contained metadata such as date and time when content was distributed, and when obtainable also the tweets’ geolocation. The latter metadata indicated that only a small number of accounts added geocoded information to their tweets, around 0,5 percent. Professional media and political actors are engaging with local audiences on the platform. For instance, municipalities like Utrecht, use the service to interact with their citizens. Moreover, we identified journalistic actors, operating and spreading information on different levels ranging from national to local and even hyperlocal media topics. Other identifiable audiences are (local) politicians, business communities – in particular marketers – artistic and cultural initiatives, and sports clubs. These forms of “citizen microbroadcasting” (Erickson, 2010) provide the exceptional opportunity to revisit Habermas’ (1989) ideal of the “public sphere” and its “transformation” in local terms, in the context and through the rise of social media. The public sphere signifies a space in which information exchange on and deliberative communication about soci(ie)t al questions help establish democratic organization. The potentiality of social media sites to facilitate such a space was contested by, amongst others, Habermas (2006) himself due to their techno-economical fragmentation. What is the appeal of monitoring local networked publics, identifying the kinds of involved actors, their content distribution and practices? On a local level, the direct implications of social and political communication, discourse formation, and decision-making become tangible in citizen’s daily lives, within the municipalities to which they are related, be it in the shape of their permanent residences or places of employment. We mapped the local public sphere in two local communities – one a new urban municipality with 200.000 inhabitants and the other a small city with a long historical past. Size does seem to matter; smaller communities might not be able to develop a ‘critical mass’ needed to base a discussion that would qualify as a true manifestation of the public sphere. In the larger community we indeed found that a specific ‘layer’ of professionals from politics, business, culture, media, sports and government constitutes something resembling a public sphere. It seems, however, that on Twitter there is not one but several sub-spheres, that do not communicate too much with each other. Additionally, we found that ‘sending’ is often more important than discussion.

PP 631

## "Panelaço" Protest: The Analysis of the Coverage of the "Panelaço" by Main Brazilian News Twitter Accounts

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In march 15<sup>th</sup> of 2015 there was a protest organized by the population through social media called "panelaço" which happened at the same time all over Brazil’s capitals and main cities. Its main issues were corruption on Brazilian congress and the Brazilian president Dilma Rousseff. On this day there was an intense coverage by the main news sites, by the point that raised some question about their objectivity and neutrality on the matter. Based on the Framing theory we collected and analyzed tweets from the main Brazilian news accounts on Twitter, namely @G1, @VEJA and @R7 during the "panelaço" coverage. By analyzing their tweets we were able to identify from the three account the @R7 account biased pro-government, the @VEJA account against the government and the @G1 less than @VEJA but also biased against the government. In this sense, the results provides evidence of framed messages on the main Brazilian Twitter news accounts.

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The proposed panel session aims at shedding light on the extent to which political, economic and technological developments in Central and South Eastern European countries (CEE and SEE countries) compromise the prospect of their Public Service Media (PSM) as democratic institutions. The institutionalization of independent, impartial and accountable public service broadcasters (PSB) has been a fundamental landmark of the (Western) European model of media policy. Recent scholarly debates have also pointed to the need for nowadays' PSM to promote interactivity and personalized services addressed to increasingly fragmented audiences as ways to further democratize its scope and reception in the digital age (Lowe and Bardoel, 2007). These aspirations are shared by scholars interested in PSM across Western and Eastern Europe. Nevertheless, most of CEE and SEE post-communist countries are still dealing with "disabling environments" inherited from their authoritarian past that hinder the speed and scope of political and media reforms (Mungiu-Pippidi, 2008). The engagement of media owners in political clientelistic networks (Örnebring, 2012), weak legal-rational authorities (Hallin & Mancini, 2004), volatile governments and hardly mobilized political constituencies (Tworzecki and Semetko, 2012) are among them. In post-conflict settings with strong ethnic divides like the Western Balkans, governmental censorship against sensitive political issues (Freyburg and Richter, 2010), inoperative minimalist states and a lacking complicity of elites with the European project (Bieber, 2011) play also their part. The development of PSM in CEE/SEE in general and in the Western Balkans in particular is facing additional technological and economic difficulties. In addition to current concerns regarding digital transition and media convergence, PSM will have to be rethought in future years in a context of funding constraints (e.g. small audiences, low advertising revenues, and opaque and scarce public funding), infrastructure needs to distribute digitalized content, and EU pre-accession and post-accession processes (and their subsequent high compliance demands). In this framework, there is an urgent need to revisit the role of PSM under the very specific circumstances brought about by historical backgrounds and current economic and technological developments. Bringing together scholars from Western and Eastern Europe, the panel consists of five presentations. The first presentation provides a conceptual basis and empirical evidence of the actual development of PSM in seven Western Balkans' countries in the face of EU conditionality. The second and third presentations then focus on the influence of highly politicized media landscapes. Whereas the former shows how political control over current PSB is exerted, its reasons and its ability to influence public opinion in Hungary, the latter proposes a participatory model as a means to overcome the obstacles to the construction of PSB set by political interference in the post-conflict societies of the Western Balkans. The fourth presentation compares EU media and communication policy adaptations in Western and Eastern Europe in a context of media digitization. Finally, the fifth presentation discusses Western European scholarly debates on PSM mission and value, and whether and if they should be applied to CEE and SEE countries.

## The Prospect and Development of Public Service Media: A Comparative Study of PSB Development in the Western Balkans in Light of EU Integration

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As part of the democratization process, post-Communist societies, including the countries of the Western Balkans, were expected to transform their state-controlled media into public service broadcasters. It was expected that once transplanted from Western countries into a new context, with necessary formal and legal arrangements in place, these institutions would flourish, imitating their Western models (Jakubowicz and Sükösd, 2008). Existing research points to the pitfalls of this approach (e.g., Splichal, 2001; Price and Raboy, 2001; Jakubowicz, 2004, 2006, 2007, 2008; Moe, 2006, 2008; Peacock, 2004; Bardoel and Lowe, 2004, 2008; Barwise and Picard, 2012). Created to formally satisfy the requirements of the EU, these broadcasters are largely unable to fulfill their mission. Due to the lack of independence and financial stability, their expected role is reduced and their existence has been continuously questioned. Pressures caused by technological development and digitalization, which require changes in the organization and operation of PSB, and associated regulatory reforms make their development in the region of Western Balkans very uncertain. Previous research about PSB in the Western Balkans has mostly focused on processes of transformation in specific countries. These studies include Veljanovski (2005), Jusić, Bašić Hrvatinić and Thompson (2008), Media plan institute (2007), Trpevska and Micevski (2014), Valić Nedeljković and Matić (2014), Car (2005, 2012) as well as Peruško (2012). However, as valuable as these contributions are for understanding individual media systems, a regional perspective and comparative studies are generally missing. This study thus compares Albania, Montenegro, Macedonia, Serbia, Bosnia and Herzegovina, Kosovo as well as Croatia in order to analyze similarities and differences with respect to challenges for and the performance of PSB. Based on interviews with stakeholders and on a qualitative analysis of documents, the study considers the influence of Europeanization, the technological development, commercialization and the growing role of the market in shaping the 'media ecology'. Preliminary results of the study indicate first that PSBs in these countries are under strong political influence, reflecting trends of political parallelism. Second, PSBs are generally not financially sustainable which leads to their dependence on state aid and market revenues. Third, permanent changes in regulation result in their vulnerability. Fourth, the implications of digital technology are still uncertain. There is a lack of discussion about the social role of PSB in a changing media environment and the deadline for digital switchover was missed in several countries. Finally, PSBs are not offering a plural and diverse program and thus do not cater for the demands of all social groups without discrimination. Neglecting the audience is an active part of PSB mission and operation. These results emphasize the huge gap between European and local discussions on the future and redefinition of PSB. Being on the edge of survival, PSBs in the countries of the Western Balkans still lack a clear strategic vision. The present study may contribute to developing recommendations for decision-makers and to make progress achievable.

## PN 329 Political Interference with Public Service Media – But What for?

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The Television Across Europe studies and other expert analyses show that the adoption of the BBC model of public service broadcasting in the former communist countries in Central and Eastern Europe after the political transformations in 1989–91 was largely a failure to the extent that many of the governments of the day took control of and politically instrumentalized public service television, which, as a result, could not become independent agents of news production and dissemination. At the time of the broadcasting monopoly of the state throughout most of the 1990s, analysts mainly attributed political interference to efforts at influencing public opinion and hence voting behavior in favor of the incumbent governments. Yet the rise of satellite, cable and digital terrestrial commercial television channels and the resulting fragmentation of the audiences in the post-transformation period have largely undermined public service broadcasters' potential impact on the public. Even so, recent developments in Hungary and in Poland under the second and third Orbán Governments and the second Kaczynsky Government suggest that neo-authoritarian political elites continue to show a marked interest in controlling public service television. This paper asks the question of what benefits political control over public service broadcasting may bring under such conditions, and suggests that government control over PSB may serve the multiple purposes of 1) elite-to-mass communication, including electoral mobilization via downright propaganda, 2) the curtailing of government transparency via censorship, 3) the limitation of the visibility of political rivals, 4) elite-to-elite communication, including advertorials and kompromat, 5) party patronage, including clientelism and the extraction of financial resources for party benefits, and 6) the influencing of policy and economic decisions. Drawing on research by Rupnik and Zielonka, Örnebring, Stetka, and others, it argues that the 'colonization' of public service media and the resulting distortion of its normative function is rooted in the specificities of the political cultures and party systems of the former communist countries. In an attempt to demonstrate the points above, this paper will rely on a case study of Hungary, including a recent content analysis of public service broadcasters' news programs.

## PN 330 PSBs Taking the Power Back: How to Construct a 'Public Service Broadcaster Participatory Model' to Defend the Public Interest in the Western Balkans PSBs?

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In this paper we affirm the idea that one of the main reasons for the unsuccessful transformation of the Public Service Broadcasters in the Western Balkan countries should be sought in the difficulties embedded in the political and media systems. 'Political parallelism' is one of the strongest features of the media systems in this region. Political pressure over the media has turned from concealed to direct and unidirectional. In such a setting the PSB inevitably becomes a contested institution and any democratic arrangement of the PSB appears unrealistic. The question we put forward here is whether PSBs in the Western Balkan countries have any prospect of overcoming the obstacles so they can regain the core values in the process of transformation: citizenship, universality, quality and trust. Here we claim that one promising path to follow is towards strengthening a solid, stable and most importantly, direct connection between the PSB and the Public. Our proposition to move towards a 'Public Service Broadcaster Participatory Model' opens possibilities that could reestablish the idea of the Public Interest in the Western Balkan PSBs – an idea that has been lost in the process of their transformation. 'Participation' as a concept has strong basis in political and communication theory. However that idea needs to be further operationalized in the Western Balkan context. We have started our analysis with the conceptual framework developed within the comparative media systems, while in the attempt to detect the future ways of transformation of PSB from the Western Balkans we relied on the arguments of media policy scholars who claimed that PSB could persist with the same mission, adapted to the new technological environment (adding to broadcasting). Of the three media policy models in the post-communist democracies, it seems that the Balkan countries have followed the 'atavistic' one. However, we claim here for revisiting the 'idealistic' model and for discussing the conditions under which some of the early ideas about a direct communicative democracy or socially controlled broadcasting might be feasible in the Western Balkan societies.

## PN 331 Technology, Digitization and New Media

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The process of digitization represents one aspect of a cross cutting set of dynamics rapidly altering media systems and the contexts for public service media. Along with globalization of media and the contextual shift to informational economies, digitization represents a set of challenges for public service media (PSM) that are not only technological and strategic but also existential. Digitization and the transition to the digital media environment have presented four related challenges for the institutions of PSM: 1. Transferring the medium of broadcasting into a digitized universe i.e. the digital transition, 2. Negotiating the convergence of broadcasting with the networked digital media environment of the Internet, 3. Developing appropriate content and services against a backdrop of scant resources, increased competition and media proliferation, and, 4. Negotiating relationships with new digital intermediaries and gateways that are now significant gatekeepers for access to content. The current paper will address some of these issues within a critical policy analysis and social shaping of technology framework. It will evaluate the interplay of technological development and public policy at the level of the European Union. Whereas PSM has garnered some degree of political support as a vehicle for myriad policy goals, the re-positioning of broadcasting as an institution and medium within an expanded digital universe raises significant challenges to how PSM can continue to meet those goals. The digital agenda, the focus on



broadband diffusion, user activities and the economic models of new media services all contextualize the wider ecological challenges mentioned above, as public service providers must now negotiate their future across numerous platforms. What role does policy play in the repositioning and maintaining center-to-many mass communication with simultaneity of transmission and reception (broadcasting) across multiple distribution technologies? How will public service goals be achieved across a media ecology characterized by a proliferation of gateways and intermediaries? The current paper will evaluate the interplay of the European Union's media and communications policy with these broad challenges for broadcast dynamics and public service media goals and relate them to the local adaptation of those policy norms in both Western and Eastern European contexts.

## PN 332 PSM in the CEE/SEE Region: Mission, Values and Characteristic Challenges

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Value is an extremely important concept for public service media organizations. It is also a complicated and complex notion because there are many types of value and three are important with regard to public service media: intrinsic, exchange and use. Something with intrinsic value is good in and of itself; its value does not depend on external relationships. For PSB historically, key intrinsic values include universalism and enlightenment. Exchange value is about the result of an economic transaction – what a consumer gets in exchange for what she spends. The issue of value for money matters today, especially under conditions of austerity because paying for PSM is a required fee or a compulsory tax – it is not optional. Use value is about the practical benefit an individual gets from using what she has acquired. Here, as well, PSM is greatly challenged because there are people who use little or none of the services and contents, or access what they use via the internet for which they pay a monthly price. If a person doesn't find PSM useful, why should they pay for it? A lot of what PSM executives say about the value of the enterprise is primarily about intrinsic value. Terms and phrases are used to defend the organization against attacks, largely political, without sufficient clarity about the practical meanings, intentions and implications. Intrinsic value cannot be absolutely proven, however, and thus remains arguable. Although an effective rhetorical defense remains important, it is not enough today because there are multiple stakeholders and the environment is characterized by increasing complexity. The presentation draws on work about types of value and their importance for PSM in the 21<sup>st</sup> century that are contributing to a project organized by the European Broadcasting Union to develop social impact indicators for PSM. In this paper, we focus more precisely on relevant challenges in the central European region. The general concerns for PSM development in the context of networked communications are largely the same everywhere, and will be discussed, but this region has specific challenges related to 1) the heritage of state broadcasting, 2) the continuing propensity for political interference, 3) less economic resources than is commonly the case in Western Europe, and 4) the preference for commercial media as a presumed best approach to ensure independence from the state. In recent years, PSM has been under significant pressure from governments in Hungary and Poland, for example – countries earlier considered to be doing rather well in PSM development. Thus, this contribution to the panel will extend an already percolating discussion by focusing specifically on the mission, values and value of PSM in the CEE/SEE region.

## PS 018 People-Oriented News versus Elite/Leader-Oriented News: Peace Journalism Approach to the Gezi Park Protests

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At the end of May 2013, Gezi Park Protests began as an environment movement against the urban development plan of Gezi Park in Istanbul. A few days after, with the effects of social media millions of people who have concerns about their future, their freedom and the democracy; participated in the protests. Finally, thousands occupied Gezi Park, demonstrations spread across Turkey and as a new social movement Gezi Park, took an important place in the social and political history of Turkey. During the protests, Turkish media failed to report what was going on at Gezi Park. At the first days of the protests, the popular television news channels CNN Turk and NTV broadcasted documentaries (on penguins and on Hitler) instead of showing live coverage of the protests and Turkish national newspapers mostly didn't publish proper news about Gezi and they violated the public's right to know. Especially, the newspapers close to the government hesitated to cover Gezi and after a while they started to publish news about the discourses of political leaders. On June 7, 2013, seven newspapers (Sabah, Yeni Safak, Star, Turkiye, Bugun, Zaman, Haberturk) utilized same headline about Prime Minister's speech at the Atatürk Airport. This situation directed us to think about the relation between media and democracy. Gezi Park protesters were composed of both right and left wing people, anarchists, nationalists, anti-capitalist Muslims, Kurds and other ethnicities in Turkey, LGBTI activists, the soccer hooligans, feminists, students and many other people of all ages all around Turkey. For this reason, it can be said that Gezi was a people-oriented democratic movement that throws together all fractions of society. Therefore, the news about Gezi should be written not only about political leaders' discourses but also about the democratic demands of protesters. In other words, media should give the voice to voiceless as Peace Journalism Theory proposed. At this study, we will utilize our analysis on first pages of 15 Turkish newspapers between the dates from 29 May-24 June 2013 and semi-structured interviews realized with 30 Turkish journalists (broadcast and newspaper journalists from newspapers and news channels, including journalists from Islamist conservative newspaper Yeni Akit to left-wing newspaper BirGün). Considering our analysis on people oriented news and leader-oriented news, we aim to find out how newspapers should give the news about conflicts between the power and the protesters for constructing peace and democracy in society. Keywords: Gezi Park Protests, Peace Journalism, People Oriented News, Leader/Elite Oriented News

## PS 019 Alone and Enraged: Comparing Political and 'General' Discussion in Online Newspaper Comment Sections

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User comments are present in almost all newspaper websites, despite trends that show that some major publications are limiting the opportunities for reader participation through this channel. The potential impact that these spaces offer for political participation and the insights they can offer on public opinion have captured the attention of many academics, who analyse factors like the deliberative potential, civility and interactivity in user comments. However, while work on the influence of news topic on comments exists, we found little research specifically focused on what distinguishes political user comments from user inputs on other news subjects. User comments centred on politics are particularly important for legitimating democracy and exercise the public's vigilance on its representatives. We assume that political interaction has several features that differentiate it from broader social debate. Although politics can touch upon all areas of society, we consider that the particular focus on political actors, parties and policies leads to higher levels of antagonism and commitment from users, mostly due to its partisan nature. Based on previous research we expect to find a scenario more in line with Mouffe's concept agonistic democracy than with Habermas's deliberative tradition. In order to isolate these features, we used quantitative content analysis to compare user comments (N=25669) from the Politics and Society (general news) sections from the websites of two general information daily Portuguese newspapers. In line with previous research, we hypothesised that politics would be more prone to aggressive comments. Additionally, we considered that political discussion would present higher levels of interaction between users and higher investment in comments (word count). Since both websites allow users to identify themselves or remain anonymous, we also speculated that we would observe higher levels of user identification in politics in an attempt to establish recognisable aliases and further influence public opinion. The sampling of two newspapers that employ different moderation systems and target different segments was chosen in order to control for the impact of other variables that cannot be accounted for with one or similar publications. Results confirm our predictions concerning aggression, but do not support our remaining hypothesis. Interaction between users was actually significantly lower on the politics section and word count followed reverse significant trends depending on the newspaper. Regarding user identification, only a small significant variation that coincides with our hypotheses was observed on the newspaper with a post-moderation and user hierarchy system. Further examination of the large volume of data, particularly of the unexpected results, uncovers interesting details that suggest paths for a more topic sensitive/intensive future research.

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The engagement of an idea of microcredit into the controversial communicational journey of being regarded as a universal (unanimous and across countries) cause bears testament to how economic actors build a voice in the public sphere to advocate for poverty eradication and the poor's empowerment. How do an argumentation and an overarching narrative advocating for the development of an "economic democracy" emerge in the process of building microcredit as an international cause? A cause, following Voirol (2003) is not such by inherent nature. It is a discursive process expanding itself through four stages. Three of them are internal to the group bearing the cause—negation, identification, interpretation—and the fourth—claim—is external. Indeed, cause bearers, to become such as a collective entity, have to be able to reject a problematical situation, to transform emotion into an audible, shareable statement and to elaborate a narrative that links together the context, the players, the desired goal and point out its opponents. Once released in the mediated public sphere, the narrative can achieve visibility, be acknowledged, discussed and/or criticized. The heterogeneous international network of microfinance actors, the "microcredit summit campaign" (the Campaign), was endeavored to promote microcredit as a way forward to eradicate poverty. We qualitatively analyzed two categories of its internal media: annual reports released since its inception in 1997 and proceedings from global summits. We questioned the thematic content, the discursive enunciation processes, the argumentation and semiotic dimensions of the narrative and visual portraits consistently used in the documents. Fundamentally varied, the Campaign has to be visible and legible in a mediated public sphere. First, building microcredit as a cause involves various issues: the legitimacy of its bearers to voice the claim, the demonstration of a governance model adequate with its stakes, the representation of vulnerability and the "unbearable lightness" of money that displays an energy per se (Simmel). Secondly, formulating a relation between the act of including in the web of formal financial links people excluded from it and the opportunity to voice out in a direct and/or mediated way their "struggle for recognition" (Honneth, 2000), the Campaign had to adapt its discourse over the years to maintain the coherence of its claim. Furthermore, the analysis underlines the various regimes of discourse used over the years to adapt to the context, to foster the development of the industry, to organize the polyphony of the actors and to handle internal and external debate epitomizing the tensions between grassroots advocacy, non-profit lobbying and business interests. Moreover, credit means both loans and the trust and good reputation that is granted to and/or achieved by someone. The construction of the micro-entrepreneur, an ideal and universal borrower, becomes, thus, symbolically essential. At last, money is both euphemized and underscored in the Campaign's discourse. It features the ambivalence of money, which can positively impact a vulnerable person's situation and damage it. It can generate responsible investments and profit-oriented ones. In the discourse, the macro-entrepreneur, another built role model, controls this "lightness".

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This paper has two aims: firstly, to discuss the possibility of writing a history of communication; and secondly to argue that, given the obvious reservations arising from the problematic of engaging with 'communication history', the most insightful approach is to locate the historical subject as an event within an organizational framework. The paper will be illustrated throughout by examples drawn from the author's research into the intellectual development of British communication studies from 1959 to today. The initial premise is that what we recognize at this stage as constituting 'communication history' is a essentially a set of factors (message, audience, transmission, cultural and social influences) which are typified only by a common transitariness, expressed in the Conference Call as an unstoppable flow of permanent changes. The terms which are used to record forms of 'communication history' (mass media, public relations, advertising) are themselves subject to constant change and disruption (social media, network theories). Consequently, a normative agenda that would provide a reliable relativistic basis for the history of communication events, and the terms in which they are described, is limited by the nature of those terms and the historiography they allow. The second premise of the argument, therefore, is that to overcome this paradox 'communication history' as a concept, and writing about that concept, need to be located within an ontological framework which has the power of a legitimating apparatus (Berger & Luckmann 1991, p.158). Traditionally, the Habermassian 'public sphere' has been substituted for such an apparatus without acknowledging that communication per se is necessarily, in the broadest terms, a conflation of public (production) and private (consumption) spheres. Nor does the concept of the public sphere allow for the construction of a model of causal relationships which, as Whyte following Kosselleck, argues is the only way in which "to distinguish between a properly historical account of reality and a nonhistorical, or ahistorical or antihistorical account thereof" (Kosselleck 2002, pxii). The paper argues that much that is presently accepted as communication history is actually not "properly historical" but falls into one of Kosselleck's other categories. As an alternative to this situation, a properly historical ontology, it is suggested, could be constructed by locating communication history within an organizational framework derived from the work of the Montreal School. All 'communication' (and within the organizational context the term itself becomes widely negotiable) is produced within frameworks and constraints best described as organizational. An organization, in these terms, is "a structuring of the social and cultural world to produce an environment whose forms both express social life and create the context for it to thrive" (Taylor & Every 2000, p.324). Located between the fixity of the text and the fluidity of conversation, the organization is structured around the principle of communication. This, it is argued, for the first time allows the development of an ontology of communication history based in an accessible concept of communication, and provides a much-needed form of mediation between communication history and nonhistorical productions.

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In this contribution we combine sociology-of-knowledge-factors and memory studies arguments to evaluate existing approaches to the history of the field. We argue that in order to understand the history of communication studies we cannot focus solely on how the discipline is actively remembered but also have to acknowledge the discontinuities of memory and focus on what is purposely forgotten, side-lined or silenced. We follow Ludwik Fleck's idea of scientific disciplines as "thought collectives" (1981). In this sense they are also memory collectives: they have common foundations and a shared reservoir of memories that helps to develop consolidated criteria of relevance, understandings of problems and ideas of how to resolve them. The field's memory of itself is highly functional to provide a shared identity for the highly fragmented and balkanized" (Pooley & Park, 2013) field of communication studies. Recounting the history of the field always builds on previous versions, thus the narration becomes collective memory and part of education and hence socialisation and enculturation of new academics into the thought collective. Histories of scientific disciplines however bear tendencies of simplification and mystification (Brosius & Esser 1998) and they also transform nonlinear developments into a coherent and continuous narrative order. In recent years the history of the field found brought academic attention. In this expanding body of research we identify three main strands of engagement: First, research into the intellectual heritage and formative traditions of thought and how a variety of different perspectives merged into the would-be discipline of communication. A second way of approaching the past relies on biographical research and narrating history according to key players, boosters and founding figures – fathers (Schramm 1963), mothers (Simonsen 2014)– and how their efforts influenced the discipline in its making. A third line of research deals with the roles of national and international associations, organizations and institutions in terms of shaping and institutionalizing the field's identity (Meyen & Wiedemann 2016) What these strands have in common is their focus on "positive history". Positive here emphasizes that it is typical to narrate the history of victors, successful schools of thought and prosperous methodologies, not so much "negative" histories of failures, dead end initiatives, marginalized questions and minority positions within the field. Future research also has to account for what was forgotten in the field: In memory studies the role of forgetting has been highlighted in recent years (Esposito 2012, Rüsen 2005). Forgetting is then seen as a deliberate process and hence forgotten is not the same as simply unrecalled. In this perspective it becomes important to deconstruct logics according to which certain mythologies and linear narrations of history are established and to concurrently reconstruct the uses cultivating certain myths and memoirs while expelling others provide for the field's self-awareness. In the presentation we outline how to integrate discontinuities of memory to complement what is remembered and we demonstrate potential sources and methodological approaches to forgetting in writing the history of communication as an academic endeavour.



PP 027

## There Are No Old Media

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Throughout the last two decades, one of the most widely debated notion for the field of media studies has been “new media.” Scholars have interrogated its meanings from a historical, sociological, anthropological, and ontological perspective, exploring the problematic implications of novelty in relationship to media change. Much less attention, however, has been given to the related notion of “old media.” Although this concept is now ubiquitous in both scholarly and popular publications, the question of what it means to talk about “old media,” and to what extent such a notion is acceptable, has been until now largely disregarded. The goal of this paper is to start filling this gap by reviewing the existing literature of the topic and by measuring the notion of old media against theoretical debates in communication studies and related fields. As I will show, such an endeavour leads to the conclusion that there is not, after all, such a thing as “old media.” The attempt to define them is jeopardized by the extent to which media constantly change throughout time, resisting clear-cut definitions related to age. Yet, somehow paradoxically, recognizing that there are no “old media” opens up the opportunity to understand why this term has been so widely employed to characterize certain phenomena, institutions, technologies, and objects. I propose, in this regard, that the notion of old media should be considered not as an ontological, but rather as a relational term, which relates to the way we perceive, experience, and integrate media in our everyday life. Ultimately, the notion of old media may tell us more about our relationship with media, than about the media themselves. The paper will be organized in three parts. In the first section, I interrogate to what extent it is possible and useful to talk about “old media” in terms of artefacts, social uses, and technology. I show that approaching this question from these three different perspective does not help to define the term, but instead renders the arbitrary and problematic nature of such distinctions more and more evident. In the second section, I sketch a brief history of how the notion entered into the scholarly and the everyday vocabulary, identifying a key moment of rhetorical invention in the publication of Carolyn Marvin’s *When Old Technologies Were New* (1988). I point to the fact that Marvin’s original emphasis on the level of discourse was subsequently superseded by “hard” definitions of old media as technologies and artefacts. Finally, in the third and last section, I propose to return to Marvin’s original spirit, examining the possibility that the oldness of media might be searched not in the media themselves, but rather in our perception and imagination of technological change. I therefore point to rhetoric, everyday experience, and emotions as key contexts where we can find new ground to comprehend, discuss, and redefine the concept of old media.

PP 028

## Beginnings of Czech Reflections on the Media: Between-War Period and Oskar Butter

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Inspired by German experience of “publizistikwissenschaft” and French political and philosophical approach to media studies, the systematic reflections on media and its role in society can be traced down in the Czechoslovakia of 1920s and 1930s. The text will be focused on the personality of Oskar Butter, one of the main founders of Czech tradition of studying media. Being a co-publisher of a *Duch novin* (The Spirit of Newspapers) journal, Butter shaped the framework of Czech media studies. The text is based on recently found materials from Butter’s personal archive, incl. letters, photos, etc. It introduces Butter as an active political figure (on an international level) with very practical but highly ethical approach to media (especially journalism) and its role in society and its political life. The attention will be paid to the (mainly French and German) inspirations Butter and his colleagues used in their struggle for establishing media studies as a legitimate part of sociology, as well as to his interest on searching Czech tradition of reflections on the media (incl. J. A. Comenius). Oskar Butter who died in the Nazi concentration camp during the World War II belongs among “forgotten heroes” of the history of media studies but his contribution to this academic field in both national and international and is based on deep knowledge of the international context.

PP 029

## From “Marvels of the World” to “Hell on Earth”: An Introduction to a History of Postcards as an Informative Medium

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From 1900 until 1930 –the so-called “Golden Age”– photopostcards were an alternative to the Press due to their speed at covering and marketing all kind of events, whereas newspapers depended on regular dates and a limited number of pages. Through serialization, established to attract collectors and facilitating the understanding of the sequence of facts, and through succinct captions, postcards are the precedent of the photo-reportage. Due to their popularity and the reliability of postal services—even poor countries delivered post four-six times a day— postcards were extraordinarily effective in conveying political and social messages and, in doing so, were the cheapest propaganda weapon in wartime. The first aim of this study is to demonstrate how photopostcards were the first “window to the world” for common people. Their success portrays the rising of a mass society in the context of revolutionary change due to the demands of industrialization. Postcards promoted new and wider uses of photographic technique and language with a fast and continuous feedback between producers and buyers, contributing to making the postcards the dominant form of personal communication. The second aim is to demonstrate that postcards were the most popular mean of visual information of this time. This study presents social uses of postcards by examining examples of themes that may be identified as “photonews”, analyses their visual treatment and follows the development of three historical events—The Dreyfuss Affair, Barcelona’s Tragic Week (1909) and the Floods of Paris (1910)— in order to trace the evolution of photo-postcards as an informative medium. When possible, newspapers or magazine presentation of those events are compared to postcards, in order to demonstrate the superior scope and depth of postcards. Next, the study examines the use of postcards in wartime –a use promoted by the State among both soldiers and civilians– analyzing contents and typologies to outline how simple snapshots could be interpreted as propaganda. The theoretical frame is the focus put by the History of Mentalities on intellectual history and “the attitudes of ordinary people towards daily life” (Button, 1981) which allows for the insertion of such a modest and undervalued medium as postcards at the level of other information media. Even if postcards have gained acceptance as historical documents, most of the scholarship

focuses on their sociological impact or on establishing equivalences with new technologies, making this study the first to focus on their use as an informative medium. The *Storia sociale della fotografia* (Ando Gilardi, 1976) has been the reference for the methods of analysis based on the study of social uses of images instead of their artistic value. Findings indicate that photopostcards were an informative medium, surpassing periodical media in quality and spread, till the evolution of photographic reproduction techniques allowed the Press to offer a better printing, whereas photo-reporters consolidated as professionals independent from studio photographers. From a sociological perspective, through the introduction of postcards in the private sphere, modern societies took a first step toward “Virtual reality”, a new way to experience and interact with the world.

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The field of memory studies is changing. In a world increasingly characterised by global connectivity (Van Dijk 2013) - whether in terms of cultures, human relationships, technologies or socioeconomic infrastructures - theories of circulation, remediation and multidirectionality are all becoming more important for scholars interested in the contemporary production and consumption of cultural memories (Garde-Hansen et al 2009; Erll & Rigney 2012; Rothberg 2009). These theories have helped lay the groundwork for the emergence of a third-wave of memory scholars. Unencumbered by either disciplinary or contextual borders and interested in traversing traditional analytical boundaries, these researchers have complemented the perspectives of their first- and second-wave predecessors that stressed more monolithic frames for collective remembrance including that of the nation state. As such these scholars have often relied on the 'trans' prefix in order to emphasise the mnemonic processes that unfold across and between various conceptual and spatial fields, whether cultural, national or local (Erll 2011; De Cesari et al 2014). And yet there is still a tendency to discuss these processes in a paradoxically static manner. In other words the focus often still remains on the product rather than its production. Thus the boundary crossing movement of memories is often only retrospectively traced and regarded as evidence for the existence of transnational (or transcultural or translocal for that matter) forms of remembrance rather than being observed in action and problematized as an ongoing process. The desire to tackle this transnationalizing memory work more directly lies at the heart of this panel. In turn the panel calls for the greater interrogation of the mechanics behind the actual movement, flow and transfer of memories and the memory work that occurs between cultures, nations and locales. To address this provocation across a range of case studies and with respect to different theoretical and methodological perspectives this panel will bring together leading scholars who are working on role of media and communication technologies in respect to three different vectors of transnational memory: diaspora communities; social movements; and heritage tourism. Collectively, their papers will stress a variety of multi-scalar and cross-contextual mnemonic transfers, transitions and transmissions. Given the new centrality of media and communication studies within the academic endeavour that has reached across the social sciences and humanities since the onset of the so-called 'memory boom' in the 1980s, the theme of this panel could not be more pertinent. Such a claim is further supported by the overlapping themes of both the IAMCR and ECREA annual conferences, which both speak directly to questions of memory. In this respect care has been taken to ensure a continuity of discussion and debate across these and other forums both in terms of the subjects to be considered and the personnel involved.

PN 059

## Mediated Memory Work in Transnational Mediascapes: Conceptualizing Media-Related Remembering Practices

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The mediated environments we live by are both, oblivious and observant. On the one hand, too many messages, images, tweets and comments compete for attention and nothing attracts concentration for long. On the other hand, all activities done in, with, and through digitally networked media are recorded, archived, and retrievable and in that sense cannot be forgotten. Under these circumstances, how can we possibly think about remembrance and memory in current transnational mediascapes? In other words, how can we understand the ways, personal and public memories are enacted in environments that have become increasingly digitally networked? Following this fundamental question, we first develop a concept of mediated memory work. Building on theories of social practices, accomplishing remembrance and commemoration is thus understood as happening in sets of sequenced activities done in relation to media and geared into personal as well as collective memories. With the concept of the global memory field, Anna Reading draws attention to the fact that mediated memories are not bound to a certain locale. While they are initiated in a certain place and at a certain time, many mediated forms of memories later on form part of transnational mediascapes which are influenced and shaped by their own rules and governing principles. When we think of Hollywood movies of the Nazi era, for example, - such as *Inglorious Basterds* or *Schindler's List*, their likelihood of entering into a transnational sphere is guaranteed through successful box office sales in the United States. Similarly, mediated memories uploaded on YouTube, Instagram and other social networking sites, are governed by algorithms. Thus, transnational memory work takes place between sets of sequenced activities that are characterized by individual and shared practices on the one hand and are on the other hand are shaped substantially by governing economic decisions and algorithms. With this paper we aim to disentangle the dynamics of transcultural memory work and provide a conceptual grounding for (future) empirical research.

PN 060

## In Media(s) Res: Digital Methods and Mnemonic Images in Action

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How can we, as memory researchers, methodologically grasp an object of study that is constantly shifting in its spatiality, temporality and materiality? This question guides our exploration of the role digital methods can play within the study of transnationalizing memory. This paper will address three methodological shortcomings of digital memory studies more broadly. Firstly, the tendency to shun more innovative digital methods and approach digital technologies and media only as an extension of the archive. Secondly, the propensity of digital methods to emphasize the collection and analysis of written texts rather than images. And thirdly, the inclination to conceive the journeys of transnational memories mostly in terms of their points of departure and transmission or arrival and reception, rather than highlight those places, times and things in-between. A by-product of these shortcomings has been to overlook more novel possibilities for studying the contemporary dynamics of memory. Thus, we argue, memory research might benefit from a shift in methodological focus to the construction of memories in media(s) res, as they are being produced in the midst of things, places and times, across and between media. In other words, we must develop new methods suited to the unpredictability and messiness of memory's new digital trajectories. To demonstrate

this assertion we discuss our experiences of researching the mnemonic use of digital images in action – with ‘in action’ having a twofold meaning related to the processual nature of our investigations and the empirical context of our cases, that of social movements and activism. The first case study concerns a photograph taken during a political rally in 1985 in the Swedish city of Växjö, which shows a woman striking a neo-Nazi with her handbag. Circulating originally through the international press the image more recently went ‘viral’ online with the approach of its 30<sup>th</sup> anniversary, a growth in its contemporary relevance and local calls to have its medial moment concretized as a memorial. Adopted as a symbolic rallying point by transnationally connected European far-left grassroots groups, the photograph’s spread looks set to continue. Overall a discussion of this case will serve to demonstrate how hybridised digital and digitized methods can help highlight the multidirectional digital afterlives of historical photographs and their changing prevalence online. The second case study is on the Facebook “cause” page Justice for Mike Brown, set up a day after the shooting of African-American teenager Michael Brown. It introduces platform analysis as a method to analyse memory work. Platform analysis is an emerging field of critical inquiry that scrutinizes the political economy, design, practices and technology of social media platforms. Discourse in formalized spaces such as Justice for Mike Brown is produced, interpreted and practiced in interaction with the coded interface of Facebook. Which negotiations and re-mediations vis-à-vis memory flow out of this interaction between users and the platform? The case will specifically focus on the trajectories of two commemorative portraits of Brown that went ‘viral’ on and outside the page and show how Facebook allowed ‘connective’ memory work with them.

PN 061

### Heritage Tourism and the Dynamics of Transnational Mnemonic Encounters

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Literature on transnational memory has focused predominantly on the circulation of memories through films and the web as well as on the role of international migration and grassroots activism, leaving aside how tourism mobilities relate to transnational memory. Bringing together literature on heritage studies and memory studies, the paper seeks to offer an exploration of the potential of heritage tourism as a site of transnational memory work. Heritage tourism is a form of special interest tourism that involves travelling to experience built heritage places, artefacts and activities. Even when articulated within a transnational framework heritage tourism is commonly associated with stability: institutions produce and circulate authorised (national) discourses and visions of a sanitised past, which are subsequently consumed by visitors. Authors working in heritage studies however have developed more dynamic conception of heritage as cultural and social process that involves multiple actors and creates ways to understand and engage with the past in the present. Combining this more dynamic conception with the literature on transnational memory we can conceive of heritage tourism in terms of transnational encounters between tourists and hosts in which (national) memories are negotiated and contested. Heritage tourism can reinforce national difference but also lead to a reconstitution of social relations and communities through exchange. The paper explores the dynamics and politics of these transnational encounters drawing on a pilot study on Russian heritage tourism to the Estonian capital of Tallinn.

PN 062

### Social Movements and the Challenges of Transnationalising Remembrance: Examining Media Literacy and Memory Work

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The work of social movement organisations (SMOs) has remained under-examined in the burgeoning accounts of collective memory’s mediated transcendence of the nation state (Kubal and Becerra 2014). The limited accounts that do exist tend to focus almost exclusively on instances of ‘successful’ memory-work where SMOs have managed to skillfully ‘scale up’ the remembrance of particular events beyond national frameworks, confounded state-level institutions, and achieved social and political justice through accessing transnational networks and forums and building transnational solidarities (Conway 2010). The analytical neglect of negative case studies involving unsuccessful or only partially successful attempts at transnational memory-work has meant that constraints and inequalities characterising these emergent political fields have not been brought into focus. In particular, constraints and inequalities linked to vastly differing levels of media access and media literacy amongst social movement participants have been almost entirely invisible (Constanza-Chock 2014). Quite tellingly, these analytical blind spots have also been accompanied by a lack of case studies from the global south. In this paper, I will seek to shine some light on these neglected issues through an examination of memory politics surrounding the Bhopal gas disaster. SMOs working in Bhopal have been seeking to develop a transnational remembrance for the disaster, foregrounding the continuing soil and groundwater contamination, and making transnational linkages with toxic disasters from other times and places (Bisht 2013). Drawing on ethnographic data collected in Bhopal (2010–2014), I will demonstrate how these SMOs have only been partially successful in their attempt at forging an environmentalism based transnational remembrance, examining in particular, their inability to stabilise a transnational memory narrative for their local participants. I will connect the constraints experienced by the SMOs to glaring inequalities in media literacy between movement leadership and the majority of movement participants. Overall, beyond addressing the specific areas of knowledge linked to SMOs identified above, the paper will respond to the broader demands for a shift away from an exclusive focus on the multi-directionality and connectivity of memory towards a concurrent examination of both opportunities and constraints in transnational memory-work (Rothberg 2011; Amine and Beschea-Fache 2012).



PP 155

## Social Memory and Commemoration of the Third Latvian National Awakening (1988–2016) in Media

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On the anniversaries of the Third Latvian National Awakening, the media become determinant formative agents and/or reagents of the social memory. The research analyses the commemoration and performance of the media ritual with a particular focus on the “us” and “them” discourse structures. The theoretical basis of the thesis is formed by the social memory, national identity, ritual communication, commemoration, and media event theoretical approaches. In order to develop the empirical research, the quantitative content analysis was used to collect and systematically study the content of more than 1,100 press publications and 350 dedications in the content of Latvian television and Latvian radio from the 1988–2016 period. Data was analysed using the discourse-historical method, on the basis of which a specifically tailored discourse analysis procedure was developed. The results of the study reveal the controversial role of the Third Awakening in Latvia's social memory and identity, the active role of media in sustaining the social memory conflict, orientation towards major anniversaries, as well as an example of a large-scale remembrance or hyper-commemoration. The Awakening discourse in the media is also characterized by layering of current social, political, and economic situation on the perception of the past or mnemocontextualization, the narrative of ‘paradise lost’ and minor emphasis on rational and institutional benefits of the independence period.

PP 156

## Imagined Community in It's Making: Finnish Wartime Photograph Archive as an Example of Constructing National Identity in a Time of Crisis

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This paper demonstrates how photographs and particular governmental guidelines were used to construct an ideal Finnish “imagined community” during the Second World War. Finnish Wartime Photograph Archive (FWPA) provides a unique opportunity to explore how the ideal of a nation was carefully built. FWPA consist of 160 000 photos taken by Information Companies (IC) in Finnish Wars 1939–1945. That material was analysed for this study with the help of modern data-analytic tools. For many decades access to FWPA photos was limited and they were seen only sporadically in books and research reports. Since April 2013 all the photos have been downloadable by anyone from the SA-kuva.fi. The term “imagined community” is here used in a traditional sense first introduced by Benedict Anderson in the 1980'ies. In the centre of Anderson's theorizing is the importance of newspapers as agents of imaging the community. The wartime conditions provides a clear example of the power of determined image building: “The nation is always conceived as a deep, horizontal comradeship. Ultimately it is this fraternity that makes it possible, over the past two centuries, for so many millions of people, not so much to kill, as willingly to die for such limited imaginings.” (Anderson 1991, 7.) FWPA collection can be compared in its largeness to the famous FSA-project in U.S. in the 1930'ies. But unlike FSA photos, FWPA photos are provided with detailed amount of contextual and metadata information. Metadata consists of: (1) individual descriptions of photos (photographer, date, place, caption, etc.) and (2) contextual information, such as 103 official special commands (in Finnish “ohjekäskyt”) given by General Headquarters' Photography Division and various supporting reports between authorities documenting how the orders were carried out. In special commands the authorities told which were valuable targets and themes for photographing and what was the aim of a particular theme. Photos may have served e.g. countering the war fatigue. By exploring the dynamics of governmental guidelines and themes in photos and their texts, we are able to see how the ideal picture of Finnishness was constructed under the harsh conditions of the war. Through the whole period certain qualities were constantly attributed to Finnish soldiers, such as: braveness, awareness, cleanness and wittiness. In the same manner photographs produced idealizations of women and their roles in society. Likewise, Germans with whom the Finns fought against Soviet Union in 1941–1944 were treated with comradeship and righteousness where as the enemy soldiers were considered - at least until 1943 - as brutal, weak and incompetent. These kinds of attributes were fostered in the pages of the media. Analysing the FWPA strengthens earlier notions of how the ideal types of Finns and Finnishness were constructed during the wartime. It also opens new perspectives to the past. It does this by showing for the general public some photographic themes that were censored and hidden for decades. Among these themes belong photos depicting the horrors, despair and negative feelings of the soldiers. These pictures would have ruined carefully constructed Finnish wartime imagined community.

PP 157

## Reframing the Past : Stereotypification of Social Memory by French Advertising

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The past has been increasingly used as a source of inspiration by brands over the past few years. Dated objects, mimics of vintage design or uses of historical figures have become standard resources of marketing and therefore, a pervasive trend of advertising. Consumers have become accustomed to these commercial exploitations of various shared memories, and are now familiar with viewing advertising as a triggering factor of vivid narratives of the past. The aim of this communication is to question the specific uses of the past in French advertising through both theoretical and empirical studies, grounded within the field of memories studies. The commercial exploitation of the past is a manifold phenomenon, from the nostalgic aesthetics pastiche built to convey a wistful feeling of yearning for a blurred pastness, to the accurate designations of historical figures or time periods of social memory. These heterogeneous mediations of memory rest on the core process of stereotypification that stands as the main mnemonic structure of advertising. This reframing of the past will be discussed through three scales, and will be empirically based on semiotical analysis of a selection of recent advertisings. First, we'll focus on the framing of memories by stereotype. The past in advertising is composed by simplified visual norms, rhetorical structures and cultural conventions that lead to a codified and pre-established interpretation. But if the semiotical condensation produced by stereotypification allows to unfold mnemonic

consensus, it is precisely because it is anchored in the present time. Thus, stereotypes of the past are less freezed than they appear to be: the standardisation of the past by advertising reveals that mnemonic mediatisation is constantly evolving from a contemporary perspective. Then, we will explore the role of the interrelationship between time and space in the process of mediating memories. In advertising, the past is crystallized through concrete temporal and spatial points, that seem to shape each other. Memories are built on what we could call, following and pushing forward Bakhtin's theory, chronotopes: we consider the spatial and temporal embedding of human action depicted by Bakhtin as an enriching conceptual tool to rethink the framing of memories in commercial exploitations of the past. Finally, we will study how advertising arises the feeling of belonging by referring to collective memory. When leaning on commemoration or celebration of the past, advertising unfold specific ideas of collective identity and 'imagined communities'. It depicts the fictional narratives of continuities with the past through its ordinary and playful mediation. Thus, the symbolic work of advertising on memories enriches stereotyped cultural beliefs about the past by overlapping the feeling of belonging and the feeling of historical continuity.

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# Setting the Collective Memory on 20 July 1944? A Long-Term Comparison of German Newspaper Coverage and Opinion Survey Data on Stauffenberg's Hitler Assassination Attempt (1954–2014)

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Mass media are not only responsible for information, opinion-formation and entertainment, but also re-establish the issue of the past (Wilke 1999). Thus, one of their key functions is the renewal of memory (Hoskins 2007): The media confront us with the past, thereby reflect the present (Henning 2007: 233), and help us to place history into a context to itself and society—for example on occasion of extraordinary events (e.g., D-Day, outbreak of WW II, Stauffenberg's Hitler assassination attempt on 20 July 1944) and their commemoration days. This combination of the historical event and the present time is a quality criteria of history journalism (Pöttker 1997). In doing so, media coverage on historical events might influence the collective memory—a term coined by Halbwachs (1991)—on these events. Guided by the media's agenda setting function, this long-term process has been labelled as collective memory setting (Klein 1996). However, the mass media's role for collective memory setting has been insufficiently investigated yet—among others since there are only very few adequate long-term survey data on historical events available. This desideratum is the starting point of the current mixed-method study that addresses two research questions: (RQ1) How did six national German newspapers cover and evaluate 20 July 1944 in the decennial commemorative days from 1954 to 2014? To answer this question, a quantitative content analysis of the six newspapers is conducted (n=650 articles). (RQ2) Are there any correlations between the newspaper coverage and the German population's state of knowledge on and evaluation of the 20 July 1944 (collective memory setting)? To answer this research question, the content analysis data are compared with representative survey data on the Germans' state of knowledge on and evaluation of 20 July 1944 that have been collected by the IfD Allensbach on a regularly basis since 1951. As far as we know, the current analysis is the first long-term study of this type comprising a timespan of six decades. Addressing RQ1, three thematic foci can be identified employing a hierarchical cluster analysis: articles on historical retrospectives on the assassination attempt, on contemporary events in celebration of the commemoration day, and on controversies about the interpretation of the assassination attempt. Articles on controversies have become less and historical retrospectives have become more important since 1984. This indicates that meanwhile a certain interpretation of the assassination attempt has gained acceptance in the collective memory. Addressing RQ2, the results indicate that media coverage short-datedly improve the peoples' state of knowledge on 20 July 1944, even though there is not any simple, direct correlation between the amount of articles on the event and the people's state of knowledge. Moreover, the evaluations of the assassination attempt by the media and the people have developed similarly over time; both seem therefore to be correlated. Based on the current research design, however, it has to remain open if the media's evaluations have influenced the peoples' evaluations or if both the media's and peoples' evaluations reflect the same long-term value change.

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# Designing Radicalism: The Social Semiotic Analysis of the Genesis of Right Wing Radicalism in Hungary (1990–1998)

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The right wing extremism and the radicalization of the public debates are amongst the key issues in the contemporary Hungary. It, however, did not emerge from nowhere but in fact grew from the special meaning making efforts in discussing the questions of transition and change of regime in the early years of political battles after the first free and competitive elections in 1990 to be held in the country since 1945. The objective of the proposed paper is to investigate the semiotic configuration which was considered and communicated as 'extremist', 'ultra right', 'nazi', 'chauvinist' by fellow politicians and public intellectuals between the parliamentary terms 1990–1994 and 1994–1998. The theoretical and methodological background of the study is the social semiotics as it was addressed by Theo van Leeuwen in his seminal work titled 'Introducing social semiotics'. First, I identify the key actors who were associated by right wing radicalism in the public debates. Second, I systematically catalogue the semiotic resources and explore how these resources were used for creating and designing radical right politics. The focus of the study is to grab and analyse the complex communicative efforts by scrutinising textual and visual elements of commemorating the 1848 Revolution which aimed the independence of the Hungarian Kingdom from the Austrian Empire (March 15) and 1956 Hungarian Uprising which was a revolt against the communist government and its Soviet-imposed policies (October 23). The research discovers the semiotic configuration of emerging radical right in a specific historical and political context. It contributes to the academic discussion on radicalism by proving solid empirical evidences on navigating between continuities and discontinuities of radical right politics.

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### The "Conquer of the Air" (1900–1920s). Wireless Telegraphy and the Symbolic Construction of a "New" Space in Transnational and Inter-Institutional Perspectives

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In the first two decades of the 20<sup>th</sup> century, different institutions, governments, commercial companies, hobbyists and inventors rushed to experiment, appropriate and regulate a "new" channel and symbolic space: the air. The unrelated fields interested in this topic were mainly aviation, weather forecasting, time signals, radio broadcasting and others. This paper explores the rise of the discussion about the role of the air, focusing specifically on impact of wireless telegraphy and its hidden implications over the other domains and technologies. This research analyses the discussions emerged in international organizations and during international meetings, focusing on the driving force of wireless conferences and on the clashes of interests among different institutions. Sources are collected in two stages: first, the key debates and topics are detected in wireless magazines and journals; second, we focus more precisely on conference debates about subdivision of the air and the right to use it at international level, in the International Telecommunication Union, Universal Postal Union, International Commission for Air Navigation, Institut de droit international, on meetings about meteorology and radio time signals etc. Even if this topic seems to be far from media and communication studies, it is extremely connected with at least three current trends in the field and offers a broader perspective on media studies. First, it responds to the de-mediatization of media studies, by focusing on connection between wireless media with non-communication field, such as transportation, clocks, weather and even the "nature"/environment (Peters 2015). Second, the debates about how to fill, separate, organize, limit or stimulate air appropriation should be considered as regulation of specific flows, creation of infrastructure and organization of the traffic (Parks & Starosielski 2015, Näser-Lather & Neubert 2013). Finally, the decisions to regulate air and wireless spectrum in the beginning of 20<sup>th</sup> century can be reflected as the origins of the regulations of the so-called commons (Wormbs 2011; Henrich-Franke 2011 etc.). To conclude, this paper aims to demonstrate how one medium – wireless telegraphy – reshaped general reflection on the role of the air itself and on different technologies using and spreading into the air. It also proposes a new approach for doing transnational communication history through inter-institutional perspective, focusing on how different organizations affect each other while regulating different (and apparently unrelated) fields. \*\*\* Literature: (1) Henrich-Franke, C. (2011). Property Rights on a Cold War battlefield: managing broadcasting transmissions through the Iron Curtain. *International Journal of the Commons*, 5(1), 110. (2) Näser-Lather, M., & Neubert, C. (Eds.). (2015). *Traffic: Media as Infrastructures and Cultural Practices*. BRILL. (3) Parks, L., & Starosielski, N. (Eds.). (2015). *Signal Traffic: Critical Studies of Media Infrastructures*. University of Illinois Press. (4) Peters, J. D. (2015). *The Marvelous Clouds: Toward a Philosophy of Elemental Media*. University of Chicago Press. Wormbs, N. (2011). Technology-dependent commons: The example of frequency spectrum for broadcasting in Europe in the 1920s. *International Journal of the Commons*, 5(1), 92.

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### The BBC Polish Service Second World War

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London Calling: BBC Broadcasts to Occupied Poland during the Second World War. The various BBC European services played a vital role during the Second World War orchestrating the radio broadcasting into the countries which were under Nazi occupation. One of the most important of these services was the BBC Polish service which was a crucial lifeline for the Polish population in that period. Although listening to, or possessing, a radio was punishable by death under the German occupation, Poles were willing to risk their lives in order to access the information broadcast from London. For many, the BBC remained the only contact with the outside world, whilst listening itself became a symbol of resistance. The broadcasts not only connected Poland with the rest of the world and informed the Poles about what was happening in their own country, but also supported Allied intelligence and sabotaging German actions. It played a significant role in transmitting news about the situation at the front and political affairs. The Polish Underground monitored the Polish broadcasts and distributed clandestinely extracts in form of newspapers and leaflets, therefore, in contrast, to other BBC European Services, the Polish Service programmes focused on addressing professional listeners rather than a mass audience. This paper will focus upon a range of archival documents – principally the surviving papers from the BBC Polish service, now held in the BBC Written Archives at Caversham, but also papers from the BBC Monitoring Service and the various wartime Polish archival sources based in London and material from the National Archives. Using this material – some of which has not been previously available – it is possible to build up a picture of the relations between the BBC Polish service and the other key players – the Ministry of Information, the PWE, the Polish Government in Exile and Polskie Radio, also based in London. The research will demonstrate some of the tensions between the various stakeholders in producing programming for the Polish Service and in particular how the UK government's support of the Soviet Union during this period affected what was being broadcast to Polish listeners.

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## Private Radio and the Promotion of Colonialism: The Case of Rádio Clube de Moçambique in the Portuguese Empire

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Portugal established the first and the longest lasting colonial Empire in the world. Even though the colonial mission of the Portuguese became a pillar of the dictatorship that ruled the country starting in 1933, Salazar never invested significantly in radio transmissions to the Empire which opened the way for private radio stations to flourish in the territories under Portuguese administration. Among these, Rádio Clube de Moçambique (RCM) became the most important broadcaster, achieving a significant success in the colony and in neighbouring countries, namely South Africa, North and South Rhodesia, Nyasaland and Madagascar. Contrary to all other broadcasters that emerged in the Portuguese Empire, RCM, besides having a professional management, adopted a commercial strategy inspired on the American model of broadcasting. This allowed it to acquire a good reputation namely for its music selection that appealed to a larger number of listeners when compared to the public service broadcasters that reached or were established in Sub-Saharan Africa. Against this background, this paper presents a contextual history of RCM from its emergence to the outbreak of the colonial war in Mozambique, discussing how the Portuguese dictatorship led by Salazar controlled and used the station to promote the regime's colonial policy between the 1930s and 1964. Hence, the paper demonstrates how a private station with clear commercial goals was used as a propaganda weapon by an authoritarian regime. Furthermore, it illustrates how the revenue from the station's broadcasts in English and Afrikaans allowed the management to invest in its Portuguese service that had a clear ideological agenda. The paper, which is grounded on archival research conducted in different archives in Lisbon, will also give particular attention to transmissions in local African languages that started in the mid-1950s operated by RCM. These broadcasts were directly sponsored by the Lisbon dictatorship after Portugal became a member of the United Nations and therefore was pressured to discuss the independence of its colonial territories: an issue that Salazar always refused to consider.

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## The Plot Thickens: Examining Early Visual Tropes in the World Health Organisation's Global Malaria Eradication Campaign

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Large-scale humanitarian organisations such as the Red Cross and the League of Nations recognised the importance of images to inform the public of their programmes and policies (Rodogno & David 2015). They made conscious use of visual narratives and metaphor alongside their texts, invoking numerous tropes in order to evoke empathy in the audience. When the World Health Organisation (WHO) was founded in 1948, such tactics were already well established. Its use of military narratives in the fight against disease is a common theme even in today's journalistic media, with familiar visual tropes of doctors as soldiers, epidemics as war. However, by the time the WHO's Global Malaria Eradication Programme (GMEP) was launched in 1955, post WWII, the decolonisation of Asia and Africa and the emergence of postwar humanitarian photography created its own narratives in addition to the ones consciously adopted by the institution. Humanitarian photography is of relevance today, as more and more aid organisations and NGOs rely on photography to reach a broad audience in order to raise awareness and funds for their causes. The narratives and visual language of these journalistic images is constantly under scrutiny. There is a constant challenge for aid organisations to draw attention to health issues in Third World countries without the undercurrent of imperialism. By studying history of visual politics in major institutions, we gain insight into the efficacy of such communications. This archival study, unique in that it examines both the contact sheets as well as published spreads from photographers contracted by the WHO in the late 1950s, suggests that the images must be considered within the context of the start of both humanism and colonialism. New technology and the discovery of the chemical DDT during WWII revolutionised the way the malaria was fought. At the same time, according to the directives found in the WHO archives, and the analyses of scholars like Rodogno & David, the photo editors strongly recommended that the technology be given a human face. In the early years, photographers were paradoxically asked to background technological equipment in favour of the doctors and nurses wielding it. The resulting narrative appealed to the emotions of the public, drawing on tropes of the victim, the saviour, and the enemy. Thus far, a single photojournalist, Edoard Boubat, has been analysed in a bottom-up approach, within the framework of Lutz & Collin's theory of gazes. It was observed that the journalism was entrenched in three layers of narrative: military, humanist, and colonialist, which made themselves apparent in the form of tensions and power dynamics in the photographs and their captions. The selection process, an important part of the WHO's journalism, can also be observed as supplementary evidence to other studies concerning the published images of the institution.

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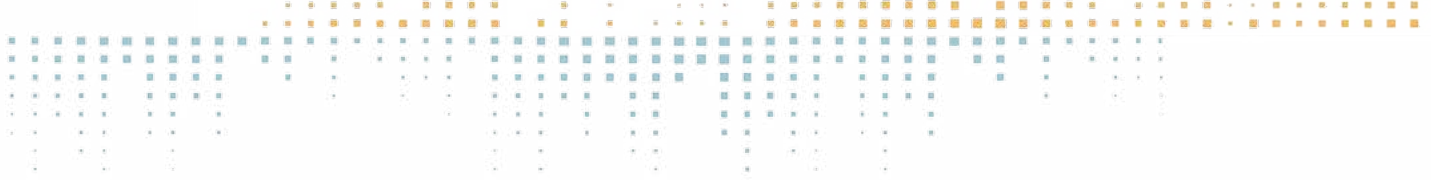
## The Story of the Company of Venetian Couriers: At the Dawn of the Emerging Pan-European Information Network

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We know the exact date when the legendary Company of Venetian Couriers saw the light of day. It was solemnly founded on October 30, 1490, with great probability in front of the altar dedicated to St. Catherine, its holy patron, in the Church of St. John the Almsgiver. It had 40 founding members who operated out of Venice's commercial heart in the Rialto. It was de facto a medieval guild that elected its own alderman (gastaldo) whose role was to protect the interests of the couriers, and it was supervised by the postmaster general (maestro delle poste) who acted on behalf of the state. Most of the Venetian couriers were mountaineers belonging to large family clans from the mainland territories near Bergamo. They were physically equipped to run the distance between Rome and Venice in the span of a few days. The most renowned among them were the Tassos - later Taxis/Thurn und Taxis - who soon became practically synonymous with the Pan-European postal system that developed in the course of the sixteenth century. But do we really know the long history, especially the pre-history of the Venetian couriers? Most of the documents were lost during the devastating 1505 Rialto fire. The earliest known regulation of couriers (cursores) in Venice predates the formal establishment of the company by almost two centuries. They were in charge of delivering mostly political and diplomatic correspondence. As of 1306, they became directly subordinated to the ancient council called Provveditori di Comun that regulated key aspects





of urban life. Yet, almost simultaneously the merchants in the Rialto developed their own, more-or-less regular and increasingly well established postal connections (scarselle) with the most important commercial centers of Europe and the Middle East. It could have been several factors that in 1490 forced both branches – cursori and scarselieri – to join forces in the Company of Venetian Couriers: (a) the increasing operating costs of the expanding service; (b) the interconnectedness between merchant and political interests in Venice; and (c) mainly the establishment of permanent diplomatic missions in the second half of the fifteenth century and therefore an increasing need for a regular and reliable intelligence exchange between the centers of power and their diplomatic outposts. Based on primary archival documents, this study aims at reconstructing some fundamental social, political, economic and cultural aspects of the early history and pre-history of the Company of Venetian Couriers: (1) its internal structure; (2) its pivotal role in constituting the backbone of the early information networks that animated both the political and economic information exchange and produced the earliest hand-written newsletters (avvisi) - and later also printed newspapers; (3) the early regulatory policies of the state; (4) the competition with other postal services and propensity towards creating postal monopolies; (5) the costs of operation and postal schedules; (6) the everyday functioning of a company that acted de facto as a medieval guild – enforcing state regulatory policies, while also providing job security for its members.

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The (Dis)Continuity in the Armenian Press in Turkey: Past, Present, and Future

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The history of the Armenian press in Turkey dates back to 1832 with the publication of *Takvim-i Vekayi Liro Kir*, an Armenian version of the official gazette, and its last representative is *Agos*, which was first published in 1996 in Turkish and Armenian, which gained popularity with the assassination of Hrant Dink, the executive editor of the newspaper. In this study, political, cultural, and social functions of the Armenian press in Turkey are analysed in the context of (dis)continuity through the trilogy of past, present, and future. The newspaper has been the most significant mass communication tool for the Armenian Community living in Turkey not only in the past, but also today with the intention of making their voices heard, publicize their problems, and creating a public opinion regarding their issues. The Armenian community in the Ottoman Empire was introduced with the newspaper for the first time through the *Takvim-i Vekayi*, an Armenian version of the official gazette. The number of Armenian newspapers started to increase in the reform periods of *The Hatt-i Sharif of Gülhane* (1839) and *The Reform Edict* (1856), providing many opportunities particularly for non-Muslim citizens. After the second half of the 19<sup>th</sup> century, European-educated “Young” Armenians in Turkey who were affected by the ideology of nationalism, Armenian intellectuals enlightened by the Mkhitarist discipline, and Armenians well-trained in schools opened by Missionaries played an important role in improving the Armenian press in Istanbul and Anatolia. The Armenian Community in the Ottoman Empire is composed of many denominations, such as Gregorian, Catholic, and Protestant, and each of the Armenian community coming from a different denomination published newspapers in Armenian and Turkish with Armenian letters to provide news and other cultural contents. The oppressive era of Abdul Hamid II had a negative impact on the practices of the Armenian journalism; however, Armenian journalism sustained their practices with a relatively cautious editorial policy until the proclamation of the Second Constitution (1908). In the studies of the history of press, the second constitutionalist period was considered to be the most productive era for the Ottoman Armenian press in terms of both quantity and quality. Although the population of Armenians in the Ottoman Empire decreased due to the events happened in 1915, the Armenians continued their journalism activities until the first few decades of the Republic of Turkey. The Armenian migration from Anatolia to the Middle East in 1920s caused the separation of the Armenian press in the region of Anatolia. *Agos*, *Jamanak* (1908), and *Nor Marmara* (1940) are the most prominent newspapers of the Armenian community at present. This study aims to comparatively analyse the (dis)continuity in the history of the Armenian press in parallel with social, political, and economical changes (globalization, religion, language, identity, human rights, democracy, secularism, and national-state, etc.) and transformations in past, present, and future in the historical process. The assessments carried out in this study will provide us with an opportunity to make sound interpretations regarding with the future of the Armenian press.

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“Social Motherhood” – A Key Concept in the Discourse on Gender Equity? An Analysis of Feminist and Political Magazines in Imperial Germany

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Historical research has identified “the social question” or “care” as an important public issue in the German Empire before World War I. At that time the welfare state still had to be developed. Welfare depended heavily on charity and voluntary social and work by females, and in line with stereotypical gender roles women were regarded to be predestinated to do (unpaid) care work. At the same time the bourgeois feminist movement developed. Being excluded from higher education, qualified jobs and political rights, the feminists understandably strived for access to third-level education, to the job market and partly for suffrage. Given the predominance of dual gender stereotypes which went along with skepticism of gender equity, these pro-gressive claims initially did not find much public support. Not until the bourgeois feminist movement increasingly referred to ideas already established in public discourse – dual gender conceptions on the one hand and unresolved welfare problems on the other – and merged them into the concept of “social motherhood”, feminists gained public acceptance. The main argument was that due to the lack of motherhood or female influence the German Empire faced so many social problems. The concept of social motherhood turned out to be very convincing and was increasingly applied to other societal fields like politics. Not only unsuccessful social policies, but also interest-group politics, injustice and corruption were blamed and described as a result of the absence of women. However, the rather unexpected discursive link between care responsibilities of women on the one hand, and feminist claims for political rights and female suffrage on the other, has not been analyzed for its representation in the media. Therefore we will present the results of a content analysis comparing the feminist to public discourse. Arguments favoring political participation of women will be analyzed in two different magazines: Feminist perspectives will be collected from the journal “Questions of Women’s Rights” (*Die Frauenfrage: Centralblatt des Bundes deutscher Frauenvereine*, 1899–1921) which served the umbrella organization of the bourgeois feminist movement as a forum. The issues and arguments in “Questions of Women’s Rights” will be compared to those in the liberal political magazine “The Help” (“*Die Hilfe*”, 1894–1918). The comparison shows how and to which extent the feminist movement was successful in politicizing the concept of “social motherhood” not only within its own counter-public, but also for a more general public. The analysis gives insights in the figuration of arguments depending not only on specific historical settings, but also on diverse publics.

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World War I saw the rise of women as war correspondents. Although the presence of female journalists in the combat zones was still unusual, women of the belligerent nations as well as of neutral countries managed to gain access to the frontlines in different war theatres and to publish their eyewitness accounts and photographs in well-known newspapers and magazines. To name just a few, Sofia Casanova from neutral Spain covered the Eastern Front for the Spanish paper ABC; the American journalists Nellie Bly, Peggy Hull, Louise Bryant, Bessie Beatty, Rheta Childe Dorr and Helen Johns Kirtland, among others, reported from Russia and the Western Front. On the Allied side, Louise Mack from Australia reported on the German invasion of Belgium for British papers, while in Italy Flavia Steno covered the Italian front for *Il Secolo XIX*. On the side of the Central Powers, Thea von Puttkamer was a German war correspondent based in Constantinople; and Margit Vészi, Maria Magda Rumbold and Alice Schalek were accredited as official war correspondents to the Austro-Hungarian War Press Office. Still, studies of female war correspondents have been few and far between and are conspicuously absent from Knightley's (2003) and Farrar's (1998) accounts of war correspondents. Likewise, histories of women journalists largely ignore female war correspondents (Spreizer 2014; Marzolf 1977; Hämmerle, Überegger and Bader Zaar 2014). Hence, we still lack a systematic study of female war correspondents during WWI, as opposed to WWII, be it on a national scale or from a comparative point of view. This paper endeavours to shed new light on the history of women in journalism. It presents an outline of the existing scholarship and identifies hitherto neglected facets of female war reporting that could form the basis of a future research agenda with a multinational and comparative approach. Thus, future research should aim to (1) identify the names of female war correspondents from different nations and the newspapers/magazines they were writing for; (2) establish the social background female war correspondents and their professional careers – were they already established journalists prior to their war activities (such as Nelly Bly, Alice Schalek); (3) illuminate the working conditions of female journalists in a traditional male preserve: Were women given equal access to the battle theatres? Were they accredited as official war correspondents with the military? How was their treatment by military authorities and by their male colleagues? Were they able to publish under their own names; (4) reconstruct the astonishingly wide-ranging activities of female war correspondents, who often not only published reports in newspapers and magazines, but acted at the same time as photographers, lecturers, or even nurses; (5) discuss how female war reporting differed from its male counterpart, specifically to test Milly Buonanno's (2009) hypothesis that female war reporting is characterized by a greater responsiveness to 'human interest stories' i.e. reporting the human aspects of war such as suffering, loss, displacement, and upheaval; (6) and, finally, trace the similarities and differences in the lives and work of female war correspondents.

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In the popular sitcom *Modern Family* (ABC, 2007-), the 'typical' US-American family no longer exists. Besides the so-called isolated nuclear family – father, mother and their own children – *Modern Family* shows a multicultural patchwork family and a homosexual couple raising an adopted child. However, all these family representations are grounded on an heteronormative family ideal: Even though other forms of family like single parenthood or extended family networks are common in US-American society, in each of *Modern Family*'s regularly presented families two parents are present. In my paper, I will argue that – in the wake of the social movements of the 1960s and 1970s – US-American television sitcoms of the 1980s and early 1990s were heavily engaged in an act of 'pluralizing' the ideal of the nuclear family – an ideal that was commonly associated with whiteness, heterosexuality and biological lineage. A qualitative content analysis not only confirms that the sitcoms *Love Sidney* (NBC, 1981–1983), *The Cosby Show* (NBC, 1984–1992) and *Murphy Brown* (CBS, 1988–1998) held on to the nuclear family model as they either centered around biologically defined nuclear families or symbolic ones. It also confirms that these sitcoms broke with hitherto prevalent stereotypes and conceptions of family: *Love, Sidney* represented a homosexual man as a capable father figure; *The Cosby Show* portrayed an African American father as a role model; *Murphy Brown* showed a single mother who successfully combined career and family while being helped by a friend who fulfilled the role of a father figure to her child. Furthermore, I will point out that these three sitcoms ignited public debates which were covered by the media. These debates show what can and what can not be said on a consensual level, they – as H. Newcomb and P. Hirsch already stated – lay open the "metaphoric 'fault lines' in American society" (Newcomb & Hirsch, p. 569–570). Especially conservative Americans (*Love, Sidney* and *Murphy Brown*) and part of the African American community (*Cosby Show*) felt offended by these new representations of fatherhood and family. Yet, the so-called mainstream press backed up the television industry's effort of integrating minorities into a modified mainstream ideal. This is confirmed by the results of a qualitative content analysis. Furthermore, archival research on the actors within the debates and a qualitative content analysis of minority newspapers confirm that these new representations were also supported within the represented minorities. On a general level, I will first show that the above mentioned sitcoms were powerful parts of discourses on family values. Secondly, I will point out that the 1980s and 1990s have to be considered a formative age of contemporary family values in the USA. Literature: Newcomb, H., & Hirsch, P. M. (2000). *Television as a cultural forum*. In H. Newcomb (Ed.), *Television: The Critical View* (pp. 561–573). New York: Oxford University Press.

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## Ethnic Minority Media in Russia, the UK, Germany, Spain, Estonia and the Nordic Countries

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Our aim is to examine how ethnic minority media emerged and became a factor in the development of media landscapes. What media is minority media? How important are societal contexts in different countries or regions? What key factors, forces and processes shape the minority media landscape? What differences and similarities can be identified, and explained? We discuss media produced by or for ethnic minorities, beginning with the foundation of minority language periodicals, and moving on to radio and television programming. We also discuss representation of ethnic minorities in mainstream media, and ethnic diversity - or lack thereof - in media companies. Finally, the emergence of broadcast media led to demands for minority programming, which has gradually expanded in the wake of migration and recognition of national minorities. Minority media, public or private, is vulnerable in times of economic crisis. Digitalization has opened new possibilities. But, the Internet is dominated by majority languages (Cunliff 2007). In the late 19<sup>th</sup> century Europe technological innovations and favorable conditions created flourishing press markets. Ethnic or nationalistic activists followed suit, founding the first periodicals. However, multiple changes in borders, state formations and central concepts make it difficult to determine which ethnic groups can be seen as minorities. There are no universal definitions of 'minority', 'indigenous people' or 'migrants'. The concept of 'minority' arose in the aftermath of WWI and signing of first minority treaties (Jackson 1998). But, how do we conceptualize ethnic groups in the 19<sup>th</sup> century multiethnic conglomerate states? Such states either didn't have ethnic majorities, or people weren't conceptualized in that manner. We use the term 'ethnic minority', to encompass migrants, national minorities and indigenous people. Some ethnic communities changed status from minority to majority, or vice versa. Estonians, Russians and Finns are examples of this. The countries discussed are Spain, the UK, Germany, Estonia, Russia, and the Nordic countries. Although many minorities live in transnational spaces, the frame of reference is the nation-state. Media markets are in many ways national spaces which affect the markets' functional and institutional completeness, i.e. the range of media outlets, formats and genres (Moring 2007). Catalans, Basques, Finnish Swedes, and Tatars are examples of minorities with access to the widest range of alternatives. Others have few outlets and the content is primarily news and children's programs. Some of the languages, such as Nivkh, Evenki, Saami, and Scottish Gaelic, are endangered or at risk. Small ethnic and linguistic communities have difficulty sustaining commercial media outlets. In such cases public service plays an important role.



## PP 382 Cultural Citizenship and Media Memory in Post-Migrant Societies

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This paper explores how news media deal with collective memory and commemoration on migrant victims of racist attacks. Theoretically the paper draws upon the concept of Cultural Citizenship. Cultural Citizenship has become an important concept in media and communication studies to understand processes of mediated in- and exclusion and the recognition of „others“ in post-migrant societies (cf. Couldry 2006; Hermes 2006; Rosaldo, 1998; Stevenson 2003). Furthermore, as „a set of strategies and practices“ it enables „participation in society and includes rights to be represented and to speak actively“ (Klaus & Lünenborg, 2012). In this paper, the concept will be adopted to the emerging field of media and memory studies to explore how regional and national media remember victims of racist attacks, who had an migration background. Within the last decade research in the emerging field of media and memory has focussed more and more intensively on the crucial role of journalism as active ‘memory agent’ (Zelizer, 2008) in the (re)construction and commemoration of a “usable past”. Studies have shown very clearly how news coverage contributes discursively to the constitution of so called national “imagined communities” (Anderson, 1984) by creating master narratives and thus evoking values and norms of a shared and unified nation. Furthermore, they offer a feeling of belonging and national identity. All in all, narratives about the national past “play an important role in constructing contemporary notions of citizenship” (Schwarz, 2013: 261). Within these processes of remembrance, migrants have been mainly excluded. (ibid). Furthermore, research has been limited by an obvious “methodological nationalism” (Beck 2012). However, under the conditions of increased movements and cosmopolitanization (ibid.), the question of belonging and identity gains new importance. In this paper, it will be argued, that commemorative media coverage on racist attacks against migrants provide important cases for news media to negotiate questions of social collectivity and of difference. The study analysed how German regional and national media covered the commemoration on the victims of a racist murder series after the perpetrators have been revealed in 2011. Since the study is interested how commemoration coverage enables or limits cultural citizenship, a discourse analysis has been conducted (Sociology of Knowledge Analysis of Discourse by Keller) which explored two main dimensions of cultural citizenship, recognition/representation and participation of migrants. Visual representation was also part of the analysis. We analysed national newspapers and news magazines as well as regional newspapers that are produced and available in the cities where the crimes were committed. The results suggest that the coverage of remembrance serves as a cultural form of reconciliation, allowing practices of participation. However, in regard to the dimension of recognition, the study also shows that visibility still goes along with the construction of difference.

## PP 383 Periodicalization and Transnational References in National Press Histories. A Comparison Between Three Nations

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The paper's goal and theoretical background The paper's goal is to compare press histories in three countries according to two aspects. 1. The aspect how the press histories in different countries have been periodicalized, i.e. in which phases or epochs the press histories have been structured and by which principles 2. The aspect if and how transnational references have been included in the respective press histories. Additional a comparison can be made how these aspects have changed over time. Necessarily this comparison must be restricted to only three countries: Germany, France and Great Britain. In these countries the first press histories have been written in the midst of the 19<sup>th</sup> century. At first the theoretical problem of periodicalization will be discussed. There are two concepts available. One (the older one) saying that to delimit periods in history has to follow objective reasons. The other concept says that such decisions are subjective, dependent from the historian's view. The paper is based on a concept inbetween both, saying that periodicalization is a subjective formation of a material given subjectively. The material analyzed To compare press histories in different countries raises a couple of problems. 1. Year of publication. The press histories under investigation overarch a time line of 150 years. 2. Length and complexity. Some press histories are published in several volumes, others are rather short. 3. Authors. The group of authors is heterogeneous. Included are general historians, journalists, specialist in press history. 4. Type of book. Different types of books are represented. On one side there are discursive accounts, on the other hand collections of articles that are only loosely related to each other. 5. Target groups. The press histories are written for elaborated historians, for journalists, for students or the general public. Included in the study are six German press histories (from 1845 to 2000), three French press histories (1859/61–2007) and 12 British Press Histories (1850–2011). Besides six press histories will be studied which we call “transnational” (1907–2011) Preliminary results A first rather trivial result of the comparison is that the press history in all three countries is displayed primarily with a national focus. In all three countries this goes so far that the early press histories reclaim the birth of the press for the own country. But there are differences in how the press histories are periodicalized: Mainly politically in France where the French Revolution is seen as the main event in press history. The British press seems to be the least in political and the primary in press-specific periodicalization, perhaps because of the most early introduction of press freedom. All three countries differ also in transnational references. The German press histories include more such references than the French and the British. In all three countries the early modern period of news printing (15<sup>th</sup>–17<sup>th</sup>) is characterized as transnational. Only later press histories nationalized in Europe.

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## Television in Ireland Before Irish Television: National Rhetorics and International Programming

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People in Ireland, albeit in small numbers, first watched television in the 1950s. The initial programmes on offer were predominantly British. The history of these early audiences, however, has been overlooked. Reflecting an international tendency towards institutions rather than audiences, a dominant narrative has addressed the history of television in Ireland as the history of the public service broadcaster Radio Telefís Éireann (RTÉ). Thus, the history of Irish television often begins in 1961 with RTÉ's launch, overlooking Irish audience experiences from the preceding decade. This paper breaks with traditional historiography by employing life history interviews to explore the uses, rituals and feelings attached to television in the years before RTÉ. Irish people who watched television in the 1950s are often passed off in literature as 'enthusiasts'. However, connotations of an inconsequential private hobby are misleading. As early as 1953 there were public controversies surrounding the broadcast of the Coronation of Elizabeth II. By May 1954, Irish newspapers were publishing British television listings. In 1955 there were an estimated 4,000 television sets in Ireland. 1958 saw an estimated 20,000 television sets in the country. Nevertheless the experience of television at this time has gone unexplored. This limitation in historical accounts stems, in part, from sourcing. There has been a heavy reliance on sources 'from above', archives and official documents, and 'from the side', memoirs, press coverage and so. British programmes were inside many Irish homes but lay outside the game of Irish politics. As such they left few traces in parliamentary debates, national archives, newspaper reports and so on. A dependence on official sources has amplified certain ideas about television in Ireland while silencing others. To date there has been little use of sources from 'below'. A focus on the institutional has encouraged media historians to ignore audiences. Mindful of the limitations of memory work and oral history as a method this work triangulates with sources 'from above' and 'from the side'. Upsetting the dominant Irish institutional narrative, many Irish people's earliest memories of television are attached to international rather than Irish programmes. This is to be expected since television has always been a transnational media phenomenon. Nevertheless, across the world, media historians have insisted on recalling it within national boundaries and through the lens of national institutions.

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In today's media research, the experience of mediated simultaneity is probably most commonly associated with the technologies and historical heyday of broadcasting. Yet this concept has been in use also for discussing convergent media, and current phenomena such as intermediality and media multi-tasking. And it stretches back to before broadcasting; simultaneity has been defined by Stephen Kern in the context of culture around the previous turn of the century, as "the ability to experience many distant events at the same time". If we apply Kern's influential and quite wide definition also to the subsequent history of media, we are in effect faced with a general phenomenon in modernity, one that has been facilitated by numerous media technologies stretching back at least to the introduction of telegraphy, film and the telephone from the late 19<sup>th</sup> century. Taking off from the conference theme «Mediated (dis)continuities: Contesting pasts, presents and futures», this panel proposes a discussion of media simultaneities that brings together key and overarching issues of technology and of collectivity. While broadcast media technologies afford an instantaneity of recording, distribution and reception – often called "liveness" – earlier media feature forms of simultaneity that rely on longer stretches of time, on protentions and retentions. The latter also seem to factor into digital technologies and their use, but here, the microtemporalities of individual navigation and human-computer interaction come strongly into play as well. In such contemporary cases, the relationship between individual and collective aspects of simultaneity is not easy to make out. Yet it seems clear that there are deep historical connections between society's social and collective dimensions on the one hand, and mediated forms of simultaneity on the other. On a macro scale, the simultaneity affordances of media have contributed, perhaps even made possible, the formation of national and global collectives. Today, a key issue is what happens to collective simultaneities in an era of fragmented platforms and consumption patterns – yet questions of the relationships between the simultaneous and the time-shifted, the collective and the individualised, recur throughout media history. The panel brings together papers that address mediated forms of simultaneity in historical periods ranging from early 20<sup>th</sup> century media ensembles via broadcast media to contemporary digital media. Each paper pays attention to concrete formations of mediated simultaneity, from the early 20<sup>th</sup> century case of the Great Exhibitions (Ytreberg): the establishment of transnational live events in a Cold War context (Lundgren); mediated simultaneities pre- and post-television (Ericson); the global live event (Sonnevend), and forms of simultaneity found in contemporary computer interfaces (Frosh). The papers join in a discussion of continuities and contrasts between different forms of mediated simultaneities, from different historical periods, as well as drawing into the discussion important and related concepts such as "immediacy", "liveness", "synchronisation", "condensation", and "presence".

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### Mediated Simultaneities in the 1914 Oslo Centenary Jubilee Exhibition

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The Great Exhibitions (also variously called Universal Exhibitions or World's Fairs) were pervasively mediated events. They were also events of crowd communication on an unprecedented scale. These two aspects of the exhibitions provide different intakes to understanding simultaneity, a key theme of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, the heyday of the Great Exhibitions. In media-historical research following theorists such as Stephen Kern and John B. Thompson, the experience of mediated simultaneity has primarily been seen as a function of the much-discussed ability of certain media to impart a sense of vicarious presence with an event as it takes place. The paper argues that mediated simultaneity can also vitally depend on the physical movement of people and information along networks of communication. In the case of the Great Exhibitions of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, technologies of transport and media representation went together in allowing the great exhibition crowds a sense of simultaneity with the event. The paper's conceptual discussions are illustrated via the case of the Centenary Jubilee Exhibition held in Oslo in 1914. Analysis is based on document and print material from the Exhibition, as well as on the comprehensive newspaper coverage. This exhibition was considerably smaller in scale than those held in the major European and American cities, but it was constructed on the template provided by them. This includes the vital role that was played by media, as suggested already by Walter Benjamin and Georg Simmel. A wide-ranging ensemble of media acted as exhibits, as promoters and legitimisers of the exhibitions, as arenas for discussing them, and as archives guaranteeing their role for posterity. The paper's analyses of the Oslo fair concentrates on cases where media facilitated the gathering and movement of crowds, while at the same time providing a wider audience with ongoing and simultaneous coverage of the event. The roles of booklet guides, post cards and the designated fair guide are examined, as is the way crowds were managed via media on the day of the Fair's opening. By way of final discussion, some preliminary continuities and contrasts are suggested between the kinds of mediated simultaneity that characterised the Oslo exhibition and other planned media events of the early 20<sup>th</sup> century, and the forms of simultaneity found in subsequent periods dominated by broadcast and convergent media.

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### Synchronizing Liveness: Producing Transnational Broadcast Events

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This paper explores the role of synchronization in producing large-scale live transnational broadcast events. The 1967 satellite programme "Our World" aimed toward reaching a global audience by encircling the entire northern hemisphere. In doing so chief editor Aubrey Singer wanted to produce "a global happening by means of television", a happening that would be experienced simultaneously by audiences across the world. Singer's ambition echoed the idea of liveness and immediacy of television, which was well established at the time as a professional ideology guiding production practices (Bourdon, 2000). It has previously been argued that the immediacy and liveness of "Our World" should be understood as an imaginary construct, expressing an idea of "global presence" (Parks 2005). In both these cases liveness is best understood as an ideal, but as shown in this paper both the ideals and imaginary constructs are thoroughly anchored in material practices of synchronization. The production of liveness is not without efforts. Producing programmes such as "Our World" is a tremendously challenging task, and the successful broadcast ultimately depends on a large number of actors synchronizing their work.

The programme consisted of a large number of segments produced by the 14 contributing broadcast organizations. On the day of broadcast all these segments were stitched together in a 1.5 hour programme constantly moving between different locations. By underlining synchronization this paper argues the need to understand liveness and immediacy as the result of material production practices. Pulling off the live, instantaneous transcendence of space required the creation, over months, of an elaborate set of plans, scripts, and technical networks – requiring, ultimately, the creation of a command central that would take the lead in the negotiation of the broadcast's final form, represent itself as administering the broadcast during the show itself, and serve as the final authority in synchronizing technical decisions. In order to address the relation between liveness and synchronization the paper explores two key aspects of the production of "Our World". Firstly, the paper discusses the power dynamics involved in negotiations over synchronization; where would this controlling center of the live network be located? Whose national infrastructures and personnel made "Our World"'s live temporality possible? The paper shows how the broadcast's production of liveness was highly dependent on synchronization of different networked nodes controlling the production. Secondly, the paper discusses practices of timing necessary for synchronizing the broadcast event; how were segments planned, scripted and produced in order to create a broadcast immediacy, presence, and liveness? As argued throughout the paper, the efforts of presenting a simultaneous experience for the global audience was highly dependent on practices of synchronization.

## PN 235 Stormy Weather: The Pre- and Posthistory of Television

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This paper studies Ingmar Bergman's early (and, as it turned out, only) television adaptations of Swedish dramatist August Strindberg: *The Storm* (1960) and *A Dream Play* (1963), two plays originating in Strindberg's experiments with dramatic form during the first years of the 20<sup>th</sup> century. Both were broadcast live in the Scandinavian region via Nordvision, and were favourably received by critics at the time: Bergman's way of handling the new medium was interpreted as a "major breakthrough" for TV theatre, and he himself as "predestined to become our foremost TV artist". Another recurring observation among critics was that these two plays had only been "done full justice" on the television screen, as if the author "already had, in some prophetic way, this medium in mind". In his 1974 book on television, Raymond Williams noted that Strindberg's experiments with "moving dramatic images" foreboded forms of human experience that would eventually become available with the technology of motion pictures. This observation has re-occurred in various strands of film and drama studies, and has usually been elaborated in terms of the representational techniques of cinema, and/or Strindberg's use of a subjective "dream logic", breaking with dramatic naturalism. This paper seeks to highlight more specific relations between Bergman, Strindberg, and the mediated simultaneities of television (in terms of the text, the direction, the performance, the reception, the wider historical context), which would allow one to identify Strindberg as the pre-history of television, and, television as the post-history of Strindberg. The claim that the two plays somehow anticipated, or were fully realized on, television is thus explored in relation to various thematic and formal expressions of temporality (motifs of enclosed spaces, telephones, clouds, and faces, the temporal dialectics of progress and repetition); and in relation to various specificities attributed to television (Scannell's "management of liveness", Williams' "mobile privatization", Cavell's "fact of television", etc.). The type of historicity involved in the general claim that modern art anticipates on-coming media technology, and the specific claims of the TV critics watching Strindberg in the early 1960s, is related to Walter Benjamin's notion of pre- and posthistory.

## PN 236 Global Iconic Events

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Building on Daniel Dayan's and Elihu Katz's *canonic Media Events: The Live Broadcasting of History* (Harvard, 1992), this paper offers a new concept of "global iconic events." These are news events that the international media cover extensively and remember ritually. Global iconic events are mediated simultaneities; they can bring together people in a common experience of hope or desperation even in fragmented media environments and segmented interpretive spaces. Global iconic events are meeting points of two temporal axes. Through extensive transnational coverage, they can bring people together during the events' unfolding. Through their iconic status and ritual remembrance, global iconic events also connect us to the past. Narratively and visually condensed over time through reiteration and circulation, these events (such as the fall of the Berlin Wall, 9/11, the royal wedding and Nelson Mandela's memorial) acquire historic significance and resonance in more than one country, acting as temporally lasting reference points that are recognizable and meaningful in many parts of the world. Examining the dynamics in which iconic events are formed, the paper suggests that there are five narrative dimensions of global iconic events: (1) foundation: their narrative prerequisites; (2) mythologization: the development of their resonant message and elevated language; (3) condensation: their encapsulation in a simple phrase, a short narrative, and a recognizable visual scene; (4) counter-narration: the emergence of alternative narratives that reinterpret them; and (5) remediation: how they travel across multiple media platforms and changing political contexts. All these elements raise important questions about time in general, and simultaneity in particular. "Foundation" refers to all the happenings that happened before the event. "Mythologization" enables the formation of simultaneous transnational communities through the creation of lasting, simplified and resonant representations of the event. "Condensation" creates mixed temporalities, bringing together diverse embodiments of past, present and future. Counter-narration refers to narratives that have been developed against the event, often over long periods of time. Finally, remediation is a key requirement for the formation of mediated simultaneities as it enhances the event's ability to "pop up" in different locations, providing us with the illusion of simultaneity even when there



is a substantial temporal distance between the event and its remediated form. Global iconic events also play with our understanding of time and space. They resemble certain aspects of the original event, but come to represent something larger. They express the mythical in the modern, communicating messages like loss, destruction, division and freedom. Global iconic events are also salient: they are exceptional. These events are major social dramas with lasting presence on the world stage. Finally, iconic events express sacredness: people want to touch and worship the “myth,” making the event’s story contagious in the transnational space as these events get recycled in new narratives and replicated in contemporary social performances. Overall, global iconic events offer us examples of magical moments of simultaneity, when not everybody, but many still come together in a common mediated experience.

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## Simultaneity and the Interface

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It is a truth universally acknowledged that an ordinary individual, operating a personal computer, must interact with a graphical user interface (GUI). It is probably safe to say that the GUI – best known through Microsoft Windows and Apple OS X – has become a kind of second nature for computer users across the globe. For many of us its familiar ensemble of windows, icons, menus and cursors has become virtually synonymous with our understanding of what computing is. Taking the GUI as a technocultural form of serious historical consequence, this paper explores its dimensions of continuity and difference with previous media – notably cinema and television – by analyzing the GUI’s temporal operations. It makes two interlinked propositions. The first is that the GUI structures users’ sense of simultaneous time through the micro-regulation of attention, anticipation and bodily action. The visible prevalence of operative markers which invite activation (e.g. icons and hyperlinks), along with myriad alerts demanding instant response, creates a constant oscillation between a present of reading/reception and the anticipation of immediate action via the same interface. Moreover, this oscillation is physically experienced as a default state of sensorimotor restlessness, incarnated in the perpetual alertness of the hand on the mouse and the eye tracking the moving cursor. Although prefigured by ‘zapping’ the television remote control, the GUI intensively integrates bodily agitation into a circuit of mediated responsiveness that deeply contrasts with the reception modes of immersion, parasocial participation or ambient co-presence associated with earlier screen technologies. Second, this embodied restlessness makes possible new experiences of indexical connectivity between user, medium and depicted content. This is the deictic indexicality of the pointing finger (‘If you can point,’ ran an early Apple advert, ‘you can use a Macintosh’): a present-tense, quasi-physical connection represented by the movements of the cursor, and the kinetic energy transfer generated by the gestures of our fingers which appear to cause corresponding movements of objects in virtual space (you ‘scroll’ your mouse or trackpad, and this text accelerates at the appropriate pace on the screen). These characteristics appear to privilege possibilities for sensuous immediacy and individuated action that unsettle the temporal structures of previous media. They promise to disrupt the absolute ‘aorist’ pastness of indexical trace media (like photography and film) and the temporal and existential fissures between viewer and viewed that they frequently accentuate. Indeed, historical media objects such as photographs or films often seem reanimated when encountered via the GUI: an ‘indexical chain’ of mediated contiguity between users and referents brings the traces of users’ gestures into seeming contact with the traces of depicted others. Finally, the simultaneity of the GUI is very different to broadcast media such as television. Rather than the live reception of transmitted messages or the ceremonial sharedness of media events, the GUI inculcates an individuated simultaneity of continual crisis-readiness felt at the level of embodied responsiveness: a sensorimotor vigilance that is made manifest in the global online petition.

Friday, November 11  
18:00 – 19:30

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The first national organizations, often called press clubs, began to appear in the UK, France and other countries in the second half of the 19<sup>th</sup> century. By the 1890s journalists and publishers in most European countries were more or less organized – not everywhere in solid associations but at least as loose fraternities around a common profession. Newspapers were growing along with increasing advertising and the press achieved a higher profile both in politics and as a form of industrial modernization. Under these circumstances journalism gradually came to be regarded as a profession. Obviously the time was ripe for national groups to be internationally connected for mutual benefit: to learn from each other and to strengthen the profession's prestige. This led to convening of the International Congress of the Press in Antwerp (Belgium), in July 1894, and to the founding of the International Union of Press Associations (IUPA) as the first international association of the profession. IUPA's congress met almost annually until World War I which disrupted its regular activities. After the war, in 1926, a new association was founded on a trade union basis with the support of the International Labour Organization (ILO). The *Fédération Internationale des Journalistes* (FIJ) successfully linked mainly European journalist associations and promoted professionalism until the 1930s when internal divisions with the rise of Fascism began to paralyze its activities. World War II led to its fall, while its legacy was followed up by the London-based International Federation of Journalists of Allied or Free Countries. After the war, in June 1946, this exile federation convened a world congress in Copenhagen, attended by journalists unions from 21 countries extending from USA to USSR, from Greece to Iceland, from Australia to Peru. The congress established the International Organization of Journalists (IOJ) to continue the mission of the FIJ as the main international platform for professional journalists. One year later its second congress in Prague adopted the statutes and placed the headquarters in Czechoslovakia. However, the Cold War since the late 1940s led to a division of the movement, whereby the Western member unions left the IOJ and started in 1952 a new association, the International Federation of Journalists (IFJ). Meanwhile, the IOJ consolidated itself in Eastern Europe and grew to the developing world - with Soviet support. Several attempts to reunify the movement failed and the profession was divided until the end of the Cold War. A detailed history of these associations is provided by two fresh books by the panel convener (et al). The panel complements these books with three perspectives of national histories - from Estonia, Czech Republic and Hungary - and two international cases - an early Cold-War attempt by emigrant journalists from Eastern Europe organizing for anti-communist activities and finally the story of the IOJ. With these national and international perspectives the panel aims at contributing to the ECC overarching theme by asking how to read these histories and what lessons they give for contesting pasts, presents and futures.

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#### The Early Stages of Organization and Internationalization of Journalism Profession in Estonia

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Taking the concept of professionalization as a theoretical framework, this paper focuses on the organization and internationalization of Estonian journalism in the 1920s and 1930s. The formation of Estonian journalists as an independent occupational group took about a half a century from the appearance of the first full-time editor in the late 1860s to founding a professional organization in 1919. The first stated goals of the journalists' organizations worldwide were to define journalism as an independent occupation, to discuss among themselves problems with the authorities, and to represent the national associations internationally. These are the functions that make the organization, an agent of professionalization and quality control over the occupation. All these elements emerged in Estonian journalism during the twenty years of independence in the interwar period. Estonian journalism developed towards professionalism with increasing speed, until it was interrupted by the Soviet occupation and annexation in 1940. The Association of Estonian Journalists was founded in 1919 and reorganized into Estonian Journalists' Union (EJU) in 1925. The Union had about 120–130 members during the 1930s, which made about 70% of all journalists in these years. In addition to professional, economic and social activities, the EJU actively represented the Estonian press abroad and maintained international relations. The EJU had co-operation and friendship contacts with the journalists' organizations in Finland, Czechoslovakia, Poland, Sweden and Russia. The closest and most active co-operation developed with Latvian and Lithuanian colleagues. Here, the activities of journalists' organizations of the three Baltic countries coincided with the aspirations of the countries' foreign policy in the creation of the so-called common Baltic public opinion in order to contribute to the unification of the foreign political positions of the Baltic States. For this purpose, the Assembly of the Baltic journalists' unions in Tallinn in June 1933 established the Baltic Press Association, in which each of the three Baltic countries were represented by their National Committee. After the Treaty of Friendship and Cooperation of Estonia, Latvia and Lithuania was concluded in Geneva in 1934, three conferences of the Association took place: in 1935 (Kaunas), 1936 and 1937 (Riga). In this way, the EJU became strongly involved in politics. The leaders of the EJU were actively seeking co-operation with the authorities once the authoritarian regime was established after the 1934 coup d'état. Development of Estonian journalism as an independent occupation was interrupted in 1940 for nearly half century, when the Soviet authorities physically destroyed almost the entire occupational group and staffed the editorial offices with people having little or no journalistic experience and education, and introduced strict censorship.

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After the WWII ended, all European nations that were subjected to the Nazi Germany, or that collaborated actively with Germany from their own free will, had to deal with the necessity to punish those that were guilty of the collaboration with the Nazi regime. Also the post-war Czechoslovakia had to deal with the task how to punish the “traitors of the nation”. Special judiciary was established by three presidential decrees. It established the structure of people's courts that were supposed to ensure the purge of the nation from those that collaborated with the occupiers. These courts also sentenced several dozen journalists, often for heavy prison sentences. In seven cases, journalists were also sentenced to death penalty. Besides the condemnation of traitors by the judiciary, purification of the cultural life was also proclaimed. Chapter XV of the governmental program announced the need of moral and intellectual cleansing of the nation, and promised to eradicate all that actively cooperated with the invaders from cultural organizations and institutions. And because government committed itself to “make thorough purge in the file of journalism, radio and film”, journalists themselves started the cleansing among their own files as well. The purgatory commission in Czech Journalists Union examined around 400 people until February 1946. There were four types of the punishment. The most serious form of punishment was the expulsion from the journalistic organization and following turn of the criminal to people's court. This punishment concerned according to the available lists 73 people. The participation of Czech Journalistic Union, however, did not end by the expulsion from the Union and handing over to the court, for the officials of the Union very often were sitting at the court as observers, and often they acted as main witnesses of the charge. A little bit milder was the second type of punishment, which included the life expulsion from the journalistic organization and a ban of further journalistic practice. It concerned about 40 journalists. These journalists were not sent to the public court, however, the Union decided that they will be reported at least for the suspicion of crime on the basis of so called small retribution decree. In forty cases where the commission didn't found the guilt serious enough to hand the journalist at stake to the National court or to expel him, he or she was punished by a suspension from the journalistic general practice for a limited period of time. The mildest form of punishment was the fine for the visits in so called “Presseklub”, social center of German and journalists-activists during the protectorate. The professional purge among Czech journalists was very hard, even in comparison to other European countries. Contrary to other western countries, the punished journalists often lost due to the later political development the possibility to fully return to their profession.

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In the Central European state communist societies of the 1980s journalists had a double profile. On one side those professionals, especially in big papers, radio and TV, were understood by the public opinion as parts of the political class and even of its elite. They had certain intellectual or political autonomy; they were not reflecting automatically the opinions of the party state. But they were mostly on its side, their promotion and carriers were controlled by party structures – in some periods and countries in brutal, in others in softer ways. Czechoslovakia after 1968 was an example of straightforward brutality, while Hungary of the 1960–80s was an example of permanent negotiations of those relationships, and Poland represented a mixture in this respect. In Hungary in direct ways, in other countries in indirect forms, the party offered better living conditions. Journalists had typically a higher salary than most professionals in the country – they received cars sooner compared to average citizens constantly waiting for their orders and the same happened also for apartments from state housing programs. At the same time, at least parts of those groups especially in Hungary, Poland and also in the 1960s in Czechoslovakia, were major representatives of emerging reforms and autonomous development strategies, of the intelligentsia in the eyes of the public opinion. Papers, like *Polityka* in Warsaw and *Elet és Irodalom* in Budapest were perceived as almost independent by the contemporaries. Journalist associations covered all of those different actions, projects, negotiations. In the 1980s, before the collapse of the communist regimes, significant and visible parts of the journalist community were already representatives of reform opinions. After 1989 those diverse parts of the community chose different strategies for their survival. The lifestyle and income privileges disappeared, while stability of jobs was either guaranteed or controlled by the authorities. Journalists as a group which was participating in the reforms of the 1980s knew that that it is coming soon and was not disturbed. For their further professional horizons they chose among four different strategies: (1) A small minority (10–15%) continued to understand themselves as parts of the fallen party elites and tried to find places to survive in their re-organizing networks, using their resources. (2) Another minority (10–15%) using their public image of reformers left journalism as a profession and were integrated into new political parties, parliamentary groups and new independent movements. (3) Around 20% continued as core members, even stars of the new media landscape with a new ideology of the “absolute freedom of press”. Referring to images of the democracy popular in the 1990s, they resisted any outside influence, trying to control the media. (4) The majority simplified, de-intellectualized and de-ideologized their professional identities. They started to believe, that they are in a technical profession. Their role is information gathering and profession and not public performance at all. The paper presents national combinations of these strategies in different periods of the transformation in four Central European countries: Hungary, Czech and Slovak Republics, and Poland.

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## Pen Against Hammer and Sickle: The International Federation of Free Journalists (IFFJ)

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In the first decade of the Cold War, democratic émigrés in the West from countries behind the Iron Curtain founded, as part of their ideological struggle against the Soviet bloc, a number of supranational organizations – internationals where Czechs, Poles, Hungarians, Romanians and members of other nations of Central and Eastern Europe could coordinate their anti-communist efforts. It remains a challenge for researchers to track all the periodicals and various exile projects of a humanitarian, cultural, educational and, above all, political character which were intended to defeat the Red totalitarianism and to liberate the “captive” European nations. In addition to these ideological internationals (International Peasant Union, Socialist Union of Central and Eastern Europe, Christian Democratic Union of Central Europe et alia), a number of professional international associations of exiled writers, lawyers, academics, and journalists were organized. The modern international cooperation of “press people” had its beginnings in the 1920s and the exile after World War Two was intended to follow up on this connection by creating a counterpoint to the International Organizations of Journalists. The project mainly evolved from the ideas of the editor of Czechoslovak BBC broadcasting, Rudolf Kopecký, and a Polish journalist Bolesław Wierzbiański. This background of the newly formed organization ensured an exile syndicate of Polish journalists. The establishing congress of the International Federation of Free Journalists of Central and Eastern Europe and Baltic and Balkan Countries (IFFJ) was held in November 1948 in Paris with more than one hundred and twenty delegates in attendance. Membership in the IFFJ quickly rose to 1300 people. It established its headquarters in London in a building which had served the Polish government-in-exile during the Second World War. The founders had several main objectives: to warn the Western public of the restricted information coming from behind the Iron Curtain, of the expulsion of foreign correspondents, of restrictions on freedom of speech and of the trials of independent journalists, of the control of all information by state surveillance, of indoctrination and Sovietisation, and of the attacks and destruction of national cultures. The IFFJ founded its own press agency (Free European Press Service), opened regional offices in New York, Paris, Munich and Stockholm and began to publish periodicals in different languages (IFFJ News, *Le journaliste libre*, *Freie Korrespondenz*, *Se Upp!*). It sent delegates to international conferences and to the United Nations, specifically to the Sub-Commission on Freedom of Press and Information of the UN Economic and Social Council. In addition, the group cooperated with Radio Free Europe and press unions in Great Britain and the USA. In spite of all these achievements, however, after 1952 the IFFJ found itself in the shadow of its “bigger sister”, the International Federation of Journalists (IFJ) based in Brussels. Exile journalists moved the core of their activities to the USA, but the importance of the IFFJ gradually declined.

PN 260

## The Rise and Fall of an Empire: The Story of the International Organization of Journalists (IOJ)

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Journalists (IOJ) The IOJ was founded in 1946 to carry on the legacy of the pre-war FIJ. The political blow of the rising Cold War in 1948–49 led to a split of the movement, whereby the IOJ brought together journalist associations from the new socialist countries in Central and Eastern Europe and increasingly from the developing countries including China, while the Western associations established in 1952 the IFJ to serve journalist associations from the “free world”. Both the Prague-based IOJ and the Brussels-based IFJ consolidated their membership, but the IOJ remained larger of the two, mainly due to expanding membership in the global South and thanks to growing activities especially in publishing and training. The IOJ expansion was boosted by political support from the Soviet Union through its Union of Journalists, but an increasing factor were financial resources generated by commercial companies operating as branches of the IOJ in Czechoslovakia and also in Hungary. By the end of the 1980s the IOJ had grown to cover through its national affiliates altogether 300,000 journalists – over twice the size of the IFJ and about half of all organized journalists in the world. Counting by its membership reach and activities in Prague, Budapest, Berlin and several regional centres, it was the biggest non-governmental organization the media field at large. However, the empire was doomed to fall after the “collapse of communism” in the 1990s. First the “velvet revolution” in Czechoslovakia in 1989 released a vocal opposition to the IOJ, which was seen by the new forces as partner of the old repressive rulers. The IOJ lost its member union in the host country and the post-communist government ordered the headquarters to be expelled. The expulsion was negotiated and processed by courts for years, but finally there was a natural end of the IOJ in Czech Republic after the financial base of the IOJ collapsed and the once flourishing activities throughout the world faded away. By the late 1990s the bulk of membership had moved to the IFJ and all that was left of the old empire was a small legal entity in Prague and a pro forma office of the last President in Amman. Accordingly, formally speaking the IOJ remains in existence even in 2016; at the age of 70 it is totally out of operation but is still waiting to be declared dead. Its active life lasted for 50 years (1947–97), which is an unusually long age in the history of international associations of journalists – IUPA's real life before World War I lasted for about 20 years, and the FIJ lived less than 15 years. The paper reviews the rise and fall of IOJ, which for most of its history was “embroiled in Cold War politics”, as it is characterized in the book *A History of the International Movement of Journalists*. Its story offers several lessons to media scholars, political scientists as well as journalism professionals.



PP 619

## The History of Post-Communist Romanian Advertising from Offline to Online Communication

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Romanian advertising has passed through significant changes after 1990, considering that concepts such as products, brands, consumers, consumerism, competition, the free market became familiar to everybody. This was not only the moment for developing new domestic brands, accepting the global, and empowering the old and local brands, but also the time of struggling to survive on a very demanding market. This paper aims to present the main stages of Romanian democratic advertising given that the local industry has been deemed a main reference point for the Eastern European countries. In addition, consumers welcomed global brands enthusiastically, recovering the gap between Romania and other ex-communist markets very quickly. The main stages of local advertising could be analyzed either from the standpoint of brand identity, or from the standpoint of communication channels. In the first case, we identified the following stages of local advertising: the phase of neglecting the genuine roots of brands; the second of building brand identity; the third, of rediscovering national identity; and, last but not least, the stage of being awarded at the European level. In the second case, we identified two categories of advertisements that represent the support for the offline and digital culture. Considering that this study intends to present an applied history of Romanian advertising, it focuses on a brand that illustrates the transition from communism to democracy. The main research method is the case study of a very well-known chocolate bar called Rom, whose history describes the evolution of the Romanian advertising. The sampling relies on data provided by the specialized Romanian advertising site [www.IQads.ro](http://www.IQads.ro), where every brand registers its whole activity. This brand has passed through all four phases which were earlier described, and, moreover, was awarded at Cannes in 2011 and 2014. Therefore, Romanian advertising is a reference point, not only for Eastern countries, but also for Central ones, which have earlier been integrated into the European Union. The research will be conducted based on qualitative methods, meaning a case study supported by content analysis. According to John Creswell, the case study will be a holistic analysis, which means a history of the case, the chronology of the brand on the market based on the previous advertising stages, and, in the end, an analysis of brand themes. The historical approach will include the offline and online development of the brand at the same time, while the themes analysis involves a comparative perspective of both channels. Besides, the main topics of Rom campaigns stem from using content analysis, applied individually to offline and online advertisements. The main issues of the analyzed themes refer to brand positioning, campaign tonality and creative direction.

PP 620

## Mapping the Past of a National Web Domain: The Development of the Danish Web 2005–2015

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This paper analyses the historical development of the national Danish web from 2005 to 2015, asking the research question: What has the entire Danish web looked like in the past, and how has it developed? The aim is to map selected quantitative characteristics, e.g. size, structure and content, of the Danish web for each year within the period in order to do comparative studies. Knowledge of the development of the web is significant because in most societies public dialogue and cultural life increasingly takes place online. A study of the historical characteristics of the web can serve as a baseline for other studies, for instance by making it possible to determine whether a specific website at a given point in time was comparatively large or small. While the overall idea behind the project was presented at the ECREA conference in 2014, this paper will focus on the methodological challenges involved in creating a corpus of the Danish web and the first results of the analysis. The empirical material used is 1) the Danish web from 2005 to 2015 as it is archived in the national Danish web archive Netarchive, and 2) the domain names of the country code top-level domain .dk, based on lists from the national domain name registrar. From the material in Netarchive, a corpus has been created for each year that is as close as possible to the national web as it looked in this year. The data from web's underlying layer of digital code has then been extracted in a systematic and structured way in order to do big data analysis. The analysis focuses on five characteristics of web: 1) size (size of the entire nation's web, size of file types, and of websites), 2) space (geographical distribution of websites), 3) structure (networks of hyperlinks), 4) vivacity (new/disappeared domain names and frequency of updating), and 5) content (file and software types, language, and semantics (e.g. word frequencies, sentiment analysis/topic modeling)). These results are supplemented by an analysis of the domain name lists as they can tell us the total number of domain names over time, the number of domain names created and disappearing in a year, change of ownership etc. Besides presenting the preliminary findings, the paper will discuss the methodological challenges of the project, especially relating to the tasks of delimiting a nation's web, creating a corpus for each year and minimizing duplicates. It will also discuss what other types of characteristics it could be relevant to analyse, and how the analysis might be elaborated with other types of data.

PP 621

## The First 20 Years of Digital Journalism in Spain and Portugal: A Comparative Approach

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We recently attended the anniversary celebration of the 20 years of the digital journalism in Spain and Portugal, since the creation of the first and leading online digital news services on the Iberian Peninsula. In this paper we carry out a historical journey through the various stages in the evolution that has taken place since the first digital versions of print editions until the arrival of the 'strict meaning' digital media. At the same time we review how the university and academic discipline of studies on digital journalism was historically formed, highlighting the main issues and challenges facing this area of study in the geographical area of the Iberian Peninsula. In addition to geographical and cultural proximity, many interests and experiences are shared by Spain and Portugal. Thus, it is possible to observe a unique phenomenon in both countries. The emergence and proliferation of online media in the Iberian Peninsula has been accompanied by the establishment of the field of study of Digital Journalism in universities. Thus, it is possible to identify various stages in the historical development of this subject area, characterized by the clear parallel between the conformation of the profession, on one hand, and the academic field on the other. At present, in the context of a *ars nascendi* that is currently under development, not only digital media have passed the age of majority with the establishment of its main features, characteristics, delineation of areas of study, etc., but also we have seen (almost in unison) the arrival of maturity in studies of digital media and online journalism. In these twenty years we have witnessed the creation of a real critical mass around the study of digital journalism in Spain and Portugal. With the emergence and subsequent consolidation of courses on digital journalism in the curricula of universities, the creation of the first research groups dedicated to the new phenomenon, the implementation of research projects (increasingly on more specific topics) or the increasingly frequent publication of specialized monographs and scientific studies around the digital journalism and its surrounding issues. When studying and analyzing the 20 years of digital media in Spain and Portugal we decided to conduct an analysis of the main media of both countries to see how they have addressed the digitization and the adaptation to the web, with special attention to the processes of inclusion and promotion of readers' participation, creation and development of digital storytelling, promoting interactivity, etc. Finally, and making an overall assessment, although that progresses both professionally and academically have been remarkable, it is necessary to make some distinctions. It is possible to note the presence of mixed results, with the emergence of very innovative and valuable experiments (many of them emerged, paradoxically, with the economic crisis) while it is possible to detect certain historical reluctance by traditional media that undoubtedly have delayed advances in the field. Hence it is necessary and suggestive to make a fundamental distinction between native digital media and those dependent on a previous medium, mainly written.

PP 688

## The History of Media Policy in the Federal Republic of Germany in the 1970s from the Mediatization Perspective. A Research Approach

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In the first two decades after the end of National Socialism the structural foundation of the West-German broadcasting and print media was laid (Koszyk 1986, Kutsch 1999). These activities were carried out by directly involved actors without wider public attention (Kleinstaub 1982: 44). This situation changed at the end of the 1960s: the policy field, now called "media policy", gained greater visibility in the political sphere. Political parties made media policy a top topic on party congresses and established media commissions. Media policy became object of Federal Government statements, draft laws and of a large research programme. The publishers association issued a new journal dedicated exclusively to media policy. In communication studies, media policy became the most important research subject. Contemporaries observed a "highly emotionalized and impatient" debate (Roegele 1973: 7) that, with changing issues, lasted well beyond the introduction of private broadcasting in the mid-1980s. Why there was such an upturn of media policy in the 1970s given its usual secondariness as policy field? The presentation will not yet be able to give a complete answer to this research question but develop a study design that will be suited for researching the history of media policy. A theoretical framework will be developed that guides central methodical decisions concerning research period, sources and source analysis. The theoretical framework is based on mediatization theory (Meyen/Thieroff/Strenger 2014) informing historical interpretation as well as on the agent-structure dynamics approach providing analytical concepts (Schimank 2010). Referring to mediatization, the upturn of media policy in the 1970s can be conceived of as second-order long-term response of politics and other areas in society to a changing media system (beginning expansion of television, press concentration, rise of critical journalism) and the overall gain in significance of public communication from the end of the 1950s on. This contribution emphasizes that an important response of actors consisted of influencing media coverage about themselves by getting involved in media policy. Drawing on mediatization theory's assumption, that different subsystems of society depend on media coverage to a varying degree, the involvement of actors in media policy debates can be explained (apart from politics for example churches, trade unions, social movements and communication science). The fact that the media have played an important role as actors themselves, can be explained by the changing actors' and resource configuration in the media system (appearance of public service broadcasters) and in its environment (e.g. change of government, "68ers") as well as by changing structures of expectation and interpretation (e.g. demands for internal press freedom, media as institutions for critique and control; cf. Schimank 2010). Literature H.J. Kleinstaub: Rundfunkpolitik. Opladen 1982 K. Koszyk: Pressepolitik für Deutsche 1945–1949. Berlin 1986 A. Kutsch: Rundfunk unter alliierter Besatzung. In: J. Wilke (ed.): Mediengeschichte der Bundesrepublik Deutschland. Köln 1999, p. 59–90 M. Meyen/M. Thieroff/S. Strenger: Mass Media Logic and The Mediatization of Politics. A theoretical framework. Journalism Studies, Vol. 15 (2014), 271–288 O.B. Roegele: Medienpolitik und wie man sie macht. Osnabrück 1973 U. Schimank: Handeln und Strukturen. Weinheim 2010

PP 689

## The Role and the Positioning of Catalan and Basque Nationalist Newspapers in the Process of Building Democracy in Spain (1977–1981)

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The objective of this paper is to analyze the role and the positioning of Catalan and Basque nationalist newspapers in the process of building democracy in Spain after General Franco's death. Major events of the Transition to democracy are related to Spanish politics and therefore are focused on building a new State with democratic institutions and adopting a legal system based on the strength of a new Constitution approved and accepted by the vast majority of Spanish political parties and population. In addition to a Madrid-oriented vision, other perspectives should be taken into account, considering that Catalonia and the Basque Country (two "historical nationalities" with deeply rooted identities) faced the Transition with their own agendas, claiming their own priorities and setting high expectations in relation to major political issues such as State-building, constitutional checks and balances, Statutes of Autonomy, self-governments, decentralized Spain and human rights. On this point, the demands of Catalan and Basque nationalism played an important role and so Catalan and Basque nationalist press. Going in-depth with the so-called Catalan and Basque Transitions, the research is focused on three daily newspapers: Catalan nationalist 'Avui' and Basque nationalists 'Deia' and 'Egin'. 'Avui' was published for the first time on April 23<sup>rd</sup> 1976 and ideologically represented a wide spectrum of Catalan nationalism. 'Deia' published its first copy on June 8<sup>th</sup> 1977, days before democratic elections were held for the first time in Spain. 'Deia' gave public voice to moderate nationalism. 'Egin' appeared for the first time on September 30<sup>th</sup> 1977 and was ideologically connected to radical leftist Basque nationalism. Since the resignation of its first editor-in-chief, Jesuit Mariano Ferrer, at the end of March 1978, 'Egin' has been repeatedly accused of supporting ETA armed struggle for independence. The paper covers the period 1977–1981 and includes major events of the political Transition affecting Catalan and Basque nationalist claims. The research has a qualitative orientation and combines two different techniques. Firstly, qualitative content analysis. The corpus is limited to editorial articles and other opinion contributions perceived as relevant for the positioning of each newspaper. Five main categories of analysis have been described for conducting the analysis: a) Democratic system; b) State-building model; c) Catalan and Basque nationalism; d) History and culture; e) Political violence and terrorism. Each category has been divided in 10 different subcategories. Secondly, in-depth interviews with contemporary journalists. The data and information collected in content analysis has been complemented with the results of in-depth interviews with the editors-in-chief of 'Avui', 'Deia' and 'Egin' during the period 1977–1981. In a first stage, the research pretends to analyze, separately, the role and the positioning of Catalan and Basque nationalist newspapers regarding major events of the Transition. In a further step, the paper will contribute with a comparative vision, listing similarities and differences between both Catalan and Basque situations.

PP 690

## A Controversial Case Between Quality and Tabloid Journalism: Diario 16 During and After the Spanish Transition to Democracy

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One of the most remarkable daily newspapers founded the year after General Franco's death in Spain was Diario 16. It was launched in October 1976, only five months after the creation of the renowned newspaper El País. Despite being both quite similar in terms of ideology and politics (center-left oriented), El País rapidly became successful and profitable while Diario 16 lasted almost ten years before reaching a respectable position and making profits. Nevertheless, both turned into symbols of the newborn Spanish democracy. In a few years, El País reached prestige, reputation and influence in the public opinion by imitating other European quality newspapers of the time. Conversely, the promoters of Diario 16 had to suddenly change their initial idea and make a more popular, less elite-oriented newspaper that could not compete with El País. The appointment of a new young editor, Pedro J. Ramírez, in June 1980 was the key to revitalizing the newspaper in such a way that its circulation rose from 60,000 to 120,000 issues in hardly two years. The ingredients used by Ramírez were partially taken from the old newspaper but he encouraged the establishment of new guidelines such as a more vivid style, front pages bordering on the edge of sensationalism, large photos and provocative headlines, etc. At the same time, he also tried to position Diario 16 among the quality press through editorials and articles signed by prominent writers. Another significant point was the use of investigative journalism, especially in corruption affairs involving the Socialists in power since 1982. The rivalry became especially intense due to the newspaper's findings on counter-terrorism actions in France, allegedly planned and paid by the government as a dissuasive weapon against Basque terrorist group ETA. In this paper we will analyze the reasons behind this behavior of Diario 16, the controversies raised about its journalistic practices from an ethical viewpoint, and the arguments that both parties (government and newspaper) contended to justify themselves and attack the opponent. We will describe the political and media context to understand the discussions and also the abrupt, shocking end of the story with Ramírez being fired by the company's owner and publisher. The issue of quality became crucial as an argument used to dismiss him. To what extent can we consider Diario 16 a sensationalist newspaper? Was Ramírez's dismissal of journalistic or rather political nature? To answer these questions and deal with adjacent issues, we examined all newspaper issues between October 1980 and March 1989, with special emphasis in its news policy, front-pages, main topics dealt with, and the institutional positions through the leading articles along with those written each Sunday by the editor. We also interviewed Ramírez and his main trustworthy journalists, apart from many references found in books and periodicals. We will conclude trying to offer an answer to explain the complex nature of what we can call a hybrid newspaper that combined elements from tabloids and others taken from quality press.

PP 691

## The Memory of a Dictator in Portuguese Newspaper

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This paper proposal is part of a larger study on how the Portuguese journalism shaped - during the first decade of this century - the memory of Antonio Oliveira Salazar, prime minister of 'Estado Novo', the dictatorship that preceded the democratic revolution of April 25, 1974. Salazar is the most important figure of the Portuguese political history in the recent past and his image and regime doctrine left a legacy that by the end of the last century seemed silenced. In the first decade of the new century, Salazar seemed to "return": in addition of many books, some films and TV series, portuguese journalism were producing several works that recalled or reveal different aspects of his life and his regime, in a memory labour that figured us important to understand. In this context, it was made a survey of the articles published in four portuguese newspapers (two daily and two weekly) and of the news exhibited by the three main portuguese television channels, between 2000 to 2010. These were analyzed according to previously established variables, with a particular focus on visual images, as we consider its particular potentialities in the (re)construction of memory of people and past events. Here, we present the results of the qualitative and quantitative analysis of the articles and photos published in the press. These allow us to verify trends, patterns and memory production strategies and to conclude that the dictator's collective memory is strongly rooted in the present and journalism tends to crystallize his symbolic value, which circulates as an empty significant (Barthes) available for the appropriations required by journalism.

PP 692

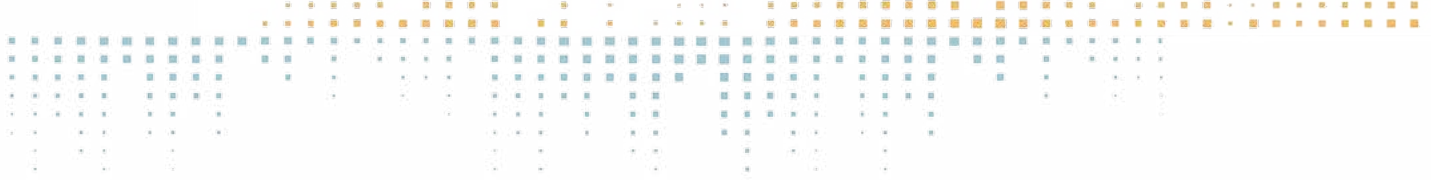
## Writing About Food as a Mean of Communication

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Food, eating habits or hunger create the everyday culture and national cuisine. What did our ancestors eat form in certain manner what are we eating now and what we present our children or tourists as our national cuisine, part of our national heritage. Ten years ago started in Czech Republic a movement for revitalization of so called First Czechoslovak Republic (in period 1918–1938) as the golden era. The chefs, food journalists and gourmets started to praise the former gastronomy, the then used products and techniques and its high European level. There were few cookbooks published at that time, in which you can find some unique dishes, but these dishes were certainly not eaten by normal people at daily basis. The former menus and common meals in the city or village in 20s and 30s could be found in the daily press. The newspapers from that period brought news and articles about food, lack of supplies, usury, crop, pricing and of course tips for weekly menus for the whole family. To prove, if our nowadays ideas about the gastronomy in 1918–1938 correspond with then situation, I have made the content analysis of the four most influential Czech daily press. I have chosen the weekend issues, as they had more pages and more supplements, in six years which were significant for the development of the new country – 1918 (founding and euphoria from the independence),





1919 (lack of supplies in the post war market), 1924 (flourishing economy), 1930 (crisis), 1933 (hunger and protests), 1938 (end of the autonomy due to the Munich Agreement). I focused on the differences of themes and arrangement of the news according to the political orientation of the given newspaper. In which newspaper the most articles were published? What did they deal about and to whom were they addressed? People in 1918–1938 used to read newspapers daily and they believe in high quality of the information and they communicate with the editorial office. I assume that the picture of the gastronomy in the media corresponds with the past reality and I would like to depict, which newspapers or what political party or society class influenced the Czech national cuisine the most.

PS 021 Discontinuity in Czech and Slovak Media After 1989: Transformation in Newsrooms

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Media, newsrooms and journalists changed dramatically after 1989 in Czechoslovakia. Media policy of the communist regime has been replaced by media policy of emerging democracy. This study is an attempt to understand how this radical change of political regime and relation between media and power has affected journalism. This paper presents ongoing research and possible first outlines of partial results. It aims at showing what have been the most important processes in newsrooms during the change of regime, as well as the most important impact of this paradigmatic change of state policy on mass-media. This research is methodologically based on oral history and in-depth interviews with journalists from newsrooms of main news media and media-policy makers in 1989–1994. The paper has multidisciplinary scope. It is a historical study combining media studies with law and political science (transitology). The authors use a comparative perspective, in order to study changes in Slovak and Czech media and between radio, television and print newsrooms. This research aspires to contribute to recent history of Czechoslovak media and history of media policy and regulation.

PS 022 Social Networks Between Media and Politics in International Relations. An Ego-Network Model of Information Practices of the Journalist Ernst Feder at the League of Nations (1926–1932)

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Since its foundation in 1920, the League of Nations (LoN) played an important role in the transformation of international relations by means of openness and publicity (cf. Information Section 1928; Ranshofen-Wertheimer 1945). For this reason, the press was provided with information, accommodation and technical facilities for meetings. To communicate the LoN, the Information Section was founded, which organized various mechanisms of regular official information as well as verbal official information (Information Section 1928: 20ff.; Ranshofen-Wertheimer 1945: 202ff.). Against this background, the initial thesis of this paper is that the LoN, caused by the official focus on informing, also formed an organizational context with 'leaky' communication circuits between policy-makers and the press (cf. Desmond 1937: 224ff.). As official information was uniform and distributed to all press representatives simultaneously, practices of interpersonal information increasingly played a special role for the journalists at the LoN. To get news and information exclusively and at first for the newspaper they wrote for, journalists cultivated extensive social networks with colleagues on the one hand and diplomats, officials and politicians on the other hand. Conversely, politicians did have close friends among the journalists or utilized personal contacts to journalists as 'filters' to spread information in their interest. A number of autobiographical reports written by former journalists accredited at the LoN offer numerous suggestions in this direction (cf. for example: Eckardt 1967; Feder 1971; Stutterheim 1938; Withaker 1937). While most of these documents outline such conduct rather casually, the diaries of Ernst Feder (1971) give information at great length about his contacts and practices to get news informally. An actor-centred qualitative network visualization (cf. for the method: Hepp 2015) of these helps to explore the variety of Feder's personal contacts at the LoN and to systemize his practices of informing. A network map brings the various data in the diaries together and allows to deduce his social network 'to stay up to date'. To model Feder's ego-network, first all his contacts were coded by categories covering form, intensity, quality and social role of the contact person. To visualize the collected data, VennMaker 1.5.7 (Schönhuth et al. 2015) was used "as a heuristic tool for the visual exploration of networks" (Düring et al. 2011: 423). Overall, the model shows with the example of Feder not only the relevance and complexity of interpersonal informing practices and social networks at the LoN, but also reveals the close interweaving of media actors and politicians in international relations. Works cited: Desmond, R.W. (1937): *The Press and World Affairs*. New York, London; Hepp, A. (2015): *Qualitative Netzwerkanalyse in der Kommunikationswissenschaft*. In: Averbeck-Lietz, S.; Meyen, M. (Hrsg.): *Handbuch nicht standardisierte Methoden in der Kommunikationswissenschaft*. Wiesbaden, 347–367; Düring, M. et al. (2011): *VennMaker for Historians*. In: REDES, 21, 421–452; Ranshofen-Wertheimer, E.F. (1945): *The International Secretariat*. Washington; Schönhuth, M. et al. (2015): *VennMaker 1.5.7*. <http://www.vennmaker.com> Sources: Eckardt, F. von (1967): *Ein unordentliches Leben*. Düsseldorf; Feder, E. (1971): *Heute sprach ich mit...* Stuttgart; Stutterheim, K. von (1938): *Zwischen den Zeiten*. Berlin; Withaker, J.T. (1937): *And Fear Came*. New York.

PS 023

# The Death and Funeral of the Great Father Figure Kekkonen. The Premodern Implications of the Rituals in the Finnish Media in 1986

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The paper analyzes the media rituals of the death and funeral of the Finnish president Urho Kekkonen in 1986. Certain features of the Finnish political culture are revealed in these rituals. Media plays a significant part in constructing the common national rituals, at the same time reflecting the culture and also re-creating it. Kekkonen is portrayed and was also seen by the people and the political elite as a father figure who protected his family and children from threats of foreign powers and conquerors. He represents the last figure in the long chain in political history, drawing from the Swedish kings and Russian tsar Alexander to the first leaders of the independent nation and particularly Mannerheim. As the premodern leaders, Kekkonen portrayed as an authoritarian father figure who loved his people and rose above the petty quarrels of the elite circles. The Finnish political tradition dating back to Snellman emphasizes the nation as having one mind. When Kekkonen died he had been out of office already five years, but in the symbolic level the nation lost a leader who had personified the mind and will of the nation. In him, also the trust of the nation and its elites was personified. His funeral symbolized the end of an era in the history of the Finnish nation. The empirical material of this analysis consists of media texts and images collected from Finnish newspapers, electronic media, online search engines and social media sites, such as Google and YouTube. The paper draws from the perspectives of media history, political culture and media anthropology.

PS 024

# Research Focus and Methods in Spanish Communication Studies. A Longitudinal Content Analysis of Five Top Spanish Communication Journals (1990–2014)

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In the last quarter century, communication research has been one of the most dynamic and productive areas of social sciences and humanities in Spain. In this period the research community has experimented an intense growth, due to the increase of the variety and quantity of university studies in communication since the early nineties, and the institutionalization of the field has been strengthened by means of the emergence of numerous academic societies and scientific journals. Probably as a result of this consolidation process, during the last decade the scientific community has developed a great interest on projecting a thoughtful look on their own practices in order to analyse and evaluate the research done in this field and to identify their strengths and weaknesses. This type of meta-analysis usually focuses on scientific production published in academic journals, but it mostly caters for short periods of time, so till the date it is not possible to have a complete overview of the Spanish communication research in the last 25 years of consolidation and maturation. This paper is part of a broad ongoing research project (funded by the Spanish Ministry of Economy and Competitiveness) that aims to fill this gap by studying the development of communication research in Spain during the last 25 years. Specifically, this work focuses on the evolution of the objects of study, methodologies and techniques in the Spanish communication research during the period 1990–2014. For this purpose, a longitudinal content analysis was applied to the papers published by five Spanish top journals in the field of communication (*Anàlisi, Comunicació y Sociedad, Estudios sobre el Mensaje Periodístico, Revista Latina de Comunicación Social* and *Zer*) by authors working in Spanish research centres. The corpus was defined by selecting a sample of years within the period analysed, and includes all the papers published in a half of those 25 years (1990, 1993, 1995, 1997, 1998, 2003, 2004, 2007, 2008, 2010, 2012 and 2014). A code sheet was designed including six variables, four of them on the objects of study and two on the methodological aspects (methods and research techniques), and applied to a final total corpus of 1,050 papers. Results reveal i) the centrality of journalism studies in the Spanish communication research, especially of those focused on the analysis of news and information contents; ii) a progressive decay of theoretical research for the benefit of empirical works; iii) a continuing improvement of methodological rigour; iv) the preeminence of quantitative research comparing to qualitative studies, which are practically non-existent at the beginning of the analysed period; and v) the predominance of quantitative content analysis applied to the study of news and journalistic coverages, with a very little presence of works based on surveys, experimental research and, of course, qualitative methods (focus groups, in-depth interviews or direct observation).

PS 025

# The Early Days of Radio: Explaining the Transition from Point-To-Point Media to Broadcasting

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This communication presents an explanatory theory about the transition from point-to-point electronic media, such as the telegraph and the telephone, to radio as a mass media broadcast. Our main focus will be United States. We argue that there are four factors, all interdependent, to explain this transition: technological factors, economic factors, factors relating to government regulations as well as social factors. The technology of radio will be presented in the context of an economic dynamics that lead to the creation of a market structure founded on expensive and complex send out devices and in increasingly cheaper and simpler receiving devices. Based on the research of authors such as Erik Barnouw and Yochai Benkler, we will analyse the role of patents and state regulation in building the new radio market. The keystone of our communication is to make evidence of how radio technology was an instrument

that made possible the universalization of a certain type of social practice, since it was merely thought as a simple mean to a social end. From the analysis of some journals published during the early years of radio, such as the *Electrical Experimenter* and *The Electrical Engineer*, and recalling the pioneering experiences of Lee de Forest, we will show how radio transformed and universalized – along with social, temporal and spatial dimensions – the social practices of listening to music that were prior developed in Europe since the eighteenth and nineteenth centuries. We will show how the first broadcast stations were conceived as a kind of gigantic theatre. Briefly, we will present how radio broadcasting – the joint action of technology, economics, regulation and social practices – is linked to the modern concept of audience and was originated in that practice of listening to music.

## PS 026 Analyzing the Arms Race – Cold War Conflicts and World Political Sophistication in Swedish Men's (Sex) Magazines

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Alongside the Scandinavian welfare state, another grand narrative of the Post-War Sweden is the 'Swedish sin' and the mainstreaming of sexually explicit media content. In a number of studies (Arnberg and Larsson 2014; Hirdman 2001) and historiographies (e.g. Carelli and Dahlström eds. 2005) the popular Swedish men's magazines *Fib Aktuellt* ([*Fib* 1933]) 1963-) and *Lektyr* (1923-) have been analyzed as examples of mainstreaming of sex and liberalization of pornography in Sweden in the late 1960s and early 1970s. However, throughout the 1960s, both *Fib Aktuellt* and *Lektyr* focused, mostly, on other subjects than sex. Even if the nude centerfold sections got thicker, the majority of the overall content of the magazines focused on crime, violence and world political conflicts; the escalating War in Vietnam, the tensions between the USA and the Soviet Union, and the wars and conflicts in Africa, Central America and Middle- and Far-East. Furthermore, *Fib Aktuellt* covered extensively the ongoing Revolution in Mao's China, while *Lektyr* focused on the tense relations between the divided German states and published several stories on defection from East Germany to West Germany. In both of the magazines, the Cold War armament war extensively analyzed in detailed illustrations and graphics, implying that the Cold War configurations were essential sources of masculine pleasure and excitement in the Swedish leisure time reading. Marie Cronqvist (2004) has discussed the centrality of the 'spy drama' in the Swedish Cold War culture. Drawing on analysis of the world political content of *Lektyr* and *Fib Aktuellt* during the 1960s and early 1970s, this paper argues, more broadly, for deep interest in the Cold War political, ideological, and economic composition in the Swedish men's media. This is interesting in terms of the world political role of Sweden as the non-aligned peace mediator on one hand and one of the world's leading armament industries on the other hand. Moreover, this is interesting in terms of men's (sex) magazines providing spaces for production and circulation of Cold War images and narratives (Saarenmaa 2015), and spaces for articulating wars, conflicts and political passions together with sexual stimulation (Saarenmaa 2014).

## PS 027 Challenges and Opportunities for Communication Research in Spain: Facing the Multimedia Scenario Requires Methodological Updates

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The fast transformation processes experienced within contemporary media landscapes is also influencing the way Communication Research is being conducted. Consequently, Communication as an emerging scientific field becomes an appealing topic for identifying main trends and emerging challenges in this changing environment. Approaching the core domains of interest, the most common methods and methodologies and the more frequent objects and subjects of study turns necessary if one aims to be aware of the constant evolution of our field. Different surveys conducted in Europe and Latin America point among their main findings to the high presence of an interdisciplinary perspective to Communication as an object of study, the insufficient methodological development and the lack of definition of existing scientific policies applied to this field. This paper pursues two main objectives: first, to identify the main trends in the Communication Research conducted in Spain between 2007 and 2013; and second, to present the main research challenges faced by the national scholarship in order to deal with the singularities of the current multimedia scenario. Among the main hypotheses, the scarce presence of experimental research and the prevalence of conventional mass media as central topic of interest will be tested in the Spanish current state-of-the-art. This study is built upon a national research project titled *MapCom*, aiming to produce a mapping of research projects, groups, lines, objects of study and methods regarding social practices of Communication in Spain. The research team is composed by more than 50 researchers affiliated to 20 universities offering Communication programmes. This study offers chances to draw an international comparison with other countries, languages and scholarly systems. Our data are the result of conducting a quantitative and qualitative content analysis of a thousand PhD dissertations and around 150 research projects being granted funding from the Spanish scientific authorities. All these documents were produced between 2007 and 2013. Our coding book included 28 categories clustered in the following groups: object of study; epistemological approach; research methods and techniques; predominant research strands. Among the main findings already identified, we can point out, at least, five main features: prevalence of descriptive and explanatory studies (almost an 80%) applied to a documentary field (approximately 60%) without contrasting fields (lacking in more than 70% of the units of analysis), mainly focused on mass media (more than 45% of the cases) and relying on intentional sampling methods applied mainly on content and/or discourse analysis of texts (around 55%). Lastly, the presence of mixed methods and other strategies of triangulation are not common yet. These preliminary headlines support the evidence of a reduced presence of online objects of study and an occasional quota of experimental methods in Spain, fostering the need to develop these research approaches and methods as of the challenges to be faced the Spanish Communication Research scholars.



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In historical perspective, "the mass", or the crowd, is obviously a centre of gravity for the (visual) media, whether consisting of rallying political protesters or of royal subjects paying tribute to their monarch. Although behaving according to different protocols in different situations, the crowd seems to be imbued with intrinsic news value whenever and wherever it materializes in public space. It is evident that the historical links between the mass and the media are strong, conceptually as well as theoretically. In this paper, the attraction between masses and media is explored in a comparative historical study of media representations of "the crowd" in different emotional modes and with various registers of preferred collective action. By comparing how the behaviour of the mass was reported in consensual and contentious settings, respectively, I hope to contribute to the understanding of protesters as well as of their "others", the consenting public. The empirical case in point is provided by newsreels and newspaper reports from Imperial Russia, where the public behaviour and emotions of the crowds during the meticulously organised celebrations of the Romanov dynasty's third centenary in 1913 is pitted against those of the protesting crowds during the first waves of revolution, in February and October 1917. The questions guiding the analysis are: How were the relations between mass and media represented in news images and texts from the events? How did the media conceive of the mass, and of its own position, in these different situations?

Associated with the vast expansion of the media environment by the Internet, parsimonious selectivity has become a necessary defense against information overload. However, even the most prudent, well-trained selection strategies fail in the face of today's cacophony of fast-paced news, user generated content and social media messages. In order to cope with this challenge, users increasingly rely on the filtering and sorting functions of Information Intermediaries: Their web navigation is assisted by search engines, their social attention prioritized by Facebook's feed algorithm, their news aggregated by news aggregators. An increasing body of literature (e.g., Messing & Westwood 2014) documents that such services' recommendations are far from neutral. Rather, they have their own inherent biases that can potentially distort the content that reaches users. As this insight (e.g. in the form of the buzzword "filter bubble") reaches civic and political discourse, regulators are becoming increasingly anxious to make sense of the complex phenomena involved. The discussion, however, still lacks a clear theoretical concept of Information Intermediaries. We offer a precise definition of Information Intermediaries, identify and categorize the platforms with their technical selection mechanisms and conceptualize their role in the chain of media effects research. Based on these findings we discuss options and limitations for the regulation. A key feature is the Intermediaries' position in the flow of information. In contrast to traditional media, they recommend external—rather than providing their own—content by applying two distinct logics that have been insufficiently distinguished in the literature yet: First, they may act as Gatekeepers by applying filter logics, thus excluding information entirely from the output. Such behavior may occur for example when search engines delete content at the request of government actors or citizens. Second, they apply sorting and personalization logics that change the visibility of content according to idiosyncratic criteria. Altering the visibility can severely impact recipients' information consumption. Since, for example, search engine users concentrate their attention on the few top results, they will hardly ever reach a result on the subsequent result pages (Pan et al. 2007). The criteria are formalized in algorithmic models drawing on a set of features and maximizing a mathematical metric of relevance. In conjunction with users' trusting reliance, Intermediaries can bias the information consumption of individuals and publics. From this position, there are many potential effects, of which three are particularly important: (A) On an individual level, Intermediaries may increase or decrease the diversity of viewed content and (B) change recipients' selectivity towards lower quality content (e.g., more soft news). (C) On a population level, Intermediaries may increase or decrease the fragmentation of publics. So far, regulators across different nations struggle trying to come up with a coherent approach towards Intermediaries. Among the largest challenges are (1) the algorithmic black boxes which hinder empirical tests of Intermediaries' effects, (2) the legal schism between monopoly law (relating to misuse of market power) and media regulation law (involving requirements for transparency, must-carry rules and other normative obligations).

The production and distribution of news is increasingly based on the distribution of journalistic content via google, facebook, twitter and also via mobile news apps like apple news. As technological enterprises, mainly based in the US, distribute content across frontiers and become increasingly important gatekeepers for news distribution (Helberger et al. 2015; Nielsen, 2016) they also challenge existing regulatory frameworks, as different regulatory cultures collide. Elsewhere the new players in the news market were described as "rule-breakers" (Altmeppen, 2016) not bound to formerly accepted journalistic standards, such as the reuse of contents, and a risk for the continuity of journalistic institutions (Altmeppen, 2016; Pasquale, 2015). In this paper, it is argued that what we observe is an increased activity of contesting regulatory frameworks in which news production and redistribution takes place. The practice of contesting the existing regulatory frameworks, including recently established rules is the result of increasingly intersecting ecologies (van Dijck, 2013) which challenge regulators, legacy organisations, platforms and citizens. The theory of contestation (Wiener, 2014) conceptualises contestation as a critical discursive practice to express disapproval of norms, constitutive for normative change. Governance theory assumes that contestation is needed for a healthy regulatory environment, reaching the understanding of contestedness as meta-organising principle. Differing from this conceptualisation, in this paper, contestation is understood as a process which is far from innocent but also inevitable as the ecology of news making is changing. The analysis is based on triangulating material from press releases, strategy papers, court decisions, European directives and news reporting in Germany, France, the UK and Spain looking at cases related to the use of journalistic contents, freedom of expression/censorship and privacy. The Results show that 1) contestation is applied as a practice by either the regulators, the platforms or the legacy news media organisations 2) Wiener's (2014) four modes of contestation (arbitration, deliberation, contention and justification) are used by diverse actors, along different regulatory levels in the European Union using formal, semi-formal or informal codes 3) these modes are used differently across the countries along with practices of acceptance which also vary in scale and form 4) practices of contestation are not equally accessible for all the players involved as they are bound to resources 5) imbalances in access lead to a situation in which regulatory environments are entering a constant, multi-layered and asymmetrical cycle of contestation, therefore, private actors increasingly create both spaces for contestation and interpretation. Examples include the announcing of the "will" to adapt voluntarily content to national rules (twitter), creating own mechanisms like an advisory council to interpret the "right to be forgotten rule" (google), the campaigns for civic engagement like the counter-speech campaign to safeguard freedom of expression (facebook and google) and the pushing for new ancillary copyright laws (alliance of publishers) 6) this situation unveils a "legitimacy gap" (Wiener, 2014) that results from the imbalanced means to contest and favours a gradual erosion of regulatory power.

PP 008

## Putting the Canaries in the Data Mine. Some Suggestions for the Practical, Ethical, and Legal Challenges of Researching the 'Black Box'

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Algorithmic agents (AA) permeate every instant of our online existence. Based on our digital profiles built from the massive surveillance of our digital existence, they rank search results, filter our emails, hide and show news items on social networks feeds, try to guess what products we might buy next for ourselves and for others, what movies we want to watch, and when we might be pregnant. They select, filter, and recommend products, information, and people; they increasingly customize our physical environments (including the temperature and the mood). Increasingly, algorithmic agents don't just select from the range of human created alternatives, but also they create. Algorithmic agents are increasingly capable of providing us with content made just for us, and engage with us through one-of-a-kind, personalized interactions. In order to understand the implications from algorithms, for users and society, and possible threats or opportunities for the realization of fundamental rights and values we need to be able to better understand the workings and effects of algorithms. As we describe in this paper, there are more than one ways of approaching this. Seeing that some of the most powerful and influential algorithms are among the best kept business secrets in the world, asking the developers and owners of algorithms to let us study the code is not a very likely route to success. Another possibility is to reverse engineer the algorithms to see how the inputs to the black box define the outputs of the algorithms, but many factors limit the successful application of reverse engineering. Instead, our team at the University of Amsterdam decided to go for a third approach, which enables us to observe the space in which algorithmic agents interact with us, humans, and to see how agents and people shape each other's behavior. The objectives of our paper are three-fold. The first one is to describe our approach to researching the 'Black Box', and to share our experiences with the academic community. The second objective is to instill a more fundamental discussion about the ethical and legal issues of tracking the trackers, as well as the costs and trade-offs involved, e.g. for the privacy of those users we are observing. The third objective is to contribute to developing a vision on algorithms and transparency in general. Our paper will contribute to the discussion on the relative merits, costs and benefits of different approaches towards transparency (such as bottom up reverse engineering vs. statutory transparency obligations). We will argue that besides shedding light on the internal workings of specific algorithms, we also need to be able to understand how different methods of cracking the black boxes open compare to each other in terms of costs and benefits so we don't end up sacrificing a golden goose to warn us to the dangers in the data mine.

PP 009

## Towards a Public Service Algorithm That Promotes News Diversity

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Digitalization processes have profoundly changed the news ecology. As a consequence, the very definition of news itself is under pressure. Whilst traditional news production typically revolves around news values in determining what is newsworthy, datafication principles are increasingly being used to determine what is newsworthy and what news offerings should consist of (Hammond, 2015). This impacts the news ecology on different levels: decisions on the editorial floor about what content needs to be produced is increasingly based on what generates 'engagement' (c.g., internet traffic) (Lee, Lewis & Powers, 2014), while various news outlets experiment with algorithms to offer personalized news (Carlson, 2015). To facilitate the filtering of news and information, news recommender systems have been developed. They are powerful and popular tools for audiences to cope with the information overload and assist in decision-making processes, based on the user's news preferences. As such, these systems are clear examples of the algorithmic culture at work in the big data era. The increasing importance of algorithms and datafication brings about new opportunities, e.g. offering a customized news experience and facilitating innovative journalistic practices, but might also entail less positive consequences. As such, the hyper-personalized news selection may endanger the basic function of news, since it may result in a 'filter bubble' (Pariser, 2011), a world created by the shift from 'human gatekeepers' to 'algorithmic gatekeepers' employed by Facebook and Google, which present the content they believe a user is most likely to click. Against this background, this paper aims to conceptually explore an innovative and societally relevant use of algorithmic power, i.e. 'public service algorithms' that make recommendations that help in opening our horizons and offer something 'new and different'. First, the concept of 'news diversity' will be analyzed both from a communication science and legal perspective (e.g. source diversity versus exposure diversity; Burri, 2015, Helberger 2015). In a second step, based on the foregoing analysis on the one hand and a literature study on the functioning of algorithms on the other hand, the paper will identify and examine essential principles that a public service algorithm must embody (e.g. transparency, user control and data subject rights, accountability). REFERENCES Burri, M. (2015). Contemplating a 'Public Service Navigator': In Search of New (and Better) Functioning Public Service Media. *International Journal of Communication*, 9, 1341–1359. Carlson, M. (2015). The robotic reporter. Automated journalism and the redefinition of labor, compositional forms, and journalistic authority. *Digital Journalism*, 3(3), 416–431. Hammond, P. (2015). From computer-assisted to data-driven: Journalism and big data. *Journalism*, doi: 10.1177/1464884915620205 Helberger, N. (2015), "Merely Facilitating or Actively Stimulating Diverse Media Choices? Public Service Media at the Crossroad", *International Journal of Communication*, 9, 1324–1340. Lee, A.M., Lewis, S.C. & Powers, M. (2014). Audience clicks and news placement: A study of time-lagged influence in online journalism. *Communication Research*, 41(4), 505–530. Pariser, E. (2011). *The filter bubble: What the Internet is hiding from you*. Penguin UK.

PP 010

## From Contested to Shared Responsibility: Online Platforms and the Transformation of Publicness

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Online platforms, from Facebook to YouTube, and from PatientsLikeMe to Coursera, have become deeply involved in a wide range of public activities, including journalism, civic engagement, policing, health care, and education. As such, they have started to play a vital role in the realization of important public values and policy objectives associated with these activities: freedom of expression, public discourse, consumer protection, and the accessibility to basic public services. This paper develops a conceptual framework for the governance of the increasingly central involvement of platforms in public space. Throughout the twentieth century, state institutions were primarily responsible for the organization of public space and for safeguarding public value. This societal arrangement has come under growing pressure as a result of economic liberalization and privatization of public institutions and services. The rapid rise of online platforms both accelerates and further complicates this development. These platforms appear to facilitate public activity with very little aid of public institutions. As such they are celebrated as instruments of the 'participatory society' and the 'sharing economy'. Most platforms are, however, owned and technologically developed by large corporations, which have strong commercial interests in how public activities take shape on their platforms. These commercial interests and corresponding strategic motives do not always align well with those of public institutions, which, despite the dominant rhetoric, remain important organizational and regulatory actors. Equally complicated is the new active role of users, as creators, producers, sellers, and semi-experts. Consequently, the integration of platforms in public space has been characterized by ongoing confrontations regarding the role and governance of platforms and their users. Developing a framework to resolve such confrontations, this paper considers the particular 'responsibilities' of key stakeholders. What kinds of responsibilities can platform corporations reasonably be expected to take in how they regulate and steer public activity? To which extent can platform users be held responsible for their intended and especially also unintended contributions to public communication? And finally, as public space often no longer coincides with public institutions and strictly regulated commercial actors, do governments need to shift the focus from protecting public space to advancing public value? Based on insights from theories about 'risk sharing' and the 'problem of many hands', we will sketch the contours of a framework of shared responsibility for the realization of public values on platforms. The key idea of our proposal is that the realization of core public values, in public activities centrally involving online platforms, should be the result of the dynamic interaction between platforms, users, and public institutions. To guide this interaction, we propose a number of key mechanisms to regulate the distribution of responsibilities between these stakeholders.



PP 074

## Doing Governance in Figurations: Proposal of an Analytical Framework

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Traditionally, Governance has been understood to be a counter concept to simple hierarchical control by powerful actors, such as states or companies, taking all regulating subjects into account. After, the focus in Governance research widened to the object being regulated as well as the structures of regulation themselves which soon proved to be very fruitful, especially concerning the disperse contexts of Internet Governance. But the full potential of the Governance approach has yet to be raised: Today, concepts of Governance are still applied primarily to institutional structures, normative factors like law, technology and social norms and to their materializations in written law, contracts or code. However, if we do not see these materializations just as given artifacts, but also as a common construction of social reality by actors, we can also shed light on uses and practices of these actors from a Governance perspective as recent developments in STS i.a. by Woolgar, Neyland, and Ziewitz demonstrate. So it is possible to understand how normative structures influence the behaviour of actors while being constituted through communicative constructions by these actors at the same time. That's the „Doing Governance“-approach. Unfortunately, theoretical concepts and methods needed for comprehensive analyses covering structures and processes based on the „Doing Governance“-approach are still missing. There is no comprehensive theoretical and methodological framework to empirically investigate, analyse and explain the realisation of Governance in this sense. We propose such a framework by understanding Governance as an achievement of figurations in terms of Norbert Elias. Such figurations show determinable features: Individual and collective actors form specific constellations. Power, privileges and responsibilities of the actors are corresponding with these. Furthermore, they realize specific communicative practices in determinable relevance frames. Approaching Governance on the basis of this framework opens twofold methodological access: First, we can do hermeneutic content analyses of the materializations, and the normative structures thereby. Second, we can observe the figurations and analyze their features and communicative practices. With other words: we are able to merge the structure and process as well as the behavioural, actor-centric perspective to arrive at an comprehensive but fine-grained understanding of Governance. We illustrate that this framework is useful especially in the Internet context on the basis of the case of Governance of conflicts in search engine entries after the ECJ's 'Right to be forgotten'-decision (ECJ 05–13–2014, C-131/12 – Google Spain) based on a legal dispute between Google Inc. and a person requesting deletion against the background of a changing media environment through ubiquitous availability of search engine services and their impacts on the normative structures and construction processes in general. This moment of irritation is defined as the starting point, producing normative pressure for behavior adjustment of the actors of the figuration. It forces companies such as Google Inc., to set up their own procedures, rules and departments to handle deletion requests by users. We examine this change in Governance of the use of search engines and show at the same time, how helpful the proposed framework is for understanding such transformations.

PP 075

## Regulations, Norms, Discourses and Technology: An Integrated Governance Perspective for Media and Communication Studies

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This paper proposal contributes to the conceptual debate on communication governance and media regulation. Based on a literature review and conceptual integrations, the paper develops a governance perspective for media and communication studies that distinguishes four layers of ordering: regulations, norms, discourses and technology. Although governance as a notion is routinely used in communication policy research as well as in practice, the conceptual debate has not gained much traction after a promising start in the mid-2000s (Donges 2007, d'Haenens et al. 2007). For Internet governance, van Eeten and Mueller (2013) even asked: "Where's the governance in Internet governance?" The most elaborated concept of media governance has probably been articulated by Puppis (2010). But even his understanding of governance as integrated view on rules does not extend prevalent notions of regulation substantially. Concepts of governance apparently tend to be either too vague to be analytically helpful or too narrow to provide a conceptual surplus over related notions such as regulation or politics (Karppinen/Moe 2013, Hofmann et al. 2014). Against this backdrop, this paper proposes a concept of governance for media and communication studies that focuses not on rules as such, but on communication and negotiation processes around rules and expectations. In contrast to prevalent concepts, this allows for a genuine disciplinary governance perspective that is not defined by its object of investigation (eg. the media sector) but by its analytical perspective. Conceptually the paper draws on governance research, institutional theories and STS. This integration allows to show that governance as the process of negotiating rules and mutual expectations is not restricted to law and policy-making but that it also consists of normative orientations, discursive framings and media technologies. As a result, the paper suggests four perspectives of governance research for media and communication studies: (1) A regulatory perspective addressing the provision and enforcement of formal rules such as laws, court decisions and terms of service; (2) a normative perspective investigating the prevalent judgements on legitimate and illegitimate behaviour in a specific community or sector; (3) a discursive perspective addressing the framings and debates on contested issues of communication policy and law; and (4) a technological perspective investigating the embodiment of affordances and rules in infrastructures and algorithms shaping daily routines of communication. The analytical advantage of this governance concept lies in combining these perspectives, understanding them as intertwined layers of ordering that jointly (or competitively) contribute to the institutionalisation of rules and expectations. This conceptual proposal is illustrated along the field of copyright making this entanglement of regulative, normative, discursive and technological ordering processes visible. By spelling out this integrated concept of governance, this proposal contributes to the theoretical development of communication policy and law as a subdiscipline as well as to the integration of different strands of media and communication studies as a discipline. It might also be understood as a contribution to the nascent conceptual debate on the role of technology (infrastructures, data, algorithms) in shaping media and communication.

PP 076

## Towards a Theory and Method of Communicative Power in Media Policymaking

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Communication in the policymaking process – between policymakers and industry, between policymakers and the public, and between industry and the public – has been of interest to political scientists for the better part of a decade. Lamentably, if not also ironically, the conceptualization and analysis of communication in the media policymaking process has yet to garner much attention by media policy scholars either in Europe or abroad. This neglect has significant implications for the study and analysis of the regulation of communication and media industries, since these industries represent not only the regulated parties, but also control the avenues and platforms by which mediate communication occurs. In other words, media policymakers depend on the platforms provided by media companies to distribute their message (i.e. news), and in turn, media companies can mobilize their platforms to support their policy positions. This leads to the potential for bias in the reporting of policy issues (McChesney, 1999), refusal by news organizations to cover policy issues – what Freedman (2014) calls “policy silence” (Freedman, 2014) and/or the discursive capture of the policymaking process by the regulated industries (Pickard, 2015). Heretofore, those interested in bias, silence and capture, namely critical political economists have yet to connect their concerns with the role that communication plays in policymaking. We address this paucity by introducing a theoretical and methodological framework that centers on the intersection of communication and power in media policymaking. More specifically, we begin with the findings of a meta-analysis of the intellectual traditions of critical studies of power, political economy, policymaking, and new institutionalism, to situate previous work on communication in media policymaking and the ability of regulated industries to engage in policy bias, silence, and capture through their immediate access to the means of communication. Drawing again on these aforementioned fields, this paper then builds a novel theoretical and methodological approach to understand and investigate the role that communication plays in the media policymaking process. The theory and method of communicative power in policymaking is subsequently grounded in an example taken from a recent discursive and regulatory battle in Canadian broadcasting policy (the “fee-for-carriage” debate) to demonstrate how regulators and the regulated mobilize private and public communication to achieve their regulatory goals. While we use a North American example, our approach is not nation-specific and we therefore conclude this paper with a call for further research in various national and supranational contexts to encourage the development of a fuller understanding of communication and power in the policymaking cycle. Works Cited Freedman, D. (2014). The contradictions of media power. London: Bloomsbury McChesney, R.W. (1999). Rich media, poor democracy: Communication politics in dubious times. Urbana: University of Illinois Press. Pickard, V. (2015). The return of the nervous liberals: Market fundamentalism, policy failure, and recurring journalism crises. *The Communication Review*, 18, 82–97.

PP 077

## Imagining the Internet: The Use of Metaphors, Images and Similes in the Argumentation Over the Future of Online Audiovisual Services

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Metaphors, images and similes have a major influence on designing information policy. The history of media regulation is rampant with such images as “the marketplace of ideas,” “the information superhighway,” and “cyberspace.” Yet, while descriptions, comparisons and representations can serve to simplify an explanation, and to illustrate what words sometimes cannot, they can also serve to ideologize an argument, while obscuring its ideological bent. Indeed, images can project hidden messages that can help overcome resistance to an idea which raises unflattering associations or connotations. One major power of metaphors is their ability to help explain transition and change. Indeed, the media have been changing before our eyes in the past two decades – since the privatization and commercialization of the Internet – however the general inability to fully grasp the reasons for the technological wonder it presents allows those debating the appropriate policies for its oversight to employ simplistic descriptions in order to craft convincing arguments. One major policy shift in need of a good metaphor is the introduction of audiovisual services over the Internet. What has been described in its nascent stages as “Internet TV” or “TV like” services, in itself a metaphoric use of one technology to describe another, has since defied its conceptual roots as it emerged to be a far more complex service than that which the old technology could encompass. In 2014, the Israeli government appointed a committee of experts in order to propose a policy regarding the future regulatory framework vis-à-vis commercial audiovisual services. The committee’s charge bundled reference to broadcast, cable and satellite television, with the mention of the structure of regulatory bodies, through the mentioning of the advertising market, and all under the metaphor of the need to create a “leveled playing field.” During the year in which the committee operated it received more than sixty documents from the public, predominantly from stakeholders in this burgeoning market, among them television networks, cable operators, internet platforms, civil society organizations, and bodies representing the laborers in this field such as actors, filmmakers, producers and writers. Not surprisingly, many of these documents as well as the oral arguments that followed them contained a variety of images of the Internet. In this study we use a qualitative content analysis to identify, present and scrutinize the ways in which the internet was presented in these arguments. Reviewing the written and oral documents as well as the questioning and exchanges between the committee members and the stakeholders as arises from the verbatim minutes available to the public, the study demonstrates the role of the images of the internet in the design of policy argumentation as well as in the design of the policy itself.

PP 138

## Public Service Media Governance in Europe and Overseas. A Comparison of Remit, Funding, and Offer in 18 Media Systems

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In a digital media ecology, the concept of Public Service Media is under scrutiny. In times of new modes of communication and changing media markets, their role, place and shape is currently being re-evaluated. While PSM organisations try to react to changing user practices and fragmented audience groups, policy makers have to decide whether and how to adapt the regulatory framework. Even though the transition from PSB to PSM (Lowe/Bardoel 2008) was generally approved by including online services into the remit, the debate about the details of online regulation, about the appropriate funding models and about the right accountability measures is still going on in many countries. The fact that all Public Service Media face the same challenges associated with the digital media ecology makes them an ideal object for comparative research (Raats & Pauwels 2011). By the means of comparison, we can find similarities and differences, we can detect trends and innovations in policy making, and we can develop typologies (e.g. Kleinstaub 2003, Thomass 2007). In the suggested paper we therefore offer a comparison of PSM in western countries that addresses some of the main issues that policy makers and PSM officials are facing in this decade. To be more specific, we will first give an overview on the definition of the PSM remit. Aside of the classical list of genres that follows the BBC's first general director's famous credo "to inform, to educate, to entertain", a special focus is given to the regulation of the online services. Furthermore, we also investigate the process of evaluating the remit, which includes accountability measures and license renewal procedures. Second, we investigate the regulation of funding of PSM. In the light of digitisation, many authors suggested replacing the traditional license fee linked to a radio or TV set by another funding model, e.g. a household levy (e.g. Herzog/Karppinen 2014; Lowe/Berg 2013; Nissen 2006; Bron 2010). Aside of the model of public funding, we also offer a comparison of the regulation and amount of commercial funding. Third, we give an overview on the service offered by PSM organisations. This includes the number and the genres of radio and TV-channels, but also their online services. Finally, we also compare the reach these services have in audience markets. In sum, this contribution asks the following research question: What are the similarities and differences between PSM in western and overseas media systems according to their remit, their funding, and their services offered? To answer this question, we draw upon the findings from a research project that we conducted in 2015, comparing PSM in 18 western European and overseas media systems. The main method used was a qualitative analysis of documents (Karppinen/Moe 2012, Mason 2002, Mayring 2002). Furthermore, we worked with country experts who validated and complemented our findings and provided an overview on current policy debates in their countries.

PP 139

## Contribution to Society: A Citizen Oriented Approach to Public Service Media Accountability

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In the current context of increasing competition, internationalization and fragmentation, public service media face new challenges to remain relevant, prominent and findable. Society and its citizens are changing, and so are their needs and expectations of media. Their consumption habits are evolving beyond traditional television viewing and radio listening as they rapidly embrace new media. In parallel, the ongoing economic crisis and the waning trust in public institutions across Europe have reinforced those contesting the remit, role and legitimacy of PSM and demanding a review of their activities and budgets. In response to this, in January 2015 the EBU launched the PSM Contribution to Society project, which brought together the EBU, its Members and academia during an entire year and with a common goal: Defining a conceptual and operational framework that enables EBU Members to assess their contribution to society and communicate about it. The contribution to society concept includes not only PSM output and reach but also their impact on other areas of activity as well as the benefits for the citizens. The paper will present the results of the project, which will provide academic scholars with a very updated and realistic perspective of how public service media organizations perceive and face their challenges regarding accountability and reporting on their activities. First of all, the main vectors of change on the media market and the resulting challenges for EBU Members are identified. Following that contextualization, an analysis of the current issues surrounding the legitimacy of public service in the media sector is carried out. This is directly related to the assessment and perception of the value and benefits delivered by PSM organizations. Secondly, potential methodologies and tools for evaluating PSM performance have been identified, going beyond the traditional measurement and reporting approaches already applied. In that sense, there is a special focus on impact assessment, mapping the areas where PSM can deliver significant value, including the economy, technology, culture and democracy. In addition, the need for PSM to improve relations with their stakeholders along with their public communication techniques is addressed. In this connection, practical recommendations about how to build new convincing and meaningful narratives about the value of public service media and their contribution to society are provided. Overall, this paper defines a new mindset as well as a methodological framework – including tools, guidelines and best practices – that will help public service media design and implement their own strategies for assessing and communicating their contribution to society. This is a crucial step in maintaining the legitimacy of PSM and reinforcing their social, market and political support, in other words, for them to remain relevant with a secure future.

## How the Public Values Public Service Broadcasting

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The debates on the future of public service broadcasting (PSB) are not coming to a rest and continue to challenge both the concept and the attendant organizational structure of public service broadcasters (PSB) in Europe. Traditionally, PSBs were responsive to and held accountable by politics. However, market pressure, increasing individualization, diversified media use and rising opposition to fees have led to a situation where PSBs gradually discover the general public as their target for accountability. Consequently, PSBs aim to justify their existence by explaining, consulting and conversing with the public through different means. While much is known about the arguments of politics and private media with regard to public service media, the opinions of the public are rarely considered. This paper contributes to closing this research gap by focusing on the attitudes of the public regarding the significance and performance of PSB in times of media change. Based on a national representative survey (n=1121), this paper explores the attitudes of the Swiss population with regard to the importance of public service in general and the fulfillment of the remit by the Swiss PSB (SRG) in particular. First results show that two thirds (67%) of the Swiss population agree that a public service remit is still important. There are, however, important socio-demographic differences: Higher education, income and age correspond with higher levels of appreciation of the importance of public service media. Similarly, men and Internet users agree to larger extents than women and Internet non-users. While there is a high appreciation of the general importance of public service, the Swiss population agrees much less with the assessment that the SRG does a very good job in fulfilling this remit (44%). There are no differences regarding education but younger respondents agree less and are at the same time the group that is most undecided. In order to shed more light on the attitudes of individuals towards public service, this paper will further examine the relation between people's appraisal of public service and their value priorities. In order to scrutinize this link between human values and attitudes/opinions the paper draws from the well-validated theory of value structure and content developed by Shalom H. Schwartz (1992, 1994). It surveys three basic values that can be considered particularly important for the appreciation of PSB: hedonism (pleasure, self-indulgence), self-direction (creativity, freedom), and security (safety, stability). These represent the opposing dimensions of openness to change vs. conservatism. We hypothesize that a supportive attitude towards PSB and a greater agreement of how well the SRG fulfills this remit correlates positively with values that stress security, while respondents with value priorities in support of change and novelty approve less of it. Altogether this paper contributes to an empirically-based understanding of the public's attitudes towards PSB, which might inform both policy-makers and PSBs in their pursuit of an adequate strategy in the digital age.

## Public Service Media's Own Social Network – Necessity or Utopia?

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European Public Service Media (PSM) struggle with a decline in reach and market shares, accompanied by a debate about their contribution to democratic society. Therefore, PSM are searching for new ways to attract their audiences online. At this point, social networks represent a good choice for public service media in order to fulfill their remit concerning participation and social inclusion. They have increasingly focused on using social networking sites in order to promote their content and engage with their younger users (Moe 2013). BBC News, for example, has 27.898.557 Likes on Facebook (February 2016). This is almost three times as much as the New York Times has (10.789.153 Likes). However, social networking sites like Facebook are commercial enterprises and have the potential to negatively affect democratic discourse. As Parrilla, Gadringer and Trappel (2014) pointed out: „Facebook is primarily a forum for discussing and communicating topics other than politics (e.g. gossip, social interest stories, entertainment)“, and furthermore, „Facebook works as a forum for bypassing the media by political parties and institutions more than as a tool for the political empowerment of citizens“ (Parrilla/Gadringer/Trappel 2014: 19). Using Social Networking Sites like Facebook, therefore actually contradicts the idea of PSM creating an inclusive and diverse public sphere. Because of these reasons, the question arises if creating an own public service social networking site would help PSM in order to contribute to public discourse and generate „Public Network Value“ for society (Wenzel/Steinmaurer 2015). However, the possibilities of Public service media to provide or use Social networking sites are restricted in many European countries. In Austria, for example, the law prohibits the provision of a PSM social network. Therefore, the authors will address the following research questions: - What are the activities of European Public Service Media on Facebook like (User Engagement, Content Marketing), and do these activities contribute to democratic discourse? - Is there a societal need for a genuine public service social network? - Which kind of legal restrictions can be found for these activities? In order to answer these questions, the authors will analyse different Public Service media organisations (BBC, ORF, ARD, NPO) and their activities on Facebook. Secondly, the authors will elaborate on the different theoretical perspectives that can justify an own social networking site (such as Digital Commons and Public Network Value), but also draw on a specific perspective on freedom of broadcasting as a „serving freedom“ that cannot be classified along with the traditional subjective liberal human rights' aim at holding off interference of the state. Instead, it has to be guaranteed by law in an objective way. This perspective supports a strong role of public service media in the online environment. The question if PSM are allowed to provide their own social networks depends on the definition of broadcasting, as the fundamental right of freedom of broadcasting justifies greater engagement of PSM online (Degenhart 2011).



PP 214

## Data, Prediction and Automatic Law?

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Big data and predictive analytics could be said to strive for a perfectly calculable future, where virtualized possibilities are used in analyzing the present. In that it might be said to have risks of authoritarianism. Here, we explore challenges for using law with the aim of regulating big data programs and the knowledge they generate. Legal limitations on big data could be based on limiting: 1) the data that is available for analysis; 2) the types of computational processes that can be used for making decisions (that is, regulate how decisions are made); or 3) the resulting effects on individuals – be it discrimination, stigmatization or profiling. If effectively implemented, legal systems capable of modulating these processes and outcomes could profoundly redefine the relationship between society and automated systems. However, legal systems capable of constraining big data in this way do not yet exist. Data protection regimes rarely limit data analytics or automated decision making programs in a substantial way; the regulations that do exist are of questionable efficacy overall. It has recently been argued that law, as a technology of the script, may be losing its protective power, and that any normative constraint on predictive analytics and automated systems may require more than just providing textual instruction to those who control systems. In other words, effective regulation may require an articulation of legal constraint into the telecommunications infrastructure itself. It may require automated, self-executing legal systems, operating at the technical level. This paper analyses the possibility of implementing legal constraints on predictive analytics through technical systems. It explores the possibility of hardcoding legal limitations within big data systems. Legal expert systems that assist administrative governance have been in use for some time, but the use of systems through which legal norms are translated into programming code is rarely compulsory or applied with the force of law. Rethinking the mode and materiality of legal transfer (in a way that includes the computer, the network and programming code) may offer a fruitful path. However, it is also fraught with jurisprudential quagmires and practical barriers. Accordingly, we provide an analysis of recent exercises that have attempted to translate and replicate legal norms through programming languages to constrain data mining and analytics. We focus on the possibilities and consequences of ‘automatic’ law as a vehicle for reshaping the relationship between individuals, automated systems and their effects.

PP 215

## Tracing Audience Behaviour for a Reason – A Matter of Paternalism?

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This paper analyses in a news context the reasons that are often provided for using audience data found in privacy agreement texts and cookie consent information. Due to current data protection legislation, media companies and other website owners must obtain informed consent from their audience in order to use cookies to measure web traffic. New EU data protection regulations from January 2016 promise modernized, unified rules that benefit businesses while also giving people better control over their personal data. Currently, informed consent is often obtained by asking for permission to collect audience data through “cookie consent” or acceptance of user terms. Some media companies also communicate their reasons for collecting the data in separate texts, stating reasons such as enhancing the user’s experience and personalizing content tailored to individual audience members. User experience and personalization are frequent research topics related to ubiquitous computing. Here, researchers strive to make computers invisible, having them “stay out of the way”, even though they may be everywhere (Weiser and Brown, 1996). As a consequence, computers are being entrusted to make decisions for people and improve the everyday lives of people without the technology creating a disturbance. This process can be described as an act of technological paternalism (Hofmann, 2003), i.e. machines make decisions for individuals using behavioral data and pre-programmed rules that go into action without the conscious and active consent of the users. Spiekermann and Pallas (2006) account for how paternalism today is accepted in many contexts and societies, as it is claimed mainly to be in the interest of the user. Paternalism also involves the ethics of technology (Hofmann, 2003). At times paternalism has been considered positive, such as in medicine where physicians in some circumstances, for example biological statistics, are able to diagnose patients without talking to them (Hofmann, 2003). Today, however, the term has predominantly negative connotations, and engineers, scientists and experts are often “accused” of paternalism when technological solutions compromise the autonomy of individuals (Hofmann, 2003, p. 323). Furthermore, systems that are paternalistic are described as able to “punish” humans even though the punishment may be in their own interest. This paper analyses in a news context the reasons that are often given for using audience data. Privacy agreement texts and cookie consent information collected from 60 news sites, more specifically ten national and ten regional news outlets in three countries (US, UK, and SE), are analyzed within the context of paternalism. Preliminary results indicate that the provided reasons may not be beneficial for the audience, and therefore in the long term not viable for the media companies themselves. There are many implications for media companies since a lack of transparency or justified reasons may compromise the trust of the audience. Given the access media companies currently have to audience data in its richest form, is it possible to actually achieve the noble reasons for collecting audience data as stated in the privacy texts?

PP 216

## Shopping for Privacy: Exploring National Differences in Disclosure of Personal Data in Ecommerce

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Introduction Ecommerce, defined as the purchasing of goods or services as 'digitally enabled commercial transaction[s] between and among organizations and individuals' (Laudon & Traver, 2003, p. 10), is a strong economic force totaling over \$1 trillion in sales in 2013 (Leggatt, 2013, para. 1). As with many digital technologies, consumers must divulge personal data in order to utilize services or interact with websites. With ecommerce, consumers are required to provide information necessary for fulfilling and completing an online purchase (i.e. address, phone number, credit card information). Further, consumers may disclose information in exchange for a more personalized shopping experience or for product recommendations (Chellappa & Sin, 2005). This study explored how, why, and under what circumstances consumers are willing to disclose personal information in ecommerce transactions. An online survey conducted among participants in the US (n=248) and Estonia (n=225) examined willingness to disclose and perceived risks pertaining to disclosing personally identifying information (PII, also referred to as personal data in Europe) in ecommerce, as well as attitude toward disclosure in general, and anxiety disclosing personal data. As a basis for comparison versus the US, the country of Estonia was studied due to its advanced standing of technological systems, advanced legislation and regulations intended to foster the use of communication technology, a culture that is collectivist and long-term oriented, a high level of citizen proficiency with the Internet, and a unique aversion to risk due to a historic cyber-attack. Results Despite Estonia's advanced adoption and progressive policies and practices toward the Internet, Americans were more willing to disclose, and were less concerned about perceived risks. For Estonians, ecommerce experience, perceived purchase benefits, and trust in the Internet and institutions were significant predictors of willingness to disclose personal data. Americans who perceived purchase benefits were found to be the most likely to disclose PII, while Americans with lower levels of education were also more willing to disclose. Online disclosure consciousness (ODC) was introduced as a framework to conceptualize and empirically measure the gap between one's willingness to disclose and perceived risk pertaining to the overall 17-item index used in the study, the sub-indices, and particular items. Using 7-point Likert-type measures, the results showed significant gaps among participants both within and across nations. Implications For policy makers in both the United States and the European Union, this study shed light on what types of information consumers consider risky. The findings also suggest marketers and policy makers should recognize that data disclosed online are not all equally sensitive to consumers. The study utilized a 17-item list of potential disclosure items (name, email address, etc.) and showed these can be categorized reliably into six sub-indices. The ODC model provides an alternative conceptualization to the ideas of the privacy paradox, privacy calculus, and privacy cost-benefit ratios found in the literature. Implications for theory, consumers, marketing practice, and public policy are discussed.

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## Online Privacy: Websites Managers' Perspective and Policy Implications

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Online privacy has turned to be a major issue in the research of the interface between Internet technologies and society (Bennett & Parsons, 2013). Most studies on the issue focus on one of three groups of stakeholders: (a) internet users, their privacy concerns and behavior (e.g. Paine et al., 2007); (b) policy-makers and regulators who respond to users concerns (e.g. Rasmus & Stine, 2013); and (c) the firm or the website which adopt fair procedures in order to gain business benefits (e.g. Gerlach, Widjaja and Buxmann, 2015). However, a fourth group of stakeholders is almost ignored: the website owners and managers as individuals. It seems that there is no study that directly exposes these individuals' views regarding online privacy, their own concerns about the issue, and their ideas and efforts to meet users' privacy concerns. One can argue that privacy notice on a website reflects the website's owner/manager's views. However, privacy notices reflect only the legal considerations and restrictions that websites' owners and managers dealing with, and not their real views, beliefs and knowledge. In the current study we directly addressed websites' owners and managers. While exposing their views, beliefs and behavior regarding online privacy, we found that a relatively high percentage of the respondents claimed that they did not understand some of the privacy issues which we presented in the questionnaire; Yet, those who did not understand the issues were convinced that they met users privacy concerns much more than the respondents who claimed to understand the issues. In addition, a correlation was found between the age of the websites owners/managers and their concern and behavior: the younger the website owners/managers are, the least they are concerned about user's privacy and the more they take actions to safeguard user's privacy. Following these two findings we present and analyze what we call "the websites privacy paradox." While the traditional "privacy paradox" (Barnes, 2006) addresses users' online behavior, the websites privacy paradox refers to websites owners'/managers' behavior. We believe that our findings contribute to the discussion on privacy policy and privacy state regulation vs. self-regulation. Reference Barnes, S. B. (2006). A privacy paradox: Social networking in the united states. First Monday, 11(9). Bennett, C. J. and Parsons, C. (2013). Privacy and surveillance: The multidisciplinary literature on the capture, use, and disclosure of personal information in cyberspace. In Dutton, W. (ed), The oxford handbook of internet studies. Oxford UK: Oxford University Press, pp. 486–508. Gerlach, J., Widjaja, T. and Buxmann, P. (2015). Handle with care: How online social network providers' privacy policies impact users' information sharing behavior. Journal of Strategic Information System, 24: 33–43 Paine, C., Reips, U., Stieger, S., Joinson, A. and Buchanan, T. (2007). Internet users' perceptions of 'privacy concerns' and 'privacy actions'. International Journal of Human-Computer Studies, 65(6): 526–536. Rasmus, H. and Stine, L. (2013). Regulatory response? Tracking the influence of technological developments on privacy regulation in Denmark from 2000 to 2011. Policy & Internet, 3: 289–303.

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Economic forces of globalization and harmonization of media legislation at the European level have often provoked concerns about the residual power of Member States of the European Union and/or European Economic Area to develop, implement and adapt media policies. Moreover, the effectiveness of these policies, once implemented, is questioned as well. States are increasingly considered dwarfs left with limited competencies that do not suffice to further goals like pluralism, quality, diversity and universal access. Not only are competencies said to become more limited, several scholars have also criticized several European countries for moving away from a social responsibility and/or democratic corporatist media model towards a liberal media model. Whereas there is indeed a tendency of de-regulation and liberalization to be observed across Europe, one can at the same time notice a certain reluctance of small countries to completely go along with the recipes of the free market, be it for public interest or protectionist reasons. Rather, controlled liberalization – i.e. finding some third way in between liberalization and protectionist – seems to a preferred option. In that sense, media policy can play and continues to play a role in shaping media markets. To what extent this is the case and what the different approaches in terms of controlled liberalization are, is the subject of the proposed panel. Focus is on small European countries and/or regions. How do they approach media policy in areas related to television broadcasting? Are policy makers setting out from an implicit or explicit vision on media policy and the role it plays / should play in media markets? Is this a vision shared with stakeholders, whether corporate or civil society? What is the influence of the corporate sector vs. civil society on media policy making? Do we see evolutions in terms of vision or not? Is there room for academic input? Etc. The panel consists of five papers, covering analyses of different countries/regions, but also comparative case studies. Papers combine empirical methods such as desk research, market analysis, qualitative document analysis, expert interviews, etc. References Van den Bulck, H. and Donders, K. (2014). Pitfalls and obstacles of media policy making in an age of digital convergence: The Flemish signal integrity case. In *Journal of Information Policy* 4, pp.444–462. Hallin, D.C and Mancini, P. (2004). *Comparing media systems: three models of media and politics*, Cambridge: Cambridge University Press. Lowe, G.F. and Nissen, C.S. (Eds) *Small among giants: Television broadcasting in smaller countries*, Göteborg, Nordicom; Syvertsen, T., Enli, G., Mjos, O. and Moe, H. (2014). *The media welfare state: Nordic media in the digital era*, Michigan: University of Michigan Press.

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### Does the Public Interest Matter for Companies in the Media Sector? A Comparative Analysis of Experiences in Flanders and Norway

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Scientific research has elaborated quite extensively on the role of public broadcasters or, in more contemporary speech, public service media providers in society. Their specific position in democracy and superiority to market models of media provision is subject of influential work done by scholars such as Michael Tracey (1998), Nicholas Garnham (2000) and various RIPE edited collections, edited by Lowe. Concepts like public interest and public value, albeit the latter criticized for being overly managerial in nature (Moe and Van den Bulck, 2014), are often used in debates on the uniqueness of public service media. In a similar vein, many books and articles about the evolution of media policies and markets in Europe talk about a lessening importance of the public interest in developing media policies (Van Cuilenburg and McQuail, 2003; Van den Bulck and Donders, 2014) and some scholars even allege that a capitalist organization of media markets is incapable of working to the benefit of the citizen and society at large (McChesney, 2014). Others have counterargued saying that liberalization of media has, notably in smaller markets, been moulded to fit within historical, political, social, economic and cultural contexts on the one hand and to reconcile goals of profit maximization and economic growth with important aspirations regarding national identity, cultural production and national language. Syvertsen et al. (2014) illustrate such a specific situation exists in Scandinavian countries and dub the mixed situation – i.e. combining a liberalized market with the ambition to realize public interest objectives – the “media welfare state”. Against this background, we aim to analyze whether and to what extent the public interest, public value or, even more abstract, non-economic values play a role, not so much in government policies, but rather in media companies’ strategy development. Semi-structured stakeholder interviews (for an elaboration of methodology see Raats et al., 2015) will be conducted in both Flanders and Norway in Spring 2016. Stakeholders included are private broadcasters, television production companies, television distribution companies, public broadcaster(s), newspaper publishers and emerging online journalism initiatives. Interviews will also consider the actual and desirable role respondents assign to government policy in terms of co-shaping (or not) media markets. Flanders and Norway are selected for various reasons. Both are small media markets with limited audiences (6,5 million and x million inhabitants respectively), can be considered a small language area (hence, also limited export potential), have a strong public broadcaster and local private media companies, and a high GDP. There are also notable differences in terms of market structure and the public funding of the public broadcasters VRT and NRK (with the latter receiving considerably more public funding). These similarities and differences make Flanders and Norway interesting case studies. This paper aims to fill a void in media studies research, which has quite extensively studied public broadcasters’ strategies and motivations (e.g., Donders, 2012), but has neglected to empirically investigate how private media companies conceive of their role in media markets and society.

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## The Politics of Media Policy in Scotland

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Public service media in the UK are in flux. The BBC's Charter is under review in 2016 and the corporation is facing far-reaching questions posed by the Conservative government about its scope and scale. At the same time, the future as a non-profit corporation of the other key PSB, Channel 4, is in question, while ITV – the key player of the PSB-regulated Channel 3 commercial network – may yet be an attractive prize for a US major to own and operate. 2016 could bring far-reaching structural and regulatory change, on top of changing consumption patterns, large-scale (particularly younger audience) migration to tablets and smartphones, and the growth of VOD and OTT services. As the British system looks poised to mutate, there are other pressures coming from the sub-state level, most notably in Scotland, which is a devolved nation within the United Kingdom. In 2014, a referendum on independence was relatively narrowly defeated by 55% against separation to 45% for setting up a new state. Scotland's autonomy will now be further extended. In the course of the referendum, the role of the BBC in Scotland became a very contentious issue, with leading nationalist politicians and some sections of the electorate convinced of its bias against independence. This was the latest twist in a longstanding debate about the role of the BBC in Scotland. In the UK general election of May 2015, the pro-independence Scottish National Party became a major force in the Westminster Parliament – the third party by size – and is pressing for radical devolution, with independence still the ultimate goal. The Nationalists want public service broadcasting in Scotland to be federalized and controlled by the Scottish Parliament – in effect, to decentralize the BBC and change its focus – and also for more licence fee money to be spent on TV production in Scotland. There is a distinctive media landscape in Scotland, where most commercial television is supplied by the Scottish commercial PSB, STV, which is linked to the ITV network. Scotland also has a distinct configuration of local commercial TV and Gaelic language broadcasting. The BBC's Charter Review has stimulated an unprecedented level of Scottish Government and parliamentary interest, as well as some public debate. Therefore, in addition to general questions about the future of public service broadcasting finance and the BBC's scope and scale, the complex politics of the multinational British state have increasing implications for the future structure and governance of the BBC and the wider broadcasting market place. The Scottish debate's call for federalization is ahead of the UK's constitutional development. This paper will analyse the forces at play in the dual Scottish public sphere and cultural space, as an instance of complex media politics than can be engendered by nations without states.

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## Broadcasting, the Welfare State and Media Ecosystems: Changes and Challenges for Public Service Broadcasting

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One of the most salient issues in today's media landscape regards public service broadcasting. In many Western countries, public service broadcasters have historically been seen as cornerstones of the public sphere, and, in the Nordic countries, also as key welfare state institutions. This paper uses the case of the British and Scandinavian public broadcasters—BBC, NRK, DR and SVT—to discuss the changing political context for public service broadcasting in the second decade of the 21<sup>st</sup> century. Focusing on the recent political reviews of public broadcasting in these four countries, the paper discusses to what degree there is evidence that traditional characteristics of the welfare state, such as universality, public private cooperation and a positive view of state intervention, continue to impact on the governance of public broadcasting, and what can explain national similarities and differences? Theoretically, the paper draws on perspectives that all emphasise the strong links between public service broadcasting and other aspect of culture and society: The “advocacy coalitions”-perspective (Bulck & Donders, 2014) emphasises that the legitimacy of public service broadcasting is dependent on value coalitions extending beyond the realm of media policy; the “media welfare state”-perspective (Syvertsen, Enli, Mjøs, & Moe, 2014) discusses public service broadcasting as a central welfare state institution; and the “media ecosystem”-perspective (Raats & Pauwels, 2013) discusses the impact of public service broadcasters on the surrounding media, including the role as standard-setter, innovator and facilitator for private media companies. Based on analyses of political documents and the public debate, the paper finds that the discussion about public service easily becomes a fulcrum for more overreaching debates about the future of media policy, the media ecosystem and the welfare state. A burning issue in all four national debates is how to secure good conditions for public media in the light of profound technological and economic change, while at the same time securing the livelihood of commercial media. The paper finds the issue of public-private cooperation to be increasingly important in all four countries. Yet, the comparison also identifies important differences. In Britain, the debate is more confrontational, and the government has a stronger agenda of innovation and of challenging the BBC. Although this puts the incumbent BBC at risk, it could arguably be seen as a policy in favour of developing stronger private institutions and innovation in the creative industry. In the Scandinavian countries, the same arguments, stakeholders and positions are present, but in these countries the positions gradually become less confrontational and more consensual in the course of the political consultation and negotiation over the future of public broadcasting. The Scandinavian discourse is more geared towards continuity and more positive to the tradition of public service broadcasting than the British discourse: Whereas the consensus in the Nordic countries promotes a higher degree of stability for public service, the controversies in the British debate may lead to more fundamental change.



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## Economic Austerity or Just More Market? A Critical Analysis of the Austerity Argument in Flemish Policy Making 2008–2015

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Taking key moments in media restructuring and media policy making in Flanders - the Northern, Dutch speaking part of Belgium – between 2008 and 2015 as a case in point, this contribution analyses how the Flemish government, regulatory agencies and stakeholders in the Flemish media system make use of the 'economic austerity argument' to formulate their claims in media debates and in policy making processes. The analysis will evaluate to what extent the argument is used *sui generis* or as a discursive tool to ensure 'more market', i.e. a dominance of market arguments in media policy decision making. The Eurozone crisis that started in 2008 (identified as the biggest since the 1930s great depression (The Economist, 2013)), resulted in many European media (policy) decisions being backed up by a discourse of economic austerity. Although few studies examine the impact of economic downturns on media industries, the effect is considered obvious both in academic (Dimmick, 2005) and public debates. This seems confirmed, at first glance, by media-related events, ranging from lay-offs and concentration waves in the European newspaper industry to the shut-down of the Greek public service broadcaster in 2013, all in the name of austerity and survival in times of crisis. This comes on top of what are considered tough economic times for media sectors resulting from digitisation and convergence processes that affect business models and value chains of print and audio-visual media. This discourse of economic pressures on media has been dominant in Flemish policy making too, where it is seen to be reinforced by the small size of the market (cf. Puppis, 2009). As a result, the crisis and austerity arguments have popped up in a range of issues, including claims of stakeholders (put before the Belgian National Competition Authority) to justify a further concentration of the Flemish newspaper market into just two companies (Van der Burg & Van den Bulck, 2015), the decision of the Flemish government to cut back on government funding for VRT (Flemish PSB) and, subsequently, the premature ending of VRT's management contract and the negotiations and outcome of the new contract. This contribute will unpack these claims by means of a discursive analysis of relevant policy documents and public communications of various stakeholders. Results suggest that behind the 'economic austerity arguments' are strong pressure for governments to reorient media policies to better benefit commercial media players, be it by allowing for further concentration or by curbing the success of public service media.

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## Liberalizing Advertising While Protecting Public Service Broadcasting: The Case of Switzerland

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The transnationalization and Europeanization of media policy affects countries all over Europe, leading to a steady commercialization of media systems. It is less clear, however, whether small and big media systems are affected by deregulation and liberalization to the same degree. As previous research shows, small media systems tend to more interventionist and protectionist policy measures (Puppis et al., 2009; Gibbons & Humphreys, 2012). In addition, most research focuses on the influence of the EU's audiovisual policy on the national legislation of member states. However, scholarly attention is less frequently devoted to processes of Europeanization of non-member states. Europeanization affects non-members to varying degrees as their institutional ties with the EU differ. In contrast to acceding countries and EEA members, countries like Switzerland have no legal obligation to transpose EU directives into national legislation (Sciarini et al., 2004). Nevertheless, through processes of direct and indirect Europeanization Swiss legislation is closely aligned with the "acquis communautaire" (Lavenex et al., 2009). Direct Europeanization refers to transmission mechanisms resulting from international negotiations like the so-called "bilateral agreements" between Switzerland and the EU that amount to the incorporation of EU regulations into Swiss law in selected policy areas. In contrast, indirect Europeanization means that a non-member state unilaterally adapts to existing European rules ("autonomous adaptation"). This paper thus asks the question of whether and how Europeanization led to a liberalization of broadcasting in the small Swiss media system or whether protectionist measures prevail. To answer this research question a qualitative document analysis of publicly available legal documents, accompanying explanatory notes as well as minutes of parliamentary debates was performed. Results show that Switzerland autonomously adapted to the liberal advertising provisions of the AVMS directive. Since so-called advertising windows on foreign channels cannot be regulated due to the state of transmission principle, existing advertising regulation was leveled down continuously in the interest of the domestic audio-visual and advertising industries. The argument of a level playing field for domestic and foreign broadcasters was used repeatedly to demand less rigid advertising regulation. Despite the liberalization of the broadcasting sector and the implementation of more favorable conditions for commercial stations, there used to be a consensus that the country needs a strong public service broadcaster (PSB) as a protectionist measure in order to compete with foreign channels. After all, the small market and the availability of foreign channels in the same languages impede the existence of a strong domestic television industry. However, in light of the current media crisis the role of PSB and its online activities have come under scrutiny. An upcoming referendum aims at abolishing its public funding and the media industry is eagerly awaiting a government report on the future of PSB to be published in summer 2016. Ironically, it might be the financial crisis of commercial media that leads to a further liberalization and to a significant retrenchment of PSB.

CLP06

Media Change and Policy Responses

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The Media Welfare State in the Digital Age – Structural Changes in Danish Media Policy

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Technological, economic and cultural changes are affecting media systems world wide but especially in small states and language areas (Puppies 2009). In Denmark the direct competition between traditional, national media institutions and global media companies challenges market structures, media content and production and the institutional and political frameworks. Various agents are currently criticizing the existing regulatory structures, and reforms seem inevitable in the near future. The various debates raises fundamental questions of how to sustain a national media system and which role the political system should play in protecting it. The paper will present a number of examples of political debates and conflicts reflecting these structural changes and discuss the impact of various types of regulation. In doing this I will apply a broader understanding of the media political field than Danish research has done so far emphasizing the convergence between data and it policy and traditional mass media regulation (van Quilenburg & McQuail 2004, Braman 2004). Thus I will discuss how various types of legislation developed for different sectors influence on the overall development in the media system challenging the fundamental structures and logics of media policy. As an example the public broadcasting company, DR, is currently under attack from both the newspaper, TV and distribution industries claiming that DR holds a too dominating position in the market. Debates like this indicate that the traditional sector specific regulation is no longer sufficient for regulating the digital media ecosystem. The Danish media system is seen as a representative of the Nordic media welfare state and the democratic-corporatist model (Syvertsen et al. 2014, Hallin & Mancini 2004). The paper will discuss how the current changes can be understood in relation to the characteristics traditionally associated with these systems, namely: that media policy is dominated by a cultural political regulatory regime, a corporatist political environment and a strong tradition for state regulation combined with a high degree of press freedom. The paper discusses whether the current changes are challenging or strengthening these characteristics and if the media political development supports the hypothesis that we are entering a new phase in media history (van Quilenburg & McQuail 2004, Willig 2007). The debates mentioned above give some indication that the traditional balance between public and private media is under pressure and that the traditional co-existence and cooperation could be threatened (Søndergaard & Helles 2014). Also recent amendments of the media subsidy system suggest a tighter degree of state involvement in the private media (Flensburg 2015). However we still know very little about the rest of the media sector such as the digital media and distributors. The paper will analyze debates and policy documents related to ongoing discussions about the role of the state in regulating the media system and identify the key stakeholders' positions, interests and strategies across traditional sectors. Thereby I will also address questions of how global media actors such as Apple, Netflix and Google change the market structures of the national media system and challenge the regulatory schemes.

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Subsidizing Media Innovation

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When the Danish Parliament revised the media-subsidy framework in 2013/2014, one of the new initiatives was the introduction of a pool of funding earmarked to establishing and developing new news media – the so-called “innovation fund”. So, as the news industry struggles to keep journalism a viable and economically sustainable activity, the institutionalization of financial support for media innovation constitute one way for policy makers to bring (parts of) the journalistic environment up-to-date with the digital age, thereby improving the conditions for an informed citizenry in the future (Kammer, forthcoming/2016). Theoretically, the paper draws upon the normative foundation of the social-democratic welfare state (found in the Scandinavian countries; cf. Esping-Andersen, 1990) to provide a framework for measuring the ambition, implementation, and impact of the innovation fund. So, this paper scrutinizes the practical administration of the innovation fund in the first two years of its existence, analyzing all applications for innovation subsidies in 2014 and 2015 as well as all acceptance and rejection letters. With this empirical material and a combination of quantitative and qualitative analytical approaches (inspired by the methodology of “qualitative media analysis”, cf. Altheide & Schneider, 2013), the paper analyzes to what extent the administration reflects a support of the welfare framework the subsidy scheme exists within. It asks (1) which types of news-media innovation gets subsidized, (2) what characterizes the successful applicants' approaches to innovation, and (3) which patterns exist in this connection, and it measures each of these three dimensions against the welfare framework that the national context provides. References: Altheide, D. L., & Schneider, C. J. (2013). *Qualitative Media Analysis* (2<sup>nd</sup> Ed.). Los Angeles: Sage. Esping-Andersen, G. (1990). *The Three Worlds of Welfare Capitalism*. Cambridge: Polity Press. Kammer, A. (forthcoming/2016). *Market Structure and Innovation Policies in Denmark*. In H. v. Kranenburg (Ed.), *Innovation Policies in the European News and Media Industry: A Comparative Study*. Berlin: Springer.

PP 362

The Politics of Media Plurality: A Case Study of Political Expedience and Consolidation of Power

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While politicians and policy makers have spoken eloquently over the last 20 years about the fundamental importance for democracy of a diverse media, the direction of travel throughout the developed world has been towards consolidation of media enterprises and further relaxation of ownership regimes. This trend has been exacerbated by a worldwide recession and structural shifts in the business models of journalism, thereby enabling politicians conveniently to marry the realpolitik of not confronting media power with industrial arguments around liberalisation and deregulation. If the future of newspapers and their online counterparts are at risk, goes the argument, we cannot afford to frustrate further consolidation which might help to sustain the fourth estate. More recently, there was evidence that the political wind had started to change. In the UK, following public outrage in response to the phone-hack-

ing scandal in July 2011, the Leveson Inquiry was set up both to make recommendations about press regulation and to recommend a “more effective policy and regulatory regime which supports . . . the plurality of the media”. As a result, a succession of senior politicians and former prime ministers were required to give evidence under oath about the systematic lobbying from media companies to adapt communications policy in their favour, or to avoid public interest initiatives that might harm their commercial interests. Meanwhile, in the UK and internationally, the growth of so-called “digital intermediaries” such as Google, Facebook, and Amazon are raising new issues about informational gate-keeping, the power of media behemoths to dictate policy-making, and the implications for democracy. This paper will have two objectives. First, it will document and analyse the testimony by political leaders in the aftermath of the phone hacking scandal in Britain, their acknowledgement that media ownership had become concentrated in too few hands, and the clear recognition that a stronger policy framework was required. It will then examine political debates and approaches to policy making since the Leveson report was published, and demonstrate how those arguments have been diluted and the case for stronger policies finessed. Second, it will examine the potential for new online and convergent media platforms to deliver a more plural and democratic media environment, and what creative policy initiatives may be required, for example, to facilitate new ownership models and place news-based obligations on existing ones. It will then ask whether those, too, might be frustrated by the dominant power and commercial self-interest of the traditional media companies, and the continuing inability of political parties to resist.

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### Does Media Ownership Really Matter? A Content Analysis Case Study from Ireland

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National media policies within the EU and - increasingly - at the level of the European Commission are informed by the assumption that media ownership influences media content. Given this, it is further assumed that protecting media pluralism demands that we limit the extent to which single individuals or corporations can dominate individual media and cross-media markets through media ownership. For their part, media owners routinely reject the assertion that they intervene directly in the editorial process whilst journalists, citing the professional values and a general Fourth Estate/watchdog orientation often (thought not always) assert that they do not allow ownership considerations to influence either what they write or - at an editorial level - what is included in media content. There is also a substantial body of empirically informed academic work examining the extent to which individual news outlets or news groups have established dominant positions within national and international media markets (Chomsky and McChesney (1988), Doyle (2002), Noam (2009 and 2016) etc.) For the most part this work assumes that media concentration will automatically narrow the diversity of voices which can access the public sphere, undermining the operation of democracy. (In passing, it should be acknowledged that there is an undeniable logic to this assumption. Increasing concentration may lead to rationalisation/amalgamation of previously separate media outlets, leaving fewer journalists to produce more content. The high profile Cardiff University University/Nick Davies study of the changing conditions for UK journalists certainly seemed to support this conclusion.)\_ However, beyond economic rationality, there is a concern that media owners use their position to influence editorial content to ensure it reflects their worldview but also, when embroiled in public controversy, for purposes of self-defence. Strikingly, very little of this policy formation and ownership research is informed by empirical analysis of media content. For example, the ongoing EU-funded Media Pluralism Monitor project, which seeks to assess risks to media pluralism across the EU28, concentrates on identifying potential risks to pluralism stemming from, amongst other factors, concentration of media ownership. However, it cannot establish whether these risks are realised in practice. This paper presents the results of an attempt to empirically assess whether there is a connection between media ownership and editorial content using Ireland as a case study. The research uses three stories where media owners were themselves the subject of public controversy and thus to media scrutiny. It examines the nature and extent of media coverage across media outlets owned by the relevant media owners and, using a blind sample, compares it with coverage from “independent” media outlets. In other words, the research treats media ownership as an independent variable and measures the extent to which ownership influences the dependent variable (namely media content). In sum, it presents empirical findings as to whether media ownership can influence the dependent variable, thus offering a more reliable base on which to develop future media ownership policy and regulation. It also offers a methodology which can be scaled up to apply in other national contexts.

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### Ancillary Copyright for Newspaper Publishers: Six Recommendations for Better Media Policy in Europe

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So far, no country in Europe has come up with a long-term solution to the ancillary copyright (AC) dispute, and there is undoubtedly discontinuity in the debate. The key issue at stake is whether newspaper publishers receive a share of the advertising revenue that is earned by large search engines such as Google when they display excerpts (snippets) of news from the publisher's website in the list of search results. Our aim was to use systematic analysis and critical examination of the most common arguments on both sides, in order to develop recommendations for media policy. We have therefore retraced and systematised the lines of argumentation of the proponents and opponents from Germany, Austria, Spain and France, as well as at the EU-level, through 14 interviews with experts (publishers, Google, judges, media policy-makers, journalists, media scholars, Internet users) and extensive document analysis (legislative processes, public statements in the dispute, specialist publications, court cases). Our standards of examination were based on fundamental guiding principles of media law and economy as well as logic consistency, consideration of basic data of media systems, and recognised theories of good legislative practice (Fliedner 2001; Karpen 2008). Of the seven arguments in favour, our examination found only two to be cogent (publisher content should be paid for; AC improves the publishers' negotiating position against the search engines). The same could be said of three of the fifteen arguments against (publishers do not have futureproof business models; further expansion of copyright is not in the public interest; current laws/draft laws contain large numbers of errors and inaccuracies). From our analysis of all 22 arguments, we have derived six fundamental, strategic recommendations: (1) Political, content-related questions should be kept separate from questions about how an AC law would be implemented. (2) The introduction of new copyright laws is almost always irreversible. One way to avoid this would be to plan for later revisions from the offset. This would demand accompanying academic

research. (3) Inaccuracies and errors in existing AC laws are due in significant measure to the influence of lobbyists. Objectives in media policy that are not related to the true purpose of AC should be pursued with other legislative proposals. (4) Journalism that is worthy of protection also comes via broadcast media and from bloggers. Their online contributions are subject to the same secondary use by search engines. AC should therefore be expanded to include them. (5) Publishing companies should receive public funding for the service they provide to society, although this should have a clear focus on promoting innovation. (6) Large Internet corporations like Google must also be seen as media companies. They should have to follow basic programming principles, which would include providing and advertising journalistic content, as demanded in the laws regarding private broadcasters in Germany and Austria, for example. The recommendations are intended as applied political deliberation with the aim of achieving better regulation of media in Europe. (Fliedner, O. 2001: Gute Gesetzgebung. <http://library.fes.de/pdf-files/stabsabteilung/01147.pdf>, [4.8.2015]) (Karpen, U. 2008: Legistics – freshly evaluated. <http://dx.doi.org/10/bb5t>).



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The papers in this panel are taking part in the debate on the future of Television as a public service in the European digital context. The difficulties of public budgets for funding public televisions, plus the need of these TV operators of adjusting themselves to a new context for digital production and consumption have pushed towards a redefinition of the public service media in a national level, as well as in the regional and local level. The exhaustion and corruption of the government systems for public corporations; the failure of the classic models of financing; the reality of new ways of audiovisual production, diffusion and consumption; and the need of an audience participation in the public affairs demand a rethinking over the future of the public audiovisual service. This is the aim of the papers present in this panel, which will tackle the following issues: 1.\_ New ways of audiences participation in European Public Regional Televisions: institutional and not institutional participation (Spain: CCMA, CGRTV, EITB; United Kingdom: BBC Alba, S4C; Ireland: TG4; Germany: NDR) Ana Azurmendi & Mercedes Muñoz Saldaña, University of Navarra. 2.\_ Technocratic policies in Southern Europe: Political interference or independence and neutrality of public service broadcasting? Ana Fernández Viso Autonomous University of Barcelona 3.\_ Managing budgets and the problem of funding: the Mediterranean case Ana Isabel Segovia, University Complutense of Madrid, Isabel Fernández Alonso, Autonomous University of Barcelona & Ana Fernández Viso, Autonomous University of Barcelona 4.\_ Outsourcing content production in the Autonomous Public Television in Spain Josefina Sánchez Martínez & Isabel Sarabia Andúgar, Catholic University of Murcia 5.- European Union Media Policy and national and regional Public Service Media: all quiet on the European Front? Carles Llorens, Autonomous University of Barcelona The papers of the panel are part of two Research Projects whose subjects are complementary among them; they together are studying different aspects relating to the main issue of the panel: Present and Future of Public Service Media - Transformation of the Public Regional Television: weakening of the TV public service and perspectives for its technological development in a context of crisis, funded by the Ministry of Competitiveness and Innovation, Government of Spain (2013–2016). - Communication policies in the Mediterranean Europe during the economic crisis (2008–2015) funded by the Ministry of Competitiveness and Innovation, Government of Spain (2014–2016). (Reference CSO2013–42523-P).

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New Ways of Audiences Participation in European Public Regional Televisions: Institutional and Not Institutional Participation: Spain, United Kingdom, Ireland and Germany

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The audience's participation in television has been subject of study for the last years not only as a key for Public TV in the digital convergence era (Castro 2012 and Kjus, 2007), but as a transparency indicator of Public Media Governance (Glowacki, 2015 and Hasebrink, Herzog and Eilder, 2007). Taking in account the Governance model where audience intervenes in the decision making process, this paper intends to define the roles which are recognized for audiences, in their participation both, the institutionalized ways and the spontaneous ways of participation in Public Regional TVs in Europe –such as blogs, websites of the programs, accounts in Social Media of the programs, conductors, of even of the TV- in order to determine whether these roles could be considered as part of the television public service. With this purpose we have identified seven Public Regional Televisions with some kind of institutional participation: 3 Spanish TVs (Corporació Catalana de Mitjans de Comunicació – CCMA -, Euskal Irratia Telebista -EITB-, Galicia Company of Radio and Television – CGRTV- one Irish TV in Irish Telefís na Gaeilge -TG4-, 2 British TV –BBC Alba of Scotland and S4C of Wales- and one German TV –NDR-. Methodology: The paper introduces a review of the literature on audience participation and Public Media's Governance, as a theoretical framework for the study. Directly connected with the concepts and trends mapped, we try to show how Regional Public Televisions are applying this ideas on audience participation. In order to achieve it, the paper analyzes the kind of participation and the main activities which represent the interaction of the public. In order to examine the institutional audience participation we will study the specific organization, the type of convocatories, the minutes of the meetings; meanwhile for the not institutional participation of audience the paper will analyses one successful program with certain continuity in each Regional Public Television, for a period of 5 years, and the interaction with the public throughout blogs, websites, social media, etc (following the model of Azurmendi, A, Llorens, C., López Vidales y Bas Portero, J.J: en “The participation as added value for public service proximity Television. The case study of ETB2's La noche de...” accesible at <http://www.revistalatinacs.org/070/paper/1056/26es.html>

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Technocratic policies in Southern Europe: Promoting the independence and neutrality of public service broadcasting?

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State intervention in the media systems of the Southern European Mediterranean countries can be regarded as strong in degree and influenced by a tradition of clientelism, as Hallin and Mancini concluded a decade ago (2004). One of the most important forms of State intervention in the media system is public service broadcasting (PSB), which still occupies a significant position within the national media systems of these countries (Bustamante, 2013; Cardoso, 2015; D'Arma, 2015). The purpose of this paper is to analyze the media policies concerning the governance of national PSB adopted by Greece (ERT), Italy (RAI), Portugal (RTP) and Spain (RTVE) since they embraced the technocratic policies recommended by the EU institutions and the IMF after the onset of the economic crisis in 2009. The reforms, presented as a set of politically neutral technocratic measures aimed at improving the countries' economic performance, included political and bureaucratic transformations that would presumably contribute to depoliticize and modernize public administration and institutions, so that to increase its reliability, predictability, efficiency and effectiveness (Sotiropoulos, 2015). Have the media policies carried out by

the governments of those countries promoted the independence and neutrality of PSB in such critical junctures for their nations or have they followed the tradition of clientelism that has characterized the State intervention in their media systems? In a clientelistic political system commitment to particularistic interests is stronger than the notion of the “common good” and permeates the logic of State intervention. Translated to media policy, it tends to be associated, among other practices, with the instrumentalization of public media, primarily through appointments to their governing bodies and structures made more on the basis of political loyalty than purely professional criteria. Being television the most important source of political information for the majority of the population in the Southern European Mediterranean countries, those practices seek not only to distribute political spoils, but above all to gain influence –when not control- over the editorial processes and positions of the public broadcasters. Together with the political context and culture, the PSB governance model plays a significant role in preventing or enabling political interference in its editorial independence (Hanretty, 2011; Humphreys, 1996). We will first examine the legislative changes affecting the PSB governance passed by Italy, Portugal and Spain since 2009. Greece closed down the national public broadcaster (ERT) in June 2013, but soon after created a temporary television broadcaster, which was replaced by New Hellenic Radio, Internet, and Television (NERIT) in May 2014. In 2015 the government led by Alexis Tsipras eventually restored ERT as the country’s public broadcaster. Secondly, we will analyze the appointments made to the governing bodies and key senior editorial positions such as directors of channels and news services. We will also consider existing complaints and reports about political interference in their news editorial processes. Finally, the detailed examination of all the aspects to be taken into account will allow us to draw some conclusions about the dynamics of political interference in PSB in Southern European Mediterranean countries.

## PN 225 Managing Budgets and the Problem of Funding in Times of Crisis: The Mediterranean Case

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This paper focuses on the situation and changes experienced by public service media (PSM) in the current crisis environment in terms of budget and funding. We'll study the case of some of the countries hit harder by the crisis; specifically Greece (ERT), Italy (RAI), Spain (RTVE) and Portugal (RTP). A number of international documents put forward the need of a stable, sufficient and reasonable public funding in order to achieve its goals (UNESCO, 2006; Bron, 2010; EBU, 2015). The objective is to ask ourselves about the rationale of public service broadcasters, highlighting the risks of its mere existence in a crisis environment. Firstly, we'll summarize the transformations put into effect in the last few years in these countries, from the shutting down of ERT in Greece to the threat to privatize RTP in Portugal, including the fulfilled change of funding model in RTVE and RTP (RAI has not implemented any change by now, but there have been some talks about it). In every case, the reason was linked to the economic crisis and the need of cutting the state subsidies and the PSM overall budget (according to EBU, the trend in EU countries has been a decreasing budget (-6.1%), where many PSM organizations have suffered budget cuts by their governments or have received less income owing to frozen licence fees). The implication, moreover, is that funding and independence go hand in hand, that changes in how PSM companies are funded, and the degrees to which they are funded must impact priorities (Lowe and Berg, 2013). Secondly, we'll analyze if the decreasing budgets have had an impact on the audience share. Is it true that the more funding PSM get, the better they perform on the radio and TV markets and are able to attract audience? Last, we'll consider the rationalization of the changes implemented, in order to determine if the economic pressure is a result of the market forces and the private broadcasters trying to take advantage of the crisis environment to damage the PSM rationale. This article was written within the context of a research and development project entitled *Las políticas de comunicación en la Europa mediterránea en el contexto de la crisis financiera (2008–2015). Análisis del caso español* [Communication policies in Mediterranean Europe in the context of the recession (2008–2015). Analysis of the Spanish case] (ref. CSO2013–42523-P), funded by the government of Spain's Ministry of Economy and Competitiveness.

## PN 226 Outsourcing Content Production in the Autonomous Public Television in Spain

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Contract a service with an external provider is a very habitual practice for any business organization. Nevertheless, it is a very controversial phenomenon in the area of the autonomous public television in Spain. Outsourcing consists of “transfer to specialized suppliers of a part of the activity of a company for the development of the same one” (Espino and Padrón, 2004). Companies outsource their services for two reasons: for economic reasons -the company seeks “to reduce fixed costs and benefit from economies of scale” (Martínez Sánchez, 2010)-; and for technological reasons -technological renewal is essential in certain sectors. Many companies have no modern technical equipment to deal with the creation of new products and shorten production times. In any case, the ultimate purpose of outsourcing is to improve the organization and make it more competitive (Mas Sabaté, 2000)-. Outsourcing has become a common practice among national and regional public and private television, however, the implementation of this strategy has led to a new model of regional television whose ownership is public, although the operation is put into the hands of the private initiative. Channel management is direct but the execution of part or all of the programming is transferred to a company outside the institution. The aim of this paper is twofold: first, to find the reason why the public television companies that offer autonomous coverage make use of contents production outsourcing; and second, to study the outsourcing level that may result in a categorization of management models. The scientific bibliography on the object of study is not very extensive, therefore, the work methodology is essentially analytical (analysis of official documents and of legislative texts), in addition to the consultations with the actors involved from the different autonomous public television companies in Spain. The legal framework on public regional television in Spain consists of: Third Channel Law 1983, General Law on Audiovisual Communication 2010; Law Amending the General Law on Audiovisual Communication 2012. Regarding the results, we can explain that some regional governments have opted for the outsourced production model since the birth of their regional public television. This decision is made in order to avoid the situation of indebtedness that the third channel has generated in others regions which developed their project in the 80s

following the example and model management of RTVE (the national public radio television). Of twelve public regional television of Spain, six of them have this outsourced production model (Canarias, 1999; Baleares, 2005; Asturias, 2006; Extremadura, 2006; Murcia, 2006 and Aragón 2006). In these cases, outsourcing has been produced by public tender or direct contracting of audiovisual production and other services of the television activity. Public television companies maybe derive from private audiovisual production companies: entertainment content; news content or technical production; the acquisition of audiovisual products; marketing advertising channel; the dissemination of the television signal; human resources; and technical equipment and infrastructure. Ultimately, the level of outsourcing production has led to different models of management of public regional television in Spain.

PN 227

## European Union Media Policy and National and Regional Public Service Media: All Quiet on the European Front?

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According to the European Commission Services no new decisions on state aid to public service media have been released since November 2013 when the funding for a new local French public radio station was considered as a state aid compatible with the EU Treaties. The last EC competition norm affecting the PSM was in 2009 when EC adopted a new version of the 2001 communication on state aid for the funding of public service broadcasters. The main changes included an increased focus on accountability, and effective control at the national level, including a transparent evaluation of the overall impact of publicly-funded new media services (EC, 2009; Wheeler, 2010). Even if this new communication implies an increasing emphasis on multi-stakeholder and market approaches in the development of public media policies at national and regional levels (Donders, & Moe, 2014; Donders & Raats, 2012; Michalis, 2012; Bulck & Moe, 2012; Löblich, 2012), no big European Commission challenge has been made against the existence or strength of Public Service Media in the last years if the list of last EC competition decisions are considered. However, a new conflict focused on specific media freedoms on Public Service Media are on stake specially on countries with young democracies and with a high level of state intervention. In this two countries governmental threats and new laws are threatening the European PSM tradition of independence and neutrality (Hallin & Mancini, 2004; Nowak, 2014). It seems that the PSM independence from governments are now a more pressing issue from a political point of view for European Institutions than before. "We will fight to preserve media independence in new EU Member States", said Günther H. Oettinger, European Commissioner for Digital Economy and Society last February. However, which are the EC tools to make it possible? This research will try to analyse this tools. On the first place, how the independence of audiovisual regulators is crucial when it comes to preserving free and independent media according to the European Commission and how this tool could be applied to PSM. As the Polish case shows, an study on the rule of law and the EC political pressure is important as well. Soft-regulation actions are starting to be more common on media freedoms and pluralism matters at European Level (Costache & Llorens, 2015). Finally, this research will evaluate how the review of the Audiovisual Media Services Directive could be a new opportunity for settle a more direct approach to this kind of conflict in the long term. This is challenge for European values far away that the economic competition problems of some years ago. However to overcome this challenge Europe needs to strengthen its political will and integration.

Friday, November 11  
18:00 - 19:30

PP 521

# Online Platforms, the Country of Origin Principle, and the Future of European Audiovisual Policy

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Over the last decade or so, changes in media and communication markets (the transition from analogue to digital television, the rise of broadband Internet supporting IP delivery of audio-visual content, and the popularity of connected and portable consumer devices) have impacted upon the structure and competitive dynamics of television and associated markets. 'Online platforms' (in simple words: digital intermediaries) have emerged as central players in the new media ecology. The paper uses Kingdon's 'multiple streams' framework of public policy-making to explain the recent interest in online platforms and its relevance to the future European audiovisual policy. Academics talk about a 'platforms society' (van Dijck, 2013) and 'platform imperialism' (Jin, 2013). Given their power in the evolving digital media environment (Mansell 2015), platforms have also attracted exploratory policy attention at European and national levels (e.g. HoL) though it is not yet clear whether a regulatory response is needed. Platforms are one issue in the debate on the future European audiovisual policy linked closely to the country of origin (CoO) principle. The CoO is the fundamental principle of EU audiovisual policy originally adopted in 1989 establishing who regulates European audiovisual service providers. Indeed, it is the cornerstone of all internal market legislation, which makes as a result any qualifications or derogations far more challenging. The legal jurisdiction over audiovisual media service providers is an old issue. The paper examines the issues surrounding the CoO, the tensions, and the arising questions about material jurisdiction (e.g. should platform operators come under the CoO?) and territorial jurisdiction (e.g. should we revert to the country of destination in some cases at least?), the relevance (or not) of CoO to today's convergent and globalising media environment and implications for freedom of expression and the funding of original European content. The paper assesses whether a revision of the EU regulatory framework is likely and how far-reaching or not it might be in relation to the issues covered. In terms of methods, the paper is also based on extensive documentary analysis of EU policy documents and submissions to relevant consultations as well as participation in relevant policy fora and informal discussions with policy actors. References: HoL [House of Lords, UK] (2015) Online platforms and the EU Digital Single Market, <http://www.parliament.uk/online-platforms> Jin, DL (2015) Digital Platforms, Imperialism and Political Culture, Routledge. Kingdon, J. (1985). *Agendas, alternatives, and public policy* (2<sup>nd</sup> ed.). New York: Harper Collins. Mansell, R. (2015) 'Platforms of Power,' *Intermedia*, March. Van Dijck, J. (2013) *The Culture of Connectivity*, OUP.

PP 522

# Who's Afraid of Pan-European Spectrum Policy?

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The fifth generation (5G) mobile technology is argued to become much more than just an evolution of mobile broadband like its name would suggest. According to the EU Commission, it will be 'the backbone of the digital future' and the foundation of a vast market in the Internet of Things. As the radio spectrum is the basis of all mobile connectivity, the availability of spectrum for these new mobile services has become a key factor for the future economic growth in Europe. While the European broadcast industry has been one of the most influential interest groups in national spectrum policy, the global influence and growing economic importance of mobile industry have already challenged the broadcasters, despite its social and political importance. The World Radiocommunication Conference (WRC-15) recently confirmed that European broadcasting will lose about 30 percent of its spectrum resources for terrestrial digital television and over 40 percent of the spectrum allocated for digital radio broadcasting. Radio spectrum use and management has become a disputed policy issue between the EU Commission and the member states. While the Commission has promoted a harmonised spectrum planning for a true Digital Single Market, the member states have declined every single proposal, which they have interpreted as a threat to their national competence on spectrum policy. By emphasizing mainly the value and importance of the spectrum as a key resource for economic growth, the EU tends to underestimate those uses that may seem less innovative or productive. Other European stakeholders like the mobile operators and telecommunication equipment manufacturers have also divided opinions on European spectrum management depending on their size and primary markets. Small and new mobile operators are generally against any such reform, which would allow Europe-wide auctions or aim at consolidation of the mobile industry, while equipment manufacturers like Nokia tend to support increased coordination but oppose (expensive) auctions. The less the operators spend on the spectrum the more they can invest in the networks. This paper aims to analyse the debate on European spectrum policy by focusing on the discussion on the future of the UHF frequency band. UHF spectrum is in many ways the centrepiece of the ongoing dispute as the first part of it has been reallocated from broadcast use to mobile use on coordinated decisions on the EU level (800 MHz band) and a second part on national decisions by separate member states (700 MHz band). Our study examines a large body of public documents as well as 80 stakeholder interviews from eight European countries (Austria, Denmark, Finland, Germany, Ireland, Norway, Spain and the UK) from a theoretical perspective, which combines political economy and new institutionalism. We argue that even if the EU member states would have a strong economic incentive to abandon their national spectrum policies for a pan-European spectrum management to ensure the future economic growth in Europe, this is unlikely because of several socio-political and economic reasons, which are dependent on each national context.



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For broadcasting, digitalization represents the first disruptive change after its initiation more than 90 years ago. Actually, all implications of major technological development stages (in the case of television: colour TV, satellite/cable distribution, HD-TV, 16:9 ratio etc.) cannot compete with the ongoing disruption caused by the digitalization of the entire production and distribution chain. What sets digitalization apart is the convergence of platforms not only inter- and intra-media, but also across business borders of telecommunications. So far, spectrum scarcity was managed by national authorities in response to the needs expressed by frequency stakeholders and according to international standards. Bandwidth was allocated to a specific set of purposes such as audio, television, emergency radio, and lately mobile telephony GSM. Digitalization is the game changer, as almost the entire spectrum can be used for any purpose. This implies competition for spectrum between all kinds of terrestrial operators. Participants in this harsh competitive setting are thus no longer operators of the same kind (e.g. public or private television stations of neighbouring countries). Imbalances are evident: Telecommunication companies are larger in size and their cash flows allow them to tender for bandwidth broadcasters could not compete with. Therefore, our research project examines the ongoing dispute on frequency allocation for broadcasting in competition with other purposes. The aim of the project is to understand and explain the rationale of frequency allocation during the digitalization process (2003–2015) against the background of the public interest involved. Our study, conducted in a framework of European countries (led by the University of Tampere and financed by the Academy of Finland), looks into Austria as case in point. The research objectives are: (i) to evaluate the development of key stakeholders' preferences towards the digitalization process; (ii) to assess the evolution of frequency allocation and of media policy goals related to digitalization; (iii) to assess the present perception (2015) of both political actors and stakeholders towards the digitalization process. Our approach draws on new-institutionalism stating that output in a given policy process can only be understood by researching technological change and the preferences of state and market actors together with the ideological cleavages and the formal and informal institutional rules affecting the process (Galperin, 2004, pp. 160–163). Accordingly, we define institutions as the compound of formal rules, informal codes and their enforcement mechanisms (North, 1990, p. 3f). Research goals (i) and (ii) were addressed through qualitative document analysis of Austrian and EU media policy laws/regulations, including particularly documents specifying the digitalization strategy (Digitalisierungskonzepte). To achieve research goal (iii), interviews with legislators, regulators, broadcasters, network operators and civil society actors were conducted. The projects' results show that legislators/regulators decide mainly following the framework defined by international actors (EU, WRC), and that preferences of network operators tend to enjoy priority over preferences of other stakeholders, including broadcasters. References: Galperin, H. (2004). *Beyond Interests, Ideas, and Technology: An Institutional Approach to Communication and Information Policy*. *The Information Society*, 20(3), 159–168. North, D. C. (1990). *Institutions, Institutional Change and Economic Performance*. Cambridge: Cambridge University Press.

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Legal frameworks for the protection of young people from harmful media are highly fragmented in Europe. Cross-border, convergent or flexible regulative approaches that would satisfy the dynamics of media markets and changing media use patterns are still rare (O'Neill & Staksrud 2012; Schulz et al. 2015). And yet, beneath the level of formal national laws, very pragmatic and practice-oriented transitions can be found. Companies, supervisory bodies and content classifiers as well as self- and co-regulative bodies establish networks and cooperations that implement non-legislative provisions and practices that lead to more and more factual harmonisation. These alignments are to be seen against the backdrop of national political discussions that demand international approaches to current regulatory issues on the one hand, and limited regulative possibilities for formal harmonisation at EC level on the other hand (cf. Staksrud & Kirksæther 2013). Based on recent comparative and descriptive studies (Cappello 2015; Schulz et al. 2015, O'Neill, Staksrud & McLaughlin 2013) the proposed contribution shows uttered policy demands for internationalisation as well as practical limitations due to different cultural values and national public discourses, inter alia. Before this background, it categorises current forms and patterns of cooperation in the field of youth media protection and shows their impact on factually aligning fragmented frameworks. The levels of such a factual harmonisation the analysis will encompass are content classification practices, classification data exchange, technical protection measures, cooperation on (EC) policy level, systematic exchanges of experiences and types of informal networking. Attributes the contribution pays attention to are the area where respective efforts take place (sub-statutory norms, processes, actors, results, evaluation, exchange), the form of cooperation (formal vs. informal, bilateral vs. multilateral), its duration (flexible, set period, permanent), their scope concerning participating stakeholder groups (one area vs. crossing-areas, e.g. industry/politics; industry/NGOs; research/industry/politics), and their origin (European Commission- or state-induced vs. autonomous initiatives and industry-induced). By analysing the manifold cooperations and their impact on factual harmonisation the contribution will help in understanding the (future) role of forums and formalised networks, but also the role of the European Commission with its soft-regulatory and co-ordination approaches in areas where EC's legal competences are limited ("regulation by networks": Dehousse 1997; OMC and traditional soft law: Borrás & Jacobsson 2004). The insights stemming from this analysis also cast a light on the bigger question whether multi-level governance systems are actually needing such multiple-level cooperations to cope with current governance dilemmas (cf. Jupille, Caporaso & Checkel 2003; Keohane 2001).

PP 597

### The Regulation of Electoral TV Advertising Across the World

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In the US, electoral advertising went on television with the presidential election campaign in 1952. Television spots soon became the most important means of campaign advertising and in spite of the proliferation of the Internet and social network sites candidates still spend most of their budget on television advertising. Due to the commercial media system and in respect of free speech, electoral advertising on television has not been subject to restrictive regulation. Even though other countries introduced electoral advertising on television almost as early as the US and television spots have become an important campaign instrument across the world, practice and regulation differ significantly. The US model that allows for unlimited advertising did not spawn many imitators and electoral advertising, if allowed at all, remains more or less restricted in most countries. The more rigorous regulation of political advertising as opposed to commercial advertising attests to a different view on advertising when it comes to the process of political opinion formation. In addition, the regulation of electoral advertising proves to be influenced by national characteristics of the political and electoral system as well as the type of broadcasting system. For instance, these national characteristics have consequences for the sponsorship of the advertising, since presidential systems are more candidate-oriented as parliamentary systems. This paper presents findings on the regulation of electoral TV advertising and the system background of more than 55 countries from all five continents. The information has been gathered in a survey conducted online during the last months of 2015 and in early 2016. The comparison reveals quite a variety of norms regulating the use of television for electoral advertising across the world which also have an impact on the role of television spots as a campaign instrument and on their potential effects.

PP 598

### From Telecommunication Policy Towards Media Policy – Explaining the Increased Politicization of the International Telecommunication Union

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Despite its long history and its relevance in the regulation of international communication, the International Telecommunication Union (ITU) has hardly been perceived as an important player in the field of media and communication policy. This was due to the fact that the organization was considered as a functional and bureaucratic entity, mainly concerned with technological solutions and facilitating global interconnection. While this view has been challenged in the academic discourse (Cogburn, 2001; Cogburn, 2004; Cowhey, 1990, p. 182; Drake, 2008), public attention for ITUs policies has hardly increased in the last years. This seems to have changed recently. The World Conference on International Communication 2012 in Dubai (WCIT-12) received as much public attention as no other ITU meeting before. This resulted from rumors, that the ITU was planning a “take over” of the internet. While it remains contested whether these fears were reasonable or not (Hill, 2013, pp. 40–48; 60–62; Pfanner, 2012), the debate led to an unsatisfying outcome. Only 89 countries signed the new telecommunication regulations, while 56 refused to do so (Chenou & Radu, 2013; Glen, 2014). This is astonishing, since the Telecommunication Regulations were always accepted unanimously within the 150 years of ITUs history. This proposal seeks to explain the failure of WCIT-12. Explanation is provided by employing the concept of politicization of international institutions. Zürn (2014, p. 50) conceptualizes politicization as “making collectively binding decisions a matter or an object of public discussion”. The politicization of international institutions describes a “growing public awareness of international institutions and increased public mobilization of competing political preferences regarding institutions” and occurs when “international institutions (potentially) exercise political authority but cannot build on sufficient stocks of legitimacy” (Zürn, Binder, & Ecker-Ehrhardt, 2012, p. 71; 96). Zürn (2014, pp. 50–51; Zürn et al., 2012, pp. 75–79) suggests three indicators to operationalize politicization: (1) rising awareness describes an increased perception of and a greater interest in international institutions on the side of the citizens; (2) mobilization means an extension of resources invested in the decision making process through increasing global activities of traditional interest groups as well as activist networks and NGOs; (3) contestation refers to conflicting views on a policy and the opposing demands directed towards a political institution. Agents of contestation can be transnational interest groups but also national parties and governments (often from developing countries) who publically critique injustice or illegitimacy of existing regimes. The analysis is based empirically (1) a key-word search based content analysis of major Newspapers articles since 1945 in order to determine the public perception and the rising awareness towards the ITU; (2) a documentary analysis of ITUs policy documents in order to identify the contestation of specific topics within the ITU, and (3) an analysis of the mobilization process during the WCIT-12. The findings show that the politicization of the ITU has increased constantly within the last century and that politicization occurs especially when questions of (mass media) content regulation are at stake – which is especially challenging in convergent media environments.

PP 599

# A Children's Rights Perspective on Self-Regulation of New Advertising Formats

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New advertising formats such as behavioural advertising, for which children's personal data are processed, or advergames, which integrate editorial and commercial content, may have a significant impact on children's rights, including their fundamental right to privacy, access to (high-quality) information, freedom of expression, protection against information and material injurious to their well-being and protection from economic exploitation (United Nation Convention on the Rights of the Child, UNCRC). It has been emphasised in Unicef's Children's rights and Business Principles (2012) that companies must ensure that communications and marketing do not have an adverse impact on children's rights. In the advertising sector, self-regulation has traditionally played an important (complementary) role. The International Chamber of Commerce has drafted a Code Advertising and Marketing Communication Practice (Consolidated ICC Code), and in many countries self-regulatory bodies observe compliance with the principles of this Code. The added value of a self-regulatory framework lies in its flexibility and adaptability (to technological change), a higher degree of expertise and a relatively low cost. However, at the same time, self-regulatory mechanisms have been considered to suffer from low levels of transparency and accountability and the fact that private interests are put before the public interest. Moreover, the degree of legal certainty is sometimes low, resulting in a decrease in democratic quality of regulation. Considering these drawbacks of self-regulation, this article questions whether something as fundamental as children's rights should be safeguarded by self-regulation to such a significant extent. First, the paper will assess the applicability of the current self-regulatory framework to new, digital advertising formats. The ICC Code will be examined, as well as the national self-regulatory frameworks of the United Kingdom and Belgium. Second, this self-regulatory framework will be assessed from a children's rights perspective, evaluating the degree of protection and participation, and compliance with essential principles such as accountability and transparency. This analysis will take into account the UNCRC and general comments of the Children's Rights Committee, case-law, as well as scholarly literature, both with regard to children's rights and (characteristics of) self-regulation. Attention will also be paid to the fine line between persuasion and manipulation of new advertising formats, and the impact the effects thereof may have on children's rights.

PP 600

# Interrelation of Media, Telecomms and Inetgovernance Policies: Cases of EU Eastern Partnership Countries

*A. Paziuk<sup>1</sup>*

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The paper is focused on interrelation and interdependence of communication policies in the EU Eastern Partnership countries. Eastern Partnership countries are Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine. While some researchers see such countries as periphery of the global system and as field of strategic battle for geopolitical influence between Western countries and Russia, local political decisions demonstrate some resistance to intrusion of foreign social values and mistrust to both Brussels and Moscow. The way each of the mentioned countries choose to safe national interests in this battle are of particular interest. Reforms in media, telecomms and Internet governance in this countries are mainly oriented (proclaimed) on closer integration with EU and WTO standards, but strongly influenced by dominating Russia's ownership and investments in infrastructures. In the papers we closer look at the trends in media, telecomms and InetGovernance national policies in this countries to determine consequences of geopolitical influence on national general communication policies.

PP 601

# Free to Hate? A Comparative Analysis of British and Italian Ultra-Right Online Media: Characteristics and Policy Implications

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The rising visibility of ultra-right parties and social movements in Europe, continues to be reason for concern. In this paper I build upon existing literature (Cammaerts 2008; Downing and Husband 2006) to shed light on the media activism and media operations of some of these groups and the policy implications of their media operations. In some regards, these media can be considered "radical media" in that they oppose mainstream media with their anti-system rhetoric. Yet, their media strategies foster a message of racism and hatred. Scholars have long debated the "double-speaking" nature of post-War World II ultra-right groups (Feldman and Jackson, 2014), arguing that they would use an acceptable language in public but then "speak the truth to the hardcore" in private. In this paper, I argue that double-speaking is becoming even more complex in the age of interactive media: indeed, although many of the media 'messages' of ultra-right groups might seem innocuous, they set in motion discursive events that, thanks to the audience members who intervene, soon flare up. Therefore, I argue that the communicative event in its totality should be taken into consideration and, as such, be considered a form of hate speech rather than protected under freedom of expression provisions. In order to make this case, the paper presents the results of a study of ultra-right media activism by social movements in the United Kingdom and Italy. Specifically, I focus on selected media artifacts (facebook postings, webpages) of Forza Nuova (Italy) and Britain First (UK). The paper takes a case study approach to analyze their media in preparation for anti-immigrant mobilizations in September 2015. The innovative aspect of this research is that the analysis focuses not only on the 'messages' from the various groups, but also on audiences' responses. In doing so, the study moves away from the original critique against ultra-right media as top-down and hierarchic (Atton 2006), and focuses on the role of audiences' activism in reinforcing ultra-right ideologies. The theoretical framework is the history of contemporary ultra-right movements (Ignazi 2006). The paper also draws from the encoding/decoding framework of analysis (Hall 1980) to shed light on both moments of the communicative event (the original 'message' as well as audiences' comments). Some of the questions are: What role do audiences play in the making of the discursive event? Does audience online activism differ in the two countries? What are the implications for policy makers and internet/social media providers in tackling this problem? The methodological approach is critical discourse analysis (Wodak 2003; van Dijk 1988). Bibliography list (in progress)

PP 667 Portuguese Mechanisms of Media Accountability. The Journalists' Perceptions, the Regulatory Powers and the Impacts of Non-Mandatory Deliberations

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A democratic political system is not complete without a free and pluralist press. However, a free media system has been challenged by several new demands and the impact of the internet and digital platforms, by bringing new habits of consumption that jeopardize the previous established media business models. In a time of permanent changes and crises the media accountability tools have also been defied, nevertheless their central role as grant of credibility and reliability for news consumption and, therefore, the increasing need of audiences that should maintain the media companies. The research project "Media Accountability and Transparency in Europe" (MediaAcT), which has been examining the transparency and media accountability in European countries and North Africa assumes that the status quo of the media governance in each country serves as a key indicator of pluralism and freedom of the media in each particular case. The MediaAcT research adopts the media accountability system in a more comprehensive approach than the pioneering concept of Claude-Jean Bertrand who defines it as "any non-State means of making the media Responsible towards the public" and rather follows Denis McQuail's perspective by including co-regulatory instruments. The MediaAcT, was launched and coordinated by the Erich Brost Institute for International Journalism, in 2010 and Portugal joined the project in 2013. This study aims to trace the current Portuguese media accountability system taking in consideration the MediaAcT model of analysis. Accordingly, a standardized survey was submitted to the Portuguese journalists, in order to understand how professionals regard the established media accountability tools (eg. Codes of ethics) and the emerging new ones that stem from the use of digital platforms (eg. Media criticism in blogs). Furthermore, this research includes the follow up of the two major Portuguese institutions, Journalists Deontology Council and the Regulatory Authority for Mass Media, in their decision process in the last two years.

PP 668 Blurring the Lines Between Information Content and Commercial Communication. A Study from the Perspective of Radio Ownership Responsibility

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Radio, as a mass medium, must act responsibly towards its audience and respect listener rights in response to their loyalty. When advertising material is blurred with editorial content, it can generate in the listener a confusion regarding the nature and intent of the communication. In radio in Spain, the protection of listeners regarding broadcast content is reflected in Law 7/2010, of 31 March, the General Audiovisual Communications Act, which is a transposition of Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007. There are no studies of the practice of radio station owners, which empirically demonstrate how and how often the principle of content separation is violated under the current legislation. Previous studies have discussed various issues around blurring of content and advertising (Dix & Phau, 2008; Sandler & Secunda, 1993; Secunda, 1995), the practices used to diminish the clarity of delimitation between advertising and editorial content (Harro-Loit & Saks, 2006), the audience aptitude to distinguish between different content (Grotta, Larkin & Carrell, 1976; Steininger & Woelke, 2008), the ethical perspective of disguised advertising (Nebenzahl & Jaffe, 1998) and the principle of separating advertising and programme content from both a legal and deontological viewpoint (Baerns, 2003). This paper aims to analyse the respect shown by generalist radio station (GRS) owners in separating information content –editorial content based on news/talks and sports information– from any other type of commercial communication -non-editorial content- and to detect the presence or absence of signifiers to distinguish between content throughout radio programming, as required by the current legislation, as well as to establish how this compulsory separation takes place. Thus, the most original contribution of this paper to the field of communication is the creation of a matrix of variables that identify these inappropriate practices and which has been tested from the sample under study. The present work identifies all commercial references broadcast during 24 hours of programming in October 2013 for the three GRS with the highest audience ratings in Spain. We analysed all 372 intersections between information content and commercial communication by time slot and commercial content. We also typified the identifiers that precede and follow an advertising break or commercial reference respectively as Audio Signal Input Separation (ASIS) and Audio Signal Output Separation (ASOS). The results show that 29.6% of the analysed commercial spaces lacked the required ASIS and that in 25.3% of cases an ASOS could not be detected. That is, there is a significant amount of advertising content lacking the identifiers for content separation required by law to warn listeners that the message is, in fact, advertising and not part of the information flow.

PP 669 Basic Problems of the Media System Regulation in the Post-Socialist Society – The Experience of the Republic of Serbia -

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The subject of this paper is the regulatory framework of media in the post-socialist era in Serbia, viewed from the standpoint of the EU standards in the field of media policy. The aim of the paper is to systematize the specifics, main problems and priorities of the process of democratic transformation of the media system, through its harmonization with the European regulatory framework. The membership in the Council of Europe and candidacy for the membership in the European Union obliges the competent institutions of the Republic of Serbia to implement and apply EU regulations those make the Acquis Communautaire in the media field. Especially in the field of audio-visual services, the most important regulatory document of the European media policy is the Audiovisual Media Services Directive (AVMSD). The transition of post-socialist media legislation in Serbia started with democratic political changes



(2000). This paper points out the several problems resolved during the first phase of democratic transition of the media system (2000–2014). Special attention in the work is dedicated to the aspects of functional and institutional harmonization with European standards according to Directive AVMS, covered by a set of new media laws of the Republic of Serbia (2014). This paper contains several conclusions, as results of content analysis and comparative analysis of the legal documents: 1. The democratic transformation of the media system in post-socialist Serbia started with the ideas of public interest and freedom of information. In the first phase of media transformation in the period 2000–2014, we identify successfully implementation the following European standards in the Serbian media laws: transformation of media ownership; withdrawal of the state from the media; founding of independent regulatory bodies and transferring power from government to civil society institutions; implementation of media pluralism; diversification of program contents and guarantying of editorial independence; introduction of digital TV broadcasting, and others. 2. We notice the lack of political will, in this period, to implement all these standards in practice, and therefore we define the transition of Serbian media system as slow. 3. In the second phase of the development democratic media system in Serbia, from 2014, as the main future actions, we suggest: -It is necessary to implement media laws in practice strictly, and improve the instruments to ensure their implementation; - Passing anti-monopoly law specialized to ensure transparency of media ownership and prevent unauthorized concentration which threatens democratic pluralism; - And the improvement education in the media field by introducing the subject Media literacy in the system of compulsory education in the Republic of Serbia.

PP 670

## Negotiating a Balance Between Protection of Reputation and Privacy and Free Expression in the Age of Mediated Crisis of Continuity. A Study of the Operation of Defamation Law in Slovakia

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Free, independent media are vital for democracy, not least for providing quality information for the public to make informed electoral decisions. The importance of journalism for democracy, citizenship and everyday life has become particularly apparent during the current crisis of continuity in post-socialist Europe. Yet, the media and journalism in the region are perceived as failing in this respect. This failure is partly attributed to elites' use of legislation to thwart criticism in the media. Civil defamation law, which seeks to regulate the publication of material harmful to reputation through balancing free speech and the protection of reputation and privacy, has been recognised as potentially having a disproportionate "chilling effect" on free speech. Systematic examinations of how and under which conditions defamation law influences journalism are critical for understanding what gets published in the public spheres. Hence, in the current context, investigating how a balance between protection of reputation and privacy is negotiated through the operation of defamation law against media is particularly desirable. Yet, empirical studies into this area in post-socialist Europe are virtually non-existent. This study investigates the operation of civil defamation law in Slovakia in cases involving media defendants and its influence on journalism. The paper examines whether and how defamation produces a "chilling effect" and if this is unacceptable and detrimental to public debate and democracy. The research seeks to understand the operation of defamation from the perspective of journalist and their legal representatives, investigating their understanding of what constitutes potentially defamatory statements, their views of claimants' motives and judicial decision-making and the law and how this influences their journalistic work. The paper further explores the mechanisms adopted to deal with the threat of defamation and the factors that influence the intensity of a potential "chilling effect". The analysis is informed by Cohen and Arato's (1992) model of civil society, later adopted by Habermas (1996), which posits that the operation of law can be explained by the particular institutional constellation and cultural trajectories in a country. The study is based on a thematic analysis of 30-odd semi-structured interviews with prominent Slovakian journalists, editors-in-chief, and media managers, defamation lawyers and experts. To contextualise and cross-check the information gathered from interviews, the paper draws on legal commentaries, court decisions and "law-on-the-books", and media coverage. This study finds that journalists do not recognise a considerable "chilling effect" of civil defamation on their work, citing the primacy of public interest of releasing information. Yet, journalistic practices are indirectly influenced by their considerations and understanding of defamation law based on their past experience with lawsuits or threats thereof, judicial decision-making and their interactions with lawyers. The findings of this study have conceptual, empirical and policy implication for our understanding how a balance between protection of reputation and privacy and free expression is being negotiated in defamation cases involving the media. Besides academia, the findings will be interest to the media, legal practitioners and policymakers not just in post-socialist Europe.

CLP PS

Poster session

PS 029 Right to Information and Communication Between Government and Citizens: Identifying Continuities and Discontinuities at the 10<sup>th</sup> Anniversary of the Law on Right to Information in Turkey

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The nature and features of government-citizen communication in the modern state structure have been subjects of many studies. The right to information as a form of right to petition is one of the cornerstones in the formation of the modern constitutional state and has important ties with the freedom of thought and expression. On the other hand, it is closely related with the accountability of administration and citizens' right to ask their administration to be accountable. The right to information comes to the fore with the aim to serve publicity of acts and actions of government as a public body and to make available the transformation of these acts and actions by the governed. In Turkey, the practices related with the right to information, as the instrument of making the acts and actions of the government "public", came to the agenda on the eve of 2000s, became part of the national legislation, and was enforced in 2004, and as of 2015, we commemorated its 10<sup>th</sup> anniversary. In the presentation, the right to information practices will be analyzed by considering the first ten-year period of the practices, and also regarding the worldwide experiences and discussions around the issue. The main aim of the study is to elaborate certain practices of the right to information, regulated in the Law on Right to Information in Turkey, and problems encountered in the application process. The presentation will focus on the applications to the Council of Cassation of Right to Information in Turkey since this Council, like European Ombudsman, is the final authority to review the decisions related with partial or full refusal of the access to the information and documents because of the limitations specified in the legislation. The decisions of this Council will be analyzed especially in accordance with the main aim to elaborate how the practices of right to information contributes to the interaction between citizens and the government and to revive public sphere in the case of Turkey.

PS 030 Trade, Culture and Diversity: The Comprehensive Economic and Trade Agreement

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The Comprehensive Economic and Trade Agreement (CETA), between Canada and the European Union (EU), was made public in September 2014. It is a treaty that pursues further economic liberalization since its emphasis is not on eliminating tariffs on trade (already low between rich countries as a result of the WTO) but on reducing non-tariff barriers such as standards, procedures and regulations. Some of the issues the CETA presents refer to public procurement or investor-state dispute settlement mechanisms. Nevertheless, the CETA is about much more than trade: it includes an explicit reference to the commitments of both parties to the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and underlies their right to preserve, develop and implement their cultural policies as well as to support their cultural industries. The treaty lacks a general exception clause protecting culture though, because some chapters contain articles exempting it. The thing is that while for the EU this exemption applies only to audiovisual services, for Canada it covers all cultural industries. Within the context of the long lasting so called trade and culture quandary, the poster will aim to explain the role assigned to culture and its diversity by the CETA text from the perspective of critical political economy. In terms of method, a documentary analysis is to be conducted taking the CETA text as a point of departure to put it in relation to existing studies about its development and aims as well as the UNESCO Convention. After providing contextual and historical information about the agreement, references to the Convention and to cultural exemptions will be explained to clarify the CETA's true potential to actually protect and promote the diversity of culture, both in analogue and digital scenarios.

PS 031 Media Concentration in Lithuania and Latvia (2000–2014)

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**Keywords:** media concentration, daily, radio, television, internet, Herfindahl-Hirschman Index The growing Baltic media industries experienced shake-out several years later after they started to develop in the end of the 1980s (press) and the beginning of 1990s (radio, television). Media companies that could not manage the changes withdrew from the competition field: mergers and acquisitions of the companies took place and this caused increase of the media concentration in the Baltic media markets. The growth of the Internet and rising media fragmentation gave some hopes for the diminishing of the concentration in the media markets. The effects of horizontal concentration "may have been modified by continuing intermedia choice and the rise of new media" (McQuail, 2005, 229) but according to Van Dijk (2012, 232), the overwhelming majority of small internet media outlets reach the attention of only few people and the remaining minority of internet media draws more and more of audience attention. It means that the fragmentation of the contemporary media does not necessarily guarantee the reduction of media concentration. Also, some strong players in the press or TV markets took advantages of technological convergence and gained more power in the new media field. Potential economic and social threats of high media concentration could be prevented by legal regulation of the market shares of economic entities. There are no special legal acts in Lithuania that would restrict the concentration of the media market. The dominant position in the media market as well as other area of economy is defined when the market share of an economic entity is no less than 40 percent. Slightly different situation regarding the regulation of the media concentration is in Latvia. When the market share of an electronic media in Latvia in a particular market exceeds 35 percent (or 40 percent for other media sectors) this shall be considered to be a dominant position. The aim of this paper is to analyse the volatility of the horizontal concentration in the television, radio, daily newspaper and internet media markets in

Lithuania and Latvia in 2000–2014. Analysis of the media markets' horizontal concentration in Lithuania and Latvia countries was conducted primarily using the Herfindahl-Hirschman Index. The study results show that are two clear trends of the media concentration in Lithuania and Latvia since 2000 to 2014. The concentration of the conventional media (dailies, television and radio) markets is higher in the end than in the beginning of the research period. However, the concentration of the internet media markets have shrunk down gradually due to a growing number of markets players and the increase of competition between the largest internet market participants in both countries. References McQuail, D. (2005). *McQuail's Mass Communication Theory*, 5<sup>th</sup> Edition. London: SAGE Publications. Van Dijk, J. (2012). *The Network Society*, 3<sup>rd</sup> Edition. London: SAGE Publications.

## PS 032 The Regulation for Media and Their Contributions to the Quality of TV News: A Comparative Study Between Brazil and Portugal

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Regulators groups for media are important to ensure compliance with the democratic obligations by communication vehicles. In Europe, many countries, such as France (Superior Council of Audiovisual), Portugal (Regulatory Authority for the Media) and UK (Ofcom), have these groups that, together with a social tradition, provide periodic reports about the quality of programs, offer critical channels for citizens, and monitoring mechanisms. Consequently, European regulators are reference to other countries that do not have effective means to monitor and promote democratic media, as is the case of some Latin American countries. In recent years, some of these countries have taken important steps in such direction, like Mexico and Ecuador. Others, despite some advances, have shown that regulatory norms are fragile in this region. This is the case of Uruguay, whose "Ley de Servicios de Comunicación Audiovisual" has been waiting presidential sanction for three years, and Argentina, where the main achievements, such as the breaking of the media's monopoly, were shattered with the recent change of government. Faced with this problem, this study examines how the absence of a regulatory mechanism can affect the quality of television, with a focus on television news. For this, we use as objects of analysis the rules and normative documents of Portugal and Brazil, two Portuguese-speaking countries that have different settings for monitoring audiovisual content. Brazil, which lacks a regulatory group, is guiding the television commitments based on the Brazilian Telecommunications Code (CBT) of 1962 and the Law 11.652 of 2008, that establishes the objectives of the broadcasting services to be provided by Brazil Communications Company (EBC) responsible for TV Brazil - Brazilian public broadcaster. Meanwhile, Portugal has, in addition to laws and public service concession contracts, the Regulatory Entity for Social Communication (ERC). The results shows that CBT in Brazil is outdated, and still based on the 60s, when it was first implemented. The law that establishes the Brazilian Public TV (2007) presents several points that approach the ERC Creation Law (53/2005), such as promoting pluralism and diversity, ensuring the free distribution and access to content, and guaranteeing accuracy in news content and protection of individual rights. However, the absence of media regulation in Brazil puts the country in a disadvantage because of the monitoring mechanisms that could be useful to citizens. The ERC, for example, offers the Regulation Report that uses as criteria the plurality and diversity of television programs. The Political-Partisan Pluralism Report are also a way to check the political impartiality of Portuguese stations. Portuguese citizens also play an important role in the monitoring process of the quality of news services by forwarding complaints and demands through online forms which reached 8285 entries in 2014. Thus, the analysis of the normative documents of countries suggest that issues like regionalism, independence, diversity and combat to prejudice emerge as TV journalism quality indicators in both countries. However, the absence of a regulatory group makes it difficult to accomplish the ideals advocated by the Brazilian legislation due to lack of evaluation and feedback mechanisms.

## PS 033 Communication Research Policy in Spain and the EU, Contesting Policies and Methods, Past, Present and Future

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Introduction: Our article provides a discussion and analysis of past and current national and EU legal, regulatory and policy directions in the field of Research in Media and Communication at the EU. We present an analysis of European media and communication research law, regulation and policy, including a historical comparison perspective between the EU and Spain between 2007 and 2015. We present this research work under the Nationally Funded MAPCOM Research Initiative "The Spanish Research System about Social Practices of Communication. Map of Projects, Groups, Lines, Objects of Study and Methods"- Nationally R&D Funded Project within the Excellence Programme of Spain's Ministry of Economy and Competition, see [www.mapcom.es](http://www.mapcom.es) for more information-, this is a unique multidisciplinary nationally funded competitive research network, analysing all Nationally Funded Research Projects and Ph.D. Thesis in "Communication Studies" between 2007 and 2014. By addressing among others the methodological issues of Research in Communication in all R&D Funded Projects and Phd. "Communication" thesis, MAPCOM aims to contribute to the theoretical and empirical foundations of communication research studies in Spain and the EU, stimulating its critical analysis and proposing strategic lines of action for the improvement of the "value chain" of Research, Innovation and Development in Communication Studies and Cultural Industries in Spain and the EU. We present the results of MAPCOM first Phase of Analysis. We also discuss a context and content analysis of the Horizon 2020 Framework programme, its different strategic areas of funding linked to "Communication and Cultural Industries" and a relative weigh indicator construction and comparison of presence and fulfilment between GDP relative power of a State Member and "Real Presence Indicator", where we detect, over-represented countries and infra-represented countries and "Research Initiatives" in these areas of knowledge. Methodological Approach: The paper builds its analysis from three main issues for discussion: 1. R&D Policy Analysis in the "Communication and Cultural Industries Field": from a National and EU perspective. 2. Research Data and Indicator Construction: Indicator Definition,

Methodological Implementation, MAPCOM data analysis and description of Nation State data and EU Comparison. 3. Mapcom-EU Proposal for analysis within H2020 framework. Framework analysis and recommendations for action in the "Research Value Chain", for Communication and Cultural Industries Studies. Consortium Construction. Conclusions: This paper presents a discussion and analysis of past, and current national and EU regulatory and policy directions in the field of Research in media and communication at the EU. From a European perspective we present the data obtained in the MAPCOM consortium and contextualize in order to draw conclusions and recommendations for action in the evaluation of EU legal, regulatory and policy direction in Communication Research, from both an EU and Nation State perspective.



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This session presents research on social media use related to different crisis and risk cases: terrorist attacks and threats, natural disasters and pandemics. The session also presents ongoing work with developing a social media monitoring and workflow tool based on user-centered design and usability testing. The rationale for the research is an existing mismatch between dominant communication strategies employed by crisis communication authorities during crises (top-down, emphasis on traditional media) and the increasingly critical communicational role that members of the public are playing by using social media to communicate about the situation in different phases of a crisis (Sutton et al., 2008). This discrepancy may result in poor situational awareness and management of crises. Crisis management authorities, key crisis communicators like journalists and information officers, and members of the public at large need to develop their ability to prepare for, respond to and cope with crisis situations. Such improvements require better understandings of social media communication in crises, based on thorough research of different cases: How do different social actors in different types of crisis and risk situations use and interact through social media, and how do they evaluate social media information? When do social media enhance situational awareness related to an ongoing crisis and when do they contribute to false situational awareness? What are the needs of key communicators if they are to make better use of social media content during crises and risks? The different session papers address these questions by presenting research that provides new knowledge on social media use during different crisis and risks situations in different cultural contexts: the terrorist attacks in Norway on the 22 July 2011; terror threats in Norway considered by authorities to be caused by extremists; the central European floods in 2013; and the Ebola-outbreak in 2014. By addressing such different cases, the panel will move the field of crisis communication in social media beyond the single studies to provide knowledge valid across cases. Furthermore, a paper in the session offers insights into how user-centered design and usability testing are vital components in developing new technological tools for occupational groups who work with monitoring, assessing, identifying and sharing important social media content during crisis situations. New tools to monitor and assess social media content are constantly being developed, but few of them are actually put to use by key communicators during crisis and risk situations. This is partly due to a lack of usability-testing and cooperation with potential end-users in the design phase of the tool development. The session will offer insights into how such usability-testing and cooperation can be implemented in processes of tool development, and also on how research and technological innovation may go hand-in-hand in the design of new tools. Reference: Sutton, J., Palen, L. & Shklovski I. (2008) "Backchannels on the Front Lines: Emergent Uses of Social Media in the 2007 Southern California Wildfires," in F. Friedrich and B. Van de Walle B. (eds.): Proceedings of the 5<sup>th</sup> International ISCRAM Conference – Washington, DC, USA, May.

PN 019

## Face-Ing Terror, Tweeting Danger. The Role of Social Media for Victims During and Immediately After the 2011 Terrorist Attack in Norway

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This paper takes the terrorist attacks in Norway in 2011 as its point of departure and analyzes what role social media played for youngsters who were attacked on the island of Utøya. On 22 July Anders Behring Breivik exploded a bomb in the governmental quarter of Oslo before he started a massacre on Utøya, where members of the Norwegian social democratic party's youth organization had their summer camp. The terrorist killed 69 youngsters at Utøya, in addition to the eight that were killed in the bomb blast. The paper focuses specifically on the Utøya massacre and the role social media played for those directly involved. 564 people were present on the island when the terrorist started the massacre, which lasted for about one and a half hour until the police apprehended the terrorist. Previous reports and research has shown that during the massacre, and in the hours following, many at Utøya used smartphones to connect to the outside world. As the report from The Commission on 22 July states: "Never before did ministers personally get information by text messages, phone and on social media directly from the victims, while at the same time handling a national crisis" (NOU 2012: 14:454). However, little is known about what role social media played for the youngsters during and immediately after the attack. How did they respond to the attack by using social media? How did social media messages affect them? To what extent did the use of social media in the situation enhance the affected youngsters' situational awareness? We provide answers through a triangulation of methods, including qualitative interviews with youngsters who were at Utøya, and qualitative text analysis of Facebook and Twitter activity during and after the attack. In addition, the analysis will be based on findings from a content analysis of tweets published in the Norwegian Twitter sphere between 14.00 p.m. 22 July and 02.00 a.m. 23 July. This material of approximately 60.000 tweets is part of larger data set acquired through Twitter's API platform Gnip. The content analysis of the tweets will identify what the youth at Utøya tweeted, who they were in contact with on Twitter, and how their tweets diffused in the social network. This analysis provides valuable information on the general use of Twitter by the youngsters present at Utøya, and it will serve as a backdrop for the qualitative data analysis. Our analysis sheds light on how Facebook and Twitter were conceived of and used as tools by victims to communicate and acquire information. Some informants believed the perpetrator could trace their phones, so they threw them away. As soon as they were safe on the mainland, they connected to social media. Others tell how social media played a role in creating their situational awareness while still on the island. In addition, social media enabled resilience behavior and some got solace and strength from being in the loops online. Reference: Service Centre of Departments (2012) NOU 2012: 14 Report from 22 July Commission. Oslo

PN 020

## Reporting Extremism: Journalists' Use and Evaluation of Online Information Flows

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The Internet and Web 2.0 spaces have become increasingly important platforms for extremist groups and terror organizations, and online platforms are used for purposes such as propaganda dissemination, recruitment and interaction. For journalists, the employment of digital platforms by extremists entail a possibly important source of information in reporting extremism, enabling journalists to better understand and report more comprehensively on extremist ideology and groups. Through investigative reporting on extremist groups allegedly representing a terror threat journalism may contribute to inform politicians and broader publics of social problems, thus potentially contributing to counter potential future crises. At the same time, there is the danger that the news media, through their reporting, exaggerate alleged threats posed by specific groups, contributing to create fear and escalating social conflict. Based on in-depth interviews with Norwegian journalists reporting on violent extremism, the aim of the present paper is to describe and discuss journalistic sourcing practices, with emphasis on how journalists make use of online flows of information in reporting extremism and how they evaluate and reflect on reporting this topic. Through exploring these issues, the paper contributes to shed light on journalism practice in a digital and networked media environment, and on journalistic evaluations and choices in reporting extremism that contribute to shape the mediated debate on this issue. The analysis shows that online platforms, and particularly the social network site Facebook, are used extensively by journalists investigating radical Islamism in Norway. Monitoring posts, friend lists, tags, likes, comments, geolocations, and photos on social media platforms contributed to provide reporters with information on specific individuals and networks of individuals, and their whereabouts, relations, roles, opinions, and world-view. The main purpose and value of monitoring online platforms, as highlighted by interviewees, is mapping and identifying networks of individuals. Some do however mention other purposes, including monitoring online extremist websites, discussion sites and groups to spot trends, tap into aspects of radicalization processes, and gain insights into extremist viewpoints, motives and ideological beliefs. Questions pertaining to how to use this material as part of news reports are however not straightforward. Overall, the paper demonstrates that journalists are faced with dilemmas related to how to report extremism and extremist groups. From the perspective of reporters, it is seen as important to investigate and report on networks of domestic extremist individuals and groups highlighted as constituting a terror threat to the country. At the same time, journalists meet challenges related to for instance the extent to which individuals and groups promoting extremist attitudes should be granted space in the news media and how these groups are to be presented.

PN 021

## Flows of Water and Information: Reconstructing the Online Communication in Austria During the 2013 Central European Floods

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In late May and early June 2013, Central Europe experienced torrential rainfall. Regions in seven European countries declared the state of emergency. In some places, the flood even surpassed the once-in-a-hundred-years flood of 2002. What was also different from 2002 was the broad adoption of social media by citizens, journalists and emergency organizations. For the first time in Austria, a noteworthy part of the population used social media to inform (themselves) about the event and to coordinate rescue activities. This paper focuses on the information flow during this emergency situation. In specific, it describes the role of traditional and new key communicators and which channels they used for what purpose focusing on the region of Upper Austria. The paper employs a mixed-method approach that involves the qualitative and quantitative analysis of interviews as well as social trace data and online news reports. First, key communicators were identified through an analysis of different on- and offline sources. 20 individuals who were involved in communicating the event (such as journalists, information officers and citizens) were interviewed and asked about their communication behavior as well as their assessment of social media during the floods. Informed by these interviews, relevant publicly available data from social media were collected using API. Next, these heterogeneous data sources were qualitatively and quantitatively analyzed, tracing the flow of information during the event. Results show that the use of social media differs from channel to channel: The majority of informants stated that the only relevant network for them was Facebook. Twitter was only important to some, while Instagram and other networks were irrelevant or not on their radar. Key communicators from rescue organizations or institutional actors barely used social media for (pro-)active communication. They rather saw it as a dangerous source of myths and half-truths, while engaged citizens on the other hand emphasized the possibility to activate potential supporters using the platforms. However, the quantitative analysis of social media trace data reveals that also companies engaged in the dialogue on social media - either as multipliers or partly following further communication agendas or even trying to misuse the emergency for PR purposes. The paper closes with a model of information flow during environmental emergencies that integrates the perspectives of traditional and new communicators as well as insights from institutionalized crisis communicators such as representatives of the crisis committee that is convoked at the federal state level in a natural disaster such as the 2013 floods.

PN 022

## Crisis Authorities' Use of Twitter in the UK and Norway During Ebola Crisis

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During a major health crisis such as Ebola, Twitter has been regarded as a promising application for crisis communicators due to its immediacy in communication. However, in social media public users to a large extent control the information flow. Members of the public are using social media to communicate about the situation in different phases of the crises, and they bypass traditional information gatekeepers such as organizations and traditional news media. Crisis communicators using Twitter therefore must adjust their practices if they are to communicate effectively (Coombs, 2012). Rather than one-sidedly feeding users with information, communicators need to listen to what Twitter users are saying and provide them with access to information. This paper examines the use of Twitter in the UK and Norway during the 2014 Ebola crisis. Both countries demonstrate extensive use of Twitter generally, and both

had nationals medically evacuated home from West Africa infected with Ebola Virus Disease. The heightened levels of public interest and concern that arose from these evacuations included a very substantial increase in tweets and retweets on Ebola in both countries. We analyze (by applying document/discourse analysis) how crisis authorities in the two countries used Twitter and monitored and responded to tweets in order to manage public concern. In addition, through semi-structured interviews with crisis managers in governmental bodies, the paper sheds a light on questions such as: How can official agencies ensure information they produce on Twitter is trusted? How has Twitter been incorporated into pandemic preparedness planning after the Ebola crisis? We argue that in the UK, despite a much increased use of social media generally and Twitter in particular compared to the 2009 'swine flu' pandemic, authorities nevertheless had a poor grasp of the nature of this new means of communication. The UK preferred a vertically integrated approach, with only minimal opportunities for the public to engage and little monitoring of the wider Twitter 'conversations'. This resulted in delays in countering misinformation and counter-narratives. In Norway, there were examples of crisis authorities displaying a stronger willingness to involve themselves in dialogues with users in order to correct public misconceptions and mitigate unfounded fear in the population. However, Twitter communication was not dialogical in the sense that users were seen as someone who could provide the authorities with vital information. Reference: Coombs, T. (2012) *Ongoing Crisis Communication. Planning, Managing and Responding*. Third Edition. Los Angeles: Sage.

PN 023

## Finding News in the Social Media Stream. Testing the Usability of a Toolset for Information Verification with a Sample of News Journalists

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When a sudden crisis unfolds, information about the event is rapidly spread via social media (SoMe) platforms. The information is reposted and new content added, and the trustworthiness becomes difficult to verify. News journalists and crisis communicators start gathering information about the event via several channels, including SoMe platforms (Coombs, 2012; Silverman, 2014). Previous and ongoing research show that verification of SoMe content has become a central challenge for these occupational groups (Braendtzaeg et al., 2015; Eriksson, 2012). One way of overcoming this challenge is to provide new technical innovations which can simplify the SoMe information gathering process, and are easy to use during high-stress assignments (Schifferes et al., 2014). This paper presents the ongoing work with developing a new software toolset to support monitoring, assessing and alerting about SoMe content during crises and in everyday work. The tool is designed from a user-centered design viewpoint, which means that mapping and testing end-users' current routines and main needs are central parts of all steps of the product development process. The main focus of the paper is to present results from a usability test of a first prototype of the toolset. The prototype is a rudimentary version of the toolset and includes crucial main functions which will form the basic structure of the final toolset. The usability test is conducted with a sample of approximately 15 news journalists. It takes place in a laboratory setting, where the participants are seated in front of a screen and asked to carry out tasks included in the prototype. Collected data includes subjective methods (survey, think-aloud, stimulated recall, semi-structured interview) combined with structured researcher assessments measuring level of control during task completion. Each test session is recorded. The results will contribute with detailed information about (a) how a toolset which supports information gathering/verification in social media during a crisis should be designed to enhance usability and situational awareness for journalists, and (b) how several types of data gathering methods may be combined in studies focusing on usability testing. Results will also be used in subsequent design of the tool prototype. References: Bae Brandtzaeg, P., Luders, M., Spangenberg, J., Rath-Wiggins, L., & Folstad, A. (2015). Emerging journalistic verification practices concerning social media. *Journalism Practice*. Advance online publication. doi:10.1080/17512786.2015.1020331; Coombs, T. (2012) *Ongoing Crisis Communication. Planning, Managing and Responding*. Third Edition. Los Angeles: Sage.; Eriksson, M. (2012). On-line strategic crisis communication. In search of a descriptive model approach. *International Journal of Strategic Communication*, 6, 309–327. doi:10.1080/1553118X.2012.711403; Schifferes, S., Newman, N., Thurman, N., Corney, D., Goker, A.S. & Martin, C. (2014). Identifying and verifying news through social media: Developing a user-centred tool for professional journalists. *Digital Journalism*, 2, 406–418. doi:10.1080/21670811.2014.89274; Silverman, D. (Ed.) (2014). *Verification handbook. A definitive guide to verifying digital content for emergency coverage*. Maastricht: European Journalism Centre

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### The Spiral of Silence and the Asylum Crisis in Europe

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The asylum crisis in Europe has been the dominant political issue during the fall of 2015. News all over Europe has covered the escalating crisis, and the political debate has been intense. Numerous news stories have been published about demands for support from the EU to handle the situation in separate countries, calls for solidarity between European countries when accepting refugees, arguments for stricter regulations in the asylum-process, difficulties in managing the asylum seeking process, appeals for protecting the right to seek asylum, and the treatment of refugees. Sweden had until the end of a November an open-door policy toward migrants and received 163 000 asylum seekers during 2015. The political debate was intense, with focus on how to handle the large amount of asylum-seekers, while at the same time the support for an anti-asylum party has increased. By the end of November, the government (Social Democrats/Green party coalition) declared a policy change resulting in a limitation of the number of accepted asylum seekers to the minimum level required under European Union laws. The theoretical framework of this study is based on the spiral of silence theory which proposes that people are less willing to express their opinion when they believe their views are shared by a minority. We are sensitive to our surrounding social environment won't speak out if we fear to become socially isolated (Noelle-Neuman 1984, Carrol et al 1997, Neuwirth et al 2007). This framework is used to analyze to what extent people feel they can express their opinion about the asylum crisis. Comparisons are made between expressing opinions to their (1) family and friends, (2) colleagues at work/school, (3) strangers. In order to explain differences in opinions, we use political affiliation, different aspects on how news reported about the asylum crisis and social-demographics (like gender, age, social class and education). The data used were collected by the LORE (Laboratory of Opinion Research) at the University of Gothenburg, using the Citizen Panel ([www.lore.gu.se](http://www.lore.gu.se)). A sample of 2500 respondents was drawn from the panel (50 000 respondents in total). The sample was stratified (in relation to the Swedish general public) due to age, gender and education level. The web-survey was collected between in October/November 2015, with a response rate of 63 percent (1574 answers). An identical survey to the same sample will be conducted in April 2016 in order to analyze the impact of the changed policy on respondent's willingness to express their opinions. References Carroll J. Glynn, Andrew F. Hayes and James Shanahan (1997). "Perceived Support for One's Opinions and Willingness to Speak Out: A Meta-Analysis of Survey Studies on the "Spiral of Silence"". *The Public Opinion Quarterly*. (61) pp. 452–463. Neuwirth, Kurt, Edward Frederick and Charles Mayo (2007). "The Spiral of Silence and Fear of Isolation". *Journal of Communication* (57) pp. 450–468 Noelle-Neumann, Elisabeth (1984). *Spiral of silence: public opinion, our social skin*/ Chicago: University of Chicago Press.

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### Media Representation of the "Refugee Crisis" in Hungary and Austria

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The summer of 2015 saw the emergence of the so called "refugee crisis" in Hungary and in surrounding countries. Hungarian authorities may have not been prepared for the rising number of people arriving to the borders, but the public has been tuned to the government's anti-migration narratives since the beginning of the year. The Hungarian government used numerous channels for its message (billboards, traditional mail in the frame of "national consultation") and was highly successful at setting the agenda and defining the discourse on migration in the media as well, leaving very little room for alternative narratives (Bernath-Messing 2015). By the time the parks and train stations of Budapest filled with people trapped in the city on their way to Western Europe, the topic dominated all Hungarian media and had widespread coverage in Europe as well. There was consensus over the importance of the issue across different mediums, but there is anecdotal evidence of significant and considerably diverse narratives and discourses. In order to examine these narratives, we conducted a systematic content analysis in two EU member states affected by the "refugee crisis": Hungary and Austria. To focus our study, we selected certain events that triggered significant and contrasting political discourses and analysed the media coverage of these events in order to detect differences of coverage, perceptions, political claims and the understanding of the "refugee crisis" in a comparative perspective. The three events in focus are: 1. the "ghost van" – a van with dead bodies of 71 refugees found on the side-way of A1 motorway in Austria (27.08.2015); 2. the "march of hope": the march of refugees from Keleti station, Budapest towards the Western border of Hungary (04.09.2015); 3. the closing of the Hungarian-Serbian border with wired fence (15.09.2015). The data collection included two political dailies with the largest circulation; one internet news portal with the largest readership; one tabloid; and two television evening news programs: the public service and the commercial channel with the largest viewership in both countries (Hungary and Austria). This paper discusses the results of the analysis aiming at showcasing the different narratives. The study was conducted by a team of researchers.



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## Analysis of the Regional Media Reporting in Southeastern Europe on Migrant Crisis

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This paper depicts media reporting analysis of migrant crisis in Serbia, Croatia, Bosnia and Herzegovina and Hungary. The quantitative-qualitative discourse analysis includes public services of Serbia, Croatia and Hungary, as well as regional media Al Jazeera Balkans and N1. The goal of this paper is to deconstruct media messages by analyzing media practice of listed broadcasters. Analyzing 1227 media articles the main findings indicated that the priority of brief information is in the form of news and reports, which phenomenon fits in the practice in media reporting in crisis situations. Thematically, analysis pointed out that media mainly broadcasted information about the position of the migrants/refugees on the path from Greece to Germany. In crisis situations such as the analyzed one, information source credibility is of high importance. In analyzed publications, country institutions as well as non-governmental organizations have been dominantly used as sources. Usually they are the ones who speak about the crisis. Migrants/refugees passivization in media articles is significant: they had fewer opportunities to speak about their problems compared to non-governmental organizations or state institutions.

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## Open Door Solidarities: Exploring Humanitarian Communication in Twitter in Times of Crisis

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This presentation explores a crisis occurring in media-saturated conditions by studying the terror attacks in Paris, in November, 2015, from the viewpoint of humanitarian communication (Cottle 2014; Chouliaraki 2011). Mediated appeals for action on human suffering have long been the domain of humanitarian organizations, but today the field has opened for ordinary people as well. Via digital ethnographic investigation in online media this presentation scrutinizes how humanitarian communication – defined as a special genre of communication that aims for us to care about distant others – shapes solidarities and moral positions among people experiencing the crisis. On November 13, 2015, a series of terror attacks occurred in Paris. The violent attacks caused the deaths of 130 people and the seven perpetrators, while over 350 were injured. The attacks and the following massive security operation caused chaos and disarray in the streets of Paris. Newsrooms all over the world followed the developing situation. Social media sites were inundated with comments, links and images connected to the event, and these were shared and commented on by both journalists and ordinary citizens. One of the prominent platforms of today's disaster communication is Twitter. This was also the site of a key feature of the civilian communication surge after the violent incidents, as the hashtag *PorteOuverte* (Open Door) started to spread in Twitter. A French freelance journalist launched the hashtag few hours after the first attack, when he tweeted 'Those who can open their doors, geotag your tweets and [use] #PorteOuverte to indicate safe places'. Rapidly people started to use the hashtag in order to allow those affected by the attack to find safety. The phenomenon of civilian surges in disaster communication reconfigures the traditional relations of communicative power (Cottle 2014). Instead of the traditional news media that previously played a key role in the creation of modernity's shared worlds, it is now the Internet together with social media that creates the public sense of the world. Through interactivity, social media changes the space for social action and creates a boundless reserve for human action (Couldry 2012). This transformation has caused changes in humanitarian communication, as solidarity that was previously intertwined with the universal emotion of pity is now moving towards irony and agonism. This involves a shift from a universal morality to one of contingency (Chouliaraki 2011). Via digital ethnographic fieldwork on the communication and actors using the hashtag *Porte Ouverte* and related online media material, I aim to develop a more nuanced understanding of humanitarian communication of ordinary people and the mobilization of different solidarities in the contemporary context of high media-saturation. Bibliography: Chouliaraki, Lilie (2011) 'Improper distance': Towards a critical account of solidarity as irony. *International Journal of Cultural Studies* 14(4), 363–381. Cottle, Simon (2014) Rethinking media and disasters in a global age: What's changed and why it matters. *Media, War and Conflict* 7(1), 3–22. Couldry, Nick (2012) *Media, society, world: social theory and digital media practice*. Polity Press: Cambridge, UK.

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## Crisis Talks: The Framing of the Ukraine Crisis on German TV Political Talk Show Debates

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Following the controversial incorporation of Crimea into Russia in spring 2014 the Ukraine crisis has attracted intense media attention. In their coverage the media contribute to the social construction of the crisis (Cottle 2009). They make it salient for citizens, provide answers to questions of responsibility, and raise expectations about legitimate political actions (Jakobsen 2000). This paper examines the framing of the Ukraine crisis in German TV political talk show debates that are considered to enable for a wide-reaching in-depth debate of confronting perspectives (Wessler & Schultz 2007). To frame is to select and highlight certain aspects of a perceived reality in order to promote a particular narrative (Matthes 2012). Frames are frequently defined as a specific combination of a "particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described" (Entman 1993, p. 52). In media debates, a controversial discussion of a plurality of frames is needed for opinion formation (Zaller 1992). Moreover, the quality of frames can have an impact on the escalation or de-escalation of the debate. While escalation is related to blaming political representatives or countries for the conflict, de-escalation is related to frames emphasizing structural causes and recommendations for crisis solution (Lynch 2013). We ask whether the plurality of frames gives different perspectives on the Ukraine crisis for public opinion formation and whether the quality of frames contributes to de-escalation of the debate. To answer the questions a quantitative content analysis of all 37 episodes covering the crisis in the years 2014 and 2015 from the five most prominent TV political talk shows in Germany is conducted. Coding refers to the frames that are attributed to the crisis by the guests participating in the shows. The frames have been identified inductively by a qualitative pre-study of a sample of the material (30%). Findings reveal that in the debates a broad range of guests discussing 25 different frames contribute to plurality. Although frames that criticize the Russian role in the conflict

prevail, also frames that highlight mistakes of Western politics are discussed. However, the quality of frames is more confrontational than de-escalating. The frames address political conflict rather than citizens' concerns in their problem definition, blame instead of structural causes in their causal interpretation and poorly provide treatment recommendations for crisis solution. Entman, R.M. (1993). Framing. Towards Clarification of a fragmented paradigm. *Journal of communication* 43(4), 51–58. Cottle, S. (2009). *Global Crisis Reporting. Journalism in the Global Age*. New York. Jakobsen, P. V. (2000). Focus on the CNN Effect Misses the Point. The Real Media Impact on Conflict Management is Invisible and Indirect. *Journal of Peace Research* 37(2), 131–143. Lynch, J. (2013). *A Global Standard for Reporting Conflict*. London. Matthes, J. (2012). Framing politics. An integrative approach. *American Behavioral Scientist* 56(3), 247–259. Wessler, H., & T. Schultz (2007). Can the Mass Media Deliberate? Insights from Print Media and Political Talk Shows. In R. Butsch (eds.), *Media and Public Spheres* (pp. 15–27). Basingstoke. Zaller, J.R. (1992). *The Nature and Origins of Mass Opinion*. Cambridge.

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## Communicating the Ebola Epidemic. A Comparative Study of Swedish News Media and Social Media

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The latest Ebola outbreak was the most serious since the virus was discovered in 1976. From the first reported death in Guinea in December 2013 to January 2015, when the spreading of the infection flattened out, about 22,000 suspected cases of infection and 8,900 deaths were registered ([www.WHO.int](http://www.WHO.int)). By June 2014, some cases of Ebola had spread to the U.S. and Europe, and in January 2015 three Swedish citizens were sent home from Sierra Leone. None of them proved later to be infected. News media play a fundamental role in crisis communication around social crises, like the Ebola pandemic. It is through news media that people inform themselves, make sense of what is happening, and decide on which precautions to take. However, also social media are growing in importance in these situations. On Facebook the Ebola epidemic was communicated and commented in less regulated ways than in news media, and on Wikipedia, a fully user-generated platform, the public built up a joint and cohesive account of the situation. In social media users are often anonymous, the argumentation more aggressive, and misleading and false information more present. The Ebola epidemic was widely reported in Swedish news media during the autumn of 2014, when the rapid spreading of the virus encompassed three continents. In parallel, an intense and extensive communication on the infection went on in social media, including the sharing of news messages, personal experiences, rumours and expressions of anxiety. This study departs in theories of media logic and of rhetorical arenas. The concept of media logic refers to the underlying formats, norms, organisation and economics of news media (Altheide & Snow 1979) and of social media (van Dijck & Poell 2013) through which the media present and transmit communication. The concept of rhetorical arena refers to an extended and complex communication space opening around a crisis, where various voices are contesting, supporting, expressing feelings and influencing other participants (Frandsen & Johansen 2010, 2013). The purpose of the study is to compare Swedish news media content on the Ebola infection with the content of corresponding communication in social media. Issues of special interest are how risks of infection are described and perceived, how actions and preparedness of Ebola handling authorities are represented and interpreted, and whether the presence of alarmism in news media correspond to expressions of anxiety in social media. The overall aim of the study is to describe and explain how news media and social media constitute interrelated platforms for sense making and opinion building in the context of social crisis. The study builds on content analysis of main Swedish news media, and of commentary threads on news articles and authorities' publications on Facebook and relevant Wikipedia articles. The time period for the empirical analysis is 1 August 2014 to 31 January 2015, a total of six months under which the spreading of the infection peaked in Africa, the U.S. and Europe.

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## The Tamiflu Case – How Pressure Groups Communicate About Organizations in Crisis via Social Media and Newspaper Coverage and the Implications for Media Reputation

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Purpose, Relevance and Originality: Social media is a major discontinuity for the field of communication research as it questions established theories and methods (Veil et al. 2011). Social media offers new possibilities for stakeholder groups to communicate with and about organization and leads to a reduced corporate control over communication (Kaul and Chaudri 2015). It therefore challenges the concept of media reputation which is usually applied to traditional mass media. Looking at the example of the Tamiflu crisis we ask how communication of pressure groups about an organization in crisis differs in social media and newspaper coverage. By doing so we can compare reputation effects deriving from the two sources. Theoretical Approach: Media reputation is defined as overall evaluation of an organization in the public sphere (Eisenegger 2005). Researchers disagree on how to integrate social media into the traditional concepts of the public sphere e.g. the three-dimensional concept of encounter-, assembly- and media-publics (Imhof 2011). Hence, further research on how to integrate social media into existing theoretical and methodological concepts that model reputation in dependency of public communication is necessary. Methodology: The flu drug Tamiflu and its maker – the Swiss pharmaceutical company Roche – came under scrutiny after the efficacy of the drug was questioned. This came after governments had stockpiled Tamiflu against the swine flu following a WHO recommendation. The criticism on Tamiflu was prominently articulated by the UK-based NGO Cochrane. These events led to a major reputational crisis for Roche. By applying a content analysis to Swiss and British newspaper articles as well as Twitter and Facebook posts we record how Roche and Tamiflu were evaluated in the coverage respectively social media posts by pressure groups (e.g. Scientists, NGOs and authorities). (Expected) Findings: News media still act as a gatekeeper whereas stakeholders are able to articulate their opinion on a topic more or less unfiltered via their social media channels. As a consequence the tonality in the evaluation of Roche in social media will be more negative and the variety of pressure groups higher. Time is a crucial factor in crisis due to rapidly evolving events (van der Meer and Verhoeven 2013). Therefore pressure groups will articulate their opinion on the Tamiflu events in social media prior to appearance in newspaper coverage. References: Eisenegger, M. (2005), Reputation in der Mediengesellschaft: Konstitution, Issues-Monitoring, Issues-Management. Wiesbaden: VS Verlag. Imhof, K. (2011), Die Krise der Öffentlichkeit. Kommunikation und Medien als Faktoren des sozialen Wandels, Frankfurt am Main: Campus Verlag. Kaul, A., Chaudri, V. (2015), Social Media: The New Mantra for Managing Reputation. In: The Journal for Decision Makers 40 (4), pp. 455–491. van der Meer, T., Verhoeven, P. (2013), Public Framing Organizational Crisis Situations: Social Media Versus News Media. In: Public Relations Review 39 (3), pp. 229–231. Veil, S. R., Buehner, T. and Palenchar, M. J. (2011), A Work-In-Process Literature Review: Incorporating Social Media in Risk and Crisis Communication. In: Journal of Contingencies and Crisis Management 19 (2), pp. 110–122.

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# Who's the Expert in Communicating Public Health Messages in Crisis ? Examining the Roles of Public Health Specialists and Communication Officers in the Case of Lac-Mégantic Train Disaster

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Our research deals with the adaptation of communication strategies set out in different public emergency services in the context of the rail explosion and fire that destroyed downtown Lac-Mégantic in July 2013. The disaster, whose magnitude and consequences were unprecedented in Canada, prompted the managers of the crisis and those in charge of public safety communications to review established crisis management strategies and practices in order to adapt to the realities of a particular field and context. The crisis was managed in the context of a digital dead zone and a population exhibiting substantial difficulty understanding public health messages. The traditional and digital communication strategies set out in the crisis management plan had to be reviewed in order to incorporate and focus on "old" communication tools to better communicate health messages to disaster victims. Context of the Crisis: On the night of July 5, 2013, the small and isolated municipality of Lac-Mégantic in Quebec (Canada) was the scene of a rail disaster, the likes of which had never been seen in the country. A 72-car runaway train operated by MM&A, and filled with crude oil, exploded in the town's city centre. 47 people were killed, a third of the population had to be evacuated, and numerous commercial and rental properties were destroyed. Methods and Main Findings: In-depth semi-structured interview study was conducted with all managers involved in public health communication. Public safety services managed communications very well during the disaster, mainly thanks to a dedicated communications team that was well prepared and able to adapt to the situation in the field (Fediuk, Coombs & Botero, 2012). Major communication problems came to light during co-orientation discussions between public health managers (doctors) and public safety communications specialists (Gruning & Hunt, 1984; Broom, 1977). These ongoing discussions revealed that critical health messages were "not getting across" to the disaster victim population. Communications officers quickly understood that many public health messages communicated by health specialists had not been understood. They had to review together the communication strategy to focus on "old" communication methods such as posters in public places and on the doors of houses and special radio content to meet communication objectives while adapting to the public at hand. Implications: This incidence of crisis management demonstrates that formal planning and preparation between public health managers (doctors) and public safety communications experts are essential (Holladay, 2009), but that they must also adapt together to the specific and evolving context in the field (King, 2010). Finally, our research suggests that the crisis communication strategy, drawn up by different experts in full collaboration, had to quickly shifted toward a new emergent communication strategy to be effective.

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# Communicating the Risks of Infection in the Light of Public Health Crisis: An Interdisciplinary and Evidenced-Based Approach

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The recent outbreaks of Zika virus disease and Ebola have gained extended significance within the public health sector. Given the potential for future outbreaks, it is worthwhile to investigate how effective risk communication can be part of a proactive crisis communication. The aim of this paper is to investigate an effective and evidence-based communication of risks of infection. One component of this approach is the communication to different target groups (patients, farmers, general public etc.) by physicians and scientists. As a number of disciplines study the communication and perception of risks, this dispersed and heterogeneous knowledge will be systematically analyzed and structured. Finally, the concrete findings will be systematized by using elements of the communication process (communication strategies, actors, target groups, communication contents). The paper reviews existing literature on the communication of risks of infection in light of public health crisis. Starting from a communication science point of view, we examined different scientific disciplines (psychology and linguistics) in terms of how they handle risk perceptions, assessments and information. After a review of the current state of research, we applied an instrument based on methodologies such as meta-analyses and qualitative reviews. This process can systematize the obtained research findings by applying elements used in the communication process. Our review of literature from two disciplines shows that although there are many studies engaged in this issue, only few combine the heterogeneous knowledge of different disciplines and make it useful for communication studies. The paper addresses this research gap by selecting various disciplines and identifying aspects involved in communicating the risks of infection. Relevant linguistic aspects are (1) the use of metaphors, comparisons and analogies, (2) structuring of information and (3) specialist jargon and expert-layperson communication (Nerlich, Elliot & Larson, 2012; Knutsen, Kvam, Langemeyer, Parianaou & Solfeld, 2012). Significant psychological aspects include (1) the cognitive processing of risk information and (2) the presentation (conditional probabilities versus relative risks) and the literacy of statistical health information (Bammer & Smithson, 2008; Gigerenzer, Gassmaier, Kurz-Milcke, Schwartz & Woloshin, 2007). Overall, this paper aims to contribute to the further development of a communication of risks of infection in the light of public health crisis. Our results testify to the importance of connecting heterogeneous and dispersed knowledge and systematizing the concrete findings using the elements inherent in the communication process. Finally, this paper will contribute to an interdisciplinary and evidence-based risk and crisis communication. Bammer, G., & Smithson, M. (2008). *Uncertainty and Risk: Multidisciplinary Perspectives*. London: Earthscan. Gigerenzer, G., Gaissmaier, W., Kurz-Milcke, E., Schwartz, L. M., & Woloshin, S. (2007). *Helping Doctors and Patients Make Sense of Health Statistics*. Psychological Science in the Public Interest, 8(2), 53–96. Knutsen, K. P., Kvam, S., Langemeyer, P., Parianaou, P. & Solfeld, K. (2012). (Eds). *Narratives of risk: interdisciplinary studies*. Münster: Waxmann. Nerlich, B., Elliott, R., & Larson, B. (2012). *Communicating biological sciences: Ethical and metaphorical dimensions*. Farnham: Ashgate.



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Most research in crisis communication emphasizes the organization's experience in the crisis – what the crisis and its response means for the organization's reputation (Claeys & Cauberghe, 2012; Coombs, 2006; Lyon & Cameron, 2004); how the 'public' will respond to crisis response strategies (Lee & Chung, 2012; Liu, Austin, & Jin, 2011) the best methods to reach and influence stakeholders (Falkheimer & Heide, 2007; Oles, 2010; Seeger & Griffin-Padgett, 2010). However, what is lost in most crisis response are the voices of those actually affected by crises; thus, for both strategic as well as ethical reasons, crisis communication scholars should better understand the attitudes, values, priorities, and concerns of those directly or indirectly affected by crises. Because crises are highly emotional experiences for both organizations and various publics (van der Meer & Verhoeven, 2014), it is important that we explore the connections and disconnections that members of publics make between organizations involved in or associated with the crisis, their own relationships with the broader issue affected by the crisis, and the meanings these experiences create for stakeholders. Thus, in the context of understanding crises in an increasingly global environment, one of the lessons that we have learned in the last few years is that crises are increasingly. For example, pandemics like Ebola in Western Africa or more recently Middle East Respiratory Syndrome (MERS) emerging as a major health crisis in Asia create larger local, regional, national, and international debates about public safety and security in our increasingly globalized world (Bacchi, 2014; Martin & Weikel, 2014; Watt, 2015). Industries connected to travel and tourism are affected, but so are people who have never traveled to the affected regions because of the increasing ease of intercontinental travel. If we want to understand what a crisis means, we should begin by examining peoples' interpretation of a situation that has the risk of direct implications on peoples' lives that live far away from the epicenter of the crisis. Therefore, the present study explores the meaning of pandemics, from the public or stakeholder perspective – specifically exploring the relationship between the public and the issue of health and safety by investigating issue-specific attitudes, prior experience with pandemics or travel, personal risk perception, issue importance, and efficacy. The study focuses on immediate reactions to the crisis to help us better understand the kinds of interpretations, concerns, and interests that people have as news of pandemics begins to spread. Moreover, as a way of more fully exploring the meaning of these crises and to explore any (dis)continuities in these meanings, we are approaching this from both experimental and rhetorical approaches to understanding the early days of meaning and pandemic emergence.

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## Can Stakeholders' Empathy with an Organization in Crisis Explain the Effectiveness of Crisis Response Strategies?

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According to Situational Crisis Communication Theory (SCCT) crisis managers should select crisis response strategies that allow them to accept as much responsibility as is attributed by stakeholders (Coombs, 2007). New theoretical insights with regard to these crisis response strategies can be found in the literature on interpersonal relationships, which stresses the importance of victims' empathy with a wrongdoer. McCullough, Worthington and Rachal (1997) propose an empathy model of forgiveness, according to which people forgive others to the extent that they experience empathy for them. Their research shows that when an offender apologizes to a victim for his or her misdeeds, the victim experiences increased empathy for the offender. As a consequence, the victim is more likely to offer forgiveness. We conducted an experimental study ( $N = 123$ ) to examine if the impact of crisis response strategies on post-crisis reputation may be explained by their intermediate effect on stakeholders' empathy with an organization in crisis. A single factor between-subjects experimental design was conducted in order to compare the impact of apologies to a) the 'reversed' strategy of denial, b) expressing sympathy with victims and c) a control condition. The findings first indicate that crisis response influences the amount of empathy ( $F(3, 119) = 3.676, p = .014$ ). Consumers experience more empathy with an organization in crisis when the company offers an apology ( $M = 2.94, SD = 1.12$ ) as compared to a deny strategy ( $M = 2.05, SD = .95, p = .047$ ). Expressing sympathy ( $M = 2.92, SD = 1.30, p = 1$ ) and offering information only ( $M = 2.52, SD = 1.51, p = .32$ ) about the crisis (control condition) does not result in a different level of empathy. Because the difference between an apology and denial is that an apology allows organizations to accept responsibility for the crisis, we examined if the impact of perceived responsibility acceptance on post-crisis reputation is mediated by an increase in consumers' empathy with the organization in crisis. The findings show that perceived responsibility acceptance significantly predicts post-crisis reputation ( $\beta = .31, t[121] = 3.61, p < .001$ ). Empathy also predicts reputation ( $\beta = .59, t[121] = 7.93, p < .001$ ). When the independent variable and the mediator are regressed on the dependent variable, the impact of empathy on reputation is still significant ( $\beta = .56, t[120] = 6.72, p < .001$ ). The effect of perceived responsibility acceptance on reputation, however, becomes insignificant when empathy is added as mediator ( $\beta = .047, t[120] = .56, p = .58$ ). A Sobel test further supports the existence of a significant mediation of empathy ( $z = 4.74, p < .001$ ). Empathy should therefore be taken into consideration when examining and discussing the effects of organizational crisis communication. Coombs, W.T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate Reputation Review*, 10(3), 163–176 McCullough, M.E., Worthington, E.L., & Rachal, K.C. (1997). Interpersonal forgiving in close relationships. *Journal of Personality and Social Psychology*, 73(2), 321–336.

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## Steering Disaster – Impact of Strategic Crisis Communication on Media Coverage After the Germanwings Plane Crash in 2015

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When flight 4U9525 from Barcelona to Duesseldorf disappeared from the radar screens on 24 March 2015, a team of rescuers rushed to find the plane crashed and destroyed, with no survivors. The crash started a number of pre-planned processes outside but also inside the company which operated the flight: Germanwings, a subsidiary of Germany's leading carrier Lufthansa. The airline was prepared: A guideline for possible crisis, including the crash of an airplane, helped to navigate the initial hours after the catastrophe. However, once it became clear that the co-pilot had deliberately crashed the plane, the company's communication staff entered unknown territory. Media coverage went through the roof and with the co-pilot's name uncovered, there was little left to hide. The objective of communication in a crisis seems clear: Keep harm away from the company. But is strategic crisis communication effective at all, when emotions like shock, grief and rage are at play? To find out if and how strategic elements of Germanwings' press material were adopted and evaluated by the media during the crisis, we chose a two-step-methodological design: First, the press material released by Germanwings between 24 March and 31 July 2015 was analyzed using qualitative data analysis. Based on the Situational Crisis Communication Theory (Coombs, 2010) strategic elements of communication were identified: justification, concern, compensation, regret and apology. Second, following Baern's (1985) assumption that public relations determine topics and timing of media coverage, we used quantitative content analysis to search for strategic elements in 563 articles about the crash published by German national print media. Press material is more likely to determine media coverage if it is distributed fast and is the only source of information for journalists (Raupp, 2015). Both criteria apply to the Germanwings crash. The quantitative content analysis also allows for a detailed description of the crisis from a media perspective. The situation Germanwings faced was a typical 'overnight crisis' (Klenk, 1989): A sudden, catastrophic event leads to approximately two weeks of intensive media coverage, followed by a slow decline of interest. In our case, the effect of press releases on the media coverage is strongest in the later phase of the crisis; in the first two weeks after the crash, journalists wrote about a wide variety of topics related to the crash (14 different topics on 27 March). One month after the crash, only three main topics remained. This allowed for effective strategic communication and for Germanwings to influence the media agenda. Germanwings' strategic communication was effective throughout the whole crisis: 35,0 % of articles in the study referred to their press material. The material was most likely to be cited if it contained information that was exclusively available from the company. Showing empathy wasn't overly successful by quantitative means – but in 88,9 % of articles in which the company was cited showing empathy towards the victims of the crash, the company was evaluated positively by the media. Altogether, given the circumstances, Germanwings successfully steered the crisis by acting empathetically and responsibly.

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Audiovisual media are increasingly important for crisis communication, and convey not only verbal cues (e.g., crisis response strategy), but also nonverbal cues (e.g., gaze aversion) (Coombs & Holladay, 2009). Crisis communication research has mainly focused on verbal cues, and more specifically on the impact of crisis response strategies on post-crisis reputation (Avery et al., 2010). The most known theory is Situational Crisis Communication Theory, which advises that the use of crisis response strategies should be determined by situational factors, such as the crisis type (Coombs, 2007). Guidelines about the use of nonverbal cues in crisis communication, however, are almost nonexistent. Nevertheless, social psychological research shows that nonverbal cues affect the perceived dominance and credibility of a speaker (e.g., Reinhard & Sporer, 2008), which are important factors in crisis communication as well. In order to thoroughly examine the impact of both verbal and nonverbal cues in crisis communication research, it is important to first examine which cues are actually conveyed through audiovisual crisis communication, and if the use of those cues is influenced by situational factors. Therefore, a quantitative content analysis of audiovisual crisis communication messages was conducted (N=160). A sample of crisis communication videos was retrieved from case studies described in prior research, a systematic search of past crisis events described in Flemish newspapers, and a convenience sample of well-known crises. The videos were coded for verbal cues (e.g., crisis response strategy), nonverbal cues (e.g., pauses), and situational factors (e.g., crisis type). First, the results showed that adjusting information, bolstering strategies, and diminish strategies were the most frequently used crisis response strategies from SCCT. Also, there was a significant correlation between primary crisis response strategies and the crisis type that showed that practitioners follow guidelines from SCCT that suggest that primary crisis response strategies should be matched to the crisis type. Second, the results showed the occurrence of certain nonverbal cues that affect perceived credibility and dominance (i.e., speech errors, speech hesitations, pauses, posture shifts, and gaze aversion). Thus, further research should examine the impact of those cues in the context of crisis communication. However, the occurrence of those cues strongly depended on the medium (i.e., press conference, corporate video or interview). This means that choosing a medium for crisis communication affects the occurrence of nonverbal cues, which could affect the perception of the organization by the audience. References: Avery, E.J., Lariscy, R.W., Kim, S., & Hocke, T. (2010). A quantitative review of crisis communication research in public relations from 1991 to 2009. *Public Relations Review*, 36(2), 190–192. Coombs, W.T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate Reputation Review*, 10(3), 163–176. Coombs, W.T., & Holladay, S.J. (2009). Further explorations of post-crisis communication: Effects of media and response strategies on perceptions and intentions. *Public Relations Review*, 35(1), 1–6. Reinhard, M.A., & Sporer, S.L. (2008). Verbal and nonverbal behavior as a basis for credibility attribution: The impact of task involvement and cognitive capacity. *Journal of Experimental Social Psychology*, 44(3), 477–488.

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Negative media coverage can be seen as a reputational threat for organizations. Journalistic requests for a statement concerning critical aspects of a company have the character of a corporate issue, defined as a controversial inconsistency based on stakeholder expectations that imply potential negative effects on an organization, such as reputation damage or even a corporate crisis (Wartick, Mahon 1994). In accordance with a pro-active issues management, it is important for organizations to know how to react on journalistic requests on critical issues. This concerns content of responses as well as the form of presentation. Giving a corporate statement bears the opportunity, to influence a critical issue, and to protect corporate reputation. The present study aims to answer the overarching question, how different response strategies and forms of presentation (written vs. spokesperson) in TV-statements influence the perception of the company. As a theoretical background, we draw on approaches of crisis communication research (e.g. Coombs 2007) and findings on the perception of visual and verbal information (e.g. Maurer 2009). The Situational Crisis Communication Theory by Coombs is a theoretical framework, which offers several response strategies depending on crisis attribution of the organizations stakeholder. Although a journalistic request on a critical issue is not necessarily a crisis, it implies a crisis potential. At the same time, findings on the effects of presentation style show a bigger impact of visual information on the perception and judgement of recipients about protagonists compared to verbal information. To test the impact of different response-strategies and the form of presentation on the attitude towards the company, we conducted an online experiment. We employed a 2 (statement: spokesperson/ written) x 3 (primary-response-strategy: attack-the-accuser/ justification/ apology) x 2 (secondary-response-strategy: reminder/ no reminder) design. Participants viewed a TV-report about a baby food manufacturer that investigated the problematic issue of heightened sugar levels in baby food. Participants (N=588) were recruited via an online-panel (age range 15 to 72, M = 35.69, SD = 15.38, 55% female). Results show a significant main effect on the affective attitude depending on the form of presentation ( $F(1, 576) = 4.92, p=.03$ ), indicating that the appearance of a spokesperson leads to a more positive affective attitude compared to a written statement of the company. Furthermore results reveal a significant main effect for the primary-response-strategies on a) the cognitive ( $F(2, 576) = 2.98, p=.05$ ) and b) affective attitude ( $F(2, 576) = 8.36, p<.001$ ) and on c) the appraisal of the communication behavior ( $F(2, 576) = 5.86, p=.003$ ). Our results thus underline that using a justification-strategy leads to a more positive cognitive and affective attitude towards the company and to a more positive appraisal of communication behavior compared to the strategies attack-the-accuser and apology. At the same time, results show a significant main effect of the secondary-response strategy on the conative attitude ( $F(1, 576) = 7.64, p=.006$ ), indicating that using a reminder-strategy leads to a more positive conative attitude than not using it.

In my current research on crisis communication by organisations, I looked into communication structures in a large hierarchical organisation and measured the effect of each person's professional function and academic and training background on their crisis perception, for which I have developed a scale in my research. I performed a survey (N=5800, 60% partially missing) within a homogeneous population (one organisation). The organisation involved has well-documented structures and personnel profiles, which would simplify the categorisation of respondents by profile. The contribution for crisis communication practice and theory, is a better understanding of how organisations can gain in strategically important time by perceiving a crisis early and choosing the right people to do so. The research question for my overall PhD research is: what is the influence of stakeholder communication and individual profiles on the crisis perception from within an organisation and how can an organisation use this as a strategic advantage? For this specific study, however, I have explored the relation between an organisation member's function and background and his or her perception of a crisis for their organisation. From the literature I have deduced the following hypothesis: H1a: internal stakeholders with a background in communication, will perceive crises in an earlier stage than those who do not have that background, based on social media messages. Parallel to that hypothesis and based on literature on perception and earlier research in which I participated, I can reformulate that with reference to previous experience. H1b: internal stakeholders with an experience in crisis management and communication, will perceive crises in an earlier stage than those who do not have that experience. Preliminary results seem to indicate that crisis perception and academic communication studies, among other factors, are related in this organisation. In relation to the nature of a crisis situation and time management, especially when social media is concerned, a research question would be: how long does it take for the organisation to communicate on the crisis, after it has been perceived? It is difficult to make a hypothesis on that, but the study of a few cases where the organisation was involved will probably show that it is longer than the literature deems wise. A subsequent question, however, is: would the difference of perceiving a crisis early on strategic level be important for the timing of the communication? This can only be answered by case studies from literature and by experiments and field research, which are not part of this study but for which I hopefully will be able to pave the way in my conclusions.



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## Public Attention Framing During the #ParisAttacks. Issue Attention Changes in German Speaking News Media and Twitter in a Crisis Event

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On 13<sup>th</sup> November 2015, a series of terror attacks in Paris sparked an international wave of attention in news media and social networks. Under hashtags such as #ParisAttacks or #prayforParis, many twitter users expressed their opinion while traditional media were quick to cover the event in news articles. As with any issue of high news value, a variety of frames were asserted, connecting the attacks with the war on ISIS in Syria, European foreign policy or security issues. In crisis situations, applied frames may serve as a strategy to identify causes and policy reactions and influence society's perceptions (Papacharissi & Oliveira 2008). Moreover, the power of traditional media to establish these frames has shown to sideline other interpretations or associations with it (Chong 1993). However, in unpredicted and extraordinary events like the Paris terror attacks a powerful new issue dominates the public agenda, creating a volatile environment, in which frames are competing for attention. Frames that dominate in the first weeks of a crisis are influencing further public discussions about the event. Research concerning the agenda-setting between traditional and social media has produced mixed results (Meraz 2009). Traditional news outlets may no longer act as the only gatekeepers setting the frames; public attention is also framed in large-scale social networks like Twitter, through an aggregation of user options through decentralized gatekeeping (Shaw 2012). Others suggest a complex interaction between traditional and social media, in which traditional news media often set the agenda (Russel Neumann et al. 2014) and individuals on social media act as secondary gatekeepers (Singer 2014). Identifying the different ways in which online news outlets and social media treat high news value events like terror attacks is important to understand who sets the agenda in the digital age and which frames catch public attention fastest. In the aftermath of the terrorist attacks, which news frames were established quickest among traditional media and which on Twitter? Which issue frames run from traditional media to social media? To approach these questions, a Granger time-series regression analysis is conducted to determine the influences between issue attention on Twitter and traditional media. Starting at the date of the attacks, over 2'800 news articles and 140'000 tweets about the attacks were collected from German-speaking Twitter accounts and online news outlets over a two-week period. After cleaning the dataset, all news articles and tweets are coded for their origin and their contained issue frames. The resulting issue attention waves for each coded frame are tested for Granger causality between news outlets and between traditional and social media. Prior findings suggest a strong interaction from professional news outlets to social media discussions. However, the focus of social discussions is expected to show different framing and the nature of the event suggests an agenda-setting influence from social media to traditional media. In comparing the issue attention between news outlets and social media, this paper contributes to better understanding how unpredicted crisis events unfold in a digital media environment.

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## Communicating Across Continental Divides: An Empirical Examination of the Utility of the IDEA Model for Navigating (Late) Modernity's "New Normal" in Global Crisis Communication

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Perrow (1984) once warned of an increasingly tight coupling between industry and society that would eliminate the cushion protecting residents from the impacts of industrial failures. Three decades later, we must now learn to embrace the unstoppable flow of permanent change in navigating crises events that do, in fact, affect stakeholders across the globe. For example, food production and distribution processes create the potential for spreading food-borne illness to consumers across continents. These transborder crises give rise to political tensions as governments attempt to create or adapt safety standards for imports. Multiple stakeholders may be impacted when ingredients from just one major distributor are contaminated. For example, when milk powder was contaminated with Melamine, it created political tensions worldwide that forever altered the international dairy industry. Thus, this study expands our understanding of what constitutes effective instructional crisis communication for diverse publics in (late) modernity transborder crises events. We recognize that ongoing and transparent dialogue is essential during pre-crisis and post-crisis periods. During the acute phase of such crises, however, dialogue is often violently interrupted by the chaotic (dis)continuities of rapidly escalating danger, which produces feelings of vulnerability and cultural trauma among diverse stakeholders and groups. Thus, dialogue about potential risks must be replaced with instructional messages for self-protection (Coombs, 2009; Sellnow & Sellnow, 2010). This empirical message testing research project employs the IDEA model (Sellnow & Sellnow, 2015) to design instructional crisis messages for self-protection during a transborder food contamination event. Although the model has produced encouraging results in many studies in the United States (e.g., Sellnow, Lane, Littlefield, et al., 2015), relatively little research has examined its utility in various international settings. This study begins to bridge that divide by developing and testing an instructional crisis message regarding food contamination on audiences from the United States and Sweden. Specifically, we conducted a large scale experiment in Sweden using the IDEA model and then performed a comparative analysis of those results with a similar experiment conducted in the US. Ultimately, these results extend our understanding of best practices for effective instructional crisis messages across international boundaries and the validity and reliability of the IDEA model as a framework for designing them. References Coombs, T.

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PP 343 National Perspectives on a Global Disaster: A Three-Stage Analytical Approach to German and Japanese Media Reporting on the Fukushima Crisis

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According to Beck (2009), the existence of risks can be dramatized or downplayed depending on the norms that decide about what people know or don't know in a given society. As the role of media in this process is crucial, it is significant to analyze the circumstances of news reporting on risks as well as disasters (which can be considered as risks that have become reality). This is especially the case in an age where risks and disasters are increasingly global, but media discourses overwhelmingly remain within the framework of the nation state (Pantti, Wahl-Jorgensen & Cottle, 2012). One example for such a global catastrophic event is the Fukushima nuclear disaster in 2011 which stirred anxiety far beyond Japanese borders and even triggered nuclear phase-outs in Germany (short-term) and Switzerland (long-term). At the same time, it was remarkable how differently domestic news outlets in Japan and international media reported on the triple disaster. Some of the most striking examples of this gap can be drawn from the comparison of Japanese and German coverage. To mention only few instances, media in Japan initially paid most attention to the earthquake and tsunami (Tanaka & Hara, 2012; Tkach-Kawasaki, 2012), while their German counterparts focused on the crippled power plant from an early stage (Kowata et al., 2012; Hayashi, 2013). With regard to the nuclear disaster, Japanese news reporting was shaped by calls to avoid panic and so-called "harmful rumors" (Coulmas, 2011; Yamada, 2013) and, consequently, spent relatively little attention to risks (Schwarz, 2014). On the opposite, media in Germany were often criticized for cases of sensationalism and one-sided reporting (Coulmas, 2011; Zöllner, 2011). The presentation argues that these differences are too profound to be attributed only to the fact that Japan was physically affected by the catastrophe while Germany was not. Drawing on a series of expert interviews with Japanese and German scholars as well as narrative interviews with journalists from both countries, this presentation will provide a three-stage analysis of the differences in media reporting. Firstly, it will show how pre-existing political discourses and varying degrees of risk awareness shaped the journalists' perception of the events. Secondly, it will identify distinct approaches to disaster reporting influencing the way how the catastrophe and its victims were portrayed. Thirdly, it will reflect on the role of media concerning the debate about political consequences taking into consideration relevant aspects of both countries' journalism cultures. The discussion of results will be conducted with regard to the theoretical framework of Beck's "World Risk Society" and its conclusions concerning the representation of risks by the media.

PP 344 Attributions of Responsibility and Strategies of Apology for (Mis)Managing the Refugee Crisis by the Greek Government in Parliamentary Discourse

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In July 2015, the Prime Minister of Greece, Mr. Alexis Tsipras, stated that the refugee crisis is a "big crisis within a crisis", underlying the simultaneous emergence of two large-scale crises in Greece: a) the growing refugee crisis and b) the already fragile and unstable economic situation. Greece, as an entry-point to Europe, was faced with a rapidly growing number of refugees- more than 100.000 arrived in the first two months of 2016- with the hope to travel further across Europe. The closing of the borders from Greece's neighboring countries combined with voices in Europe that lead a campaign to quarantine Greece and seal the borders, has raised debates not only regarding the European reflexes, but also regarding if (and how) Greece could cope with this refugee crisis. Accusations of mismanagement, unavailable structures and low political reflexes have led the Greek government to an effort of reconstructing its (and the country's) image and re-negotiating the issue's definition. According to Benoit (1995) the rhetorical act of apology arises as an answer to an accusation and aims to restore the image of the accused. Strategies of denial, evasion of responsibility, reducing offensiveness of the event, corrective action and mortification (Benoit, 2004) are employed by political actors to deal with an accusation or an exigency and protect their reputation from damaging potentials. Regarding the Greek government, these potentials derive not only from external sources (such as European political actors) but from internal sources as well (such as other political parties). Furthermore, apology strategies entail references not only to the content of the accusation as a political self-defense (Gold, 2009) but lead to attribution of responsibility for this act. This process of attribution provides the theoretical basis, for understanding, evaluating and interpreting social surroundings (Heider, 1958) and underlines matters of issue definition. The rhetoric of blame, or "blame game", refers to the processes of attribution of responsibility that arise after a failure or crisis. In such a case, actors typically try to deflect their own part of responsibility and re-negotiate the definition of the issue's content. The research questions guiding the present research are: 1. How is the refugee crisis in Greece defined by the Greek government? 2. Who is to blame for the (mis)management of the refugee crisis? 3. Which strategies of apology are present in the Greek government's discourse? 4. To what extent do the dominant strategies of apology affect how the refugee crisis is defined by the Greek government? Discourse analysis is employed on the official transcripts of the Greek Parliament in order to identify each observable case of apology according to Benoit's (2004) typology of apologies and Weiner's (2004) typology of attributing responsibility. The combination of these typologies offer not only an insight of the rhetorical construction of apology regarding the refugee crisis but also how this crisis is defined, regulated and demarcated.

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Based on an approach to analyzing variations in how people construct associations between different social entities (Meyer & Jepperson, 2000; Yzerbyt, Judd & Corneille, 2004), we examine in this study how crises of large internationally-known organizations may become a reputational threat to their home country's image. An organization's association with their home country can vary greatly, leading to varying effects in processes of crisis attribution. We call this phenomenon mediated entitativity, as it resembles the construction of association between the entity, namely the organization in the current study, and the country through the mediated communication. We propose that the degree of media-constructed associations (between a country and an organization) in crisis reporting on a preventable crisis of an organization as a sub-country entity determines the likelihood of a country being associated with a crisis caused by one of its sub-country entities (H1). Because these processes may differ in different cultural contexts, it has been argued that collectivism and individualism, as two distinct cultural clusters, cultivate fundamentally different models of constructing collective action and responsibility. Therefore, we propose that the individualism-collectivism dimension moderates the effect of mediated entitativity in crisis reporting on perceived entitativity (H4) (Kashima et al., 2005; Morris, Menon & Ames, 2001). Moreover, we hypothesize that country image moderates the influence of perceived entitativity in crisis reporting as a potential buffer. The more negative the country image, the stronger the influence of perceived entitativity on crisis effects for the country (H3). Based on research on organizational crises (Coombs and Holladay, 2006; Coombs 2004), we further propose that this attribution strongly influences the severity of crisis effects, namely the attribution of crisis responsibility as well as the impact on country reputation (H2) (Crawford et al., 2002; Pickett, 2001). Method and results: Our approach comprises two interlinked studies: we first measured the pre-crisis country image via online-survey with young academics, and some days later (to prevent priming effects) we conducted an experiment with the same participants on the effect of media-constructed entitativity in crisis reporting on crisis effects in two different industries. As a proxy for cultural-level differences in the perception of crises and crisis effects, we conducted the studies in countries belonging to different cultural clusters: USA (individualism) and China (collectivism). In order to analyze the influence of the independent variable of media-constructed entitativity (high vs. low) and corporation type, the stimuli were prepared in 2x2 versions of fictional crisis news reports that differed in their degree of medially constructed entitativity between the corporation (sub-country entity) and USA/China as a whole. To compare statistical variance between the experimental groups, the data is being analyzed by ANOVA. Data collection was finalized at the end of January 2016, analyses are currently in progress, showing strong evidence to support the proposed spillover effects of H1 and H2, the buffer effect of H3, and differences with respect to culture as proposed in H4.

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## From #InsideAmazon to #WeAreVolkswagen: Employee Social-Mediated Crisis Communication as Reputational Asset or Threat?

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**Abstract Purpose/research question/relevance** – This research project examines employee influence in organizational crises on social media. The advent of digital communication technologies has transformed the handling of crisis scenarios: Crisis communication and management processes have become more transparent. Furthermore, all publics of an organization increasingly utilize social media and, through the creation and exchange of information, themselves become part of an organization's crisis response. While this development has received broad scholarly attention, and spawned the Social-Mediated Crisis Communication (SMCC) model in which this research project is conceptually grounded, academics are only beginning to explore the role of employees as crisis communicators and/or organizational representatives in crises. Conceptually, the role of employees and their influence on stakeholder perceptions of organizations in crisis is widely acknowledged, although empirical investigations are, with some exception, limited. Multiple international cases from the past year are illustrative of this situation: From Amazon, Volkswagen, Twitter, and Nestle, companies and brands have been affected both positively and negatively by employee social-mediated crisis communication (ESMCC). Consequently, this research aims to identify under what conditions ESMCC can become reputational asset or threat. To this end, it is investigated how ESMCC is perceived by an organization's publics, how it influences the public's communicative and behavioural intentions towards an organization, and how characteristics of message and medium mediate its impact. **Design/methodology/approach** – To achieve the set objective, an online survey with experimental conditions is employed among a sample of social media users. In addition to testing the effects of ESMCC on organizational perception in comparison to crisis communication originating from other users, conditions based on findings from previous literature include the nature of the message – whether positive or negative – and the medium. Consequently, the study has a 2 (messenger: internal, external) x 2 (message: positive, negative) x 2 (medium: blog, microblog) between subjects design. A fictional case based closely on real scenarios is drawn up to generate materials. Measures include reputation, secondary crisis communication and secondary crisis reaction (forming overall organizational perception), with perceived communication credibility as a mediating variable. **Originality/value** – The findings generated by this research project are relevant to both researchers and practitioners alike. From a theoretical perspective, knowledge is created for the growing body of social-mediated crisis communication literature, closing the gap between internal and external crisis communication perspectives, as scholars have argued for. From a managerial perspective, communication professionals will be able to learn about the perception of social-mediated crisis communication of their employees as well as the impact of this behaviour on their organisation. Thus, policy and crisis plans can be adapted to include specific measures grounded in scientific procedure. **Keywords:** crisis communication, employees, reputation, social media, social-mediated crisis communication

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## The Impact of Social Media in Crisis Communication Management of Corporate Brands

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This research focuses on the impact of social media in crisis communication management, in light of the new environment in which organizations have to manage threats to their corporate brands' reputation. We set out to question the extent to which the speed and reach that social media impose on communication are having an impact in the management of crisis communication. Adopting an interpretivist approach, this research addresses the field of crisis communication management, with specific emphasis on the consequences that a crisis situation may have on the corporate brand's reputation. The main objective is therefore to understand how the changes brought about by the onset and dominance of social media are influencing organizations in their definition of specific methodologies to manage crisis communication; and whether social media is having a catalytic effect on the management of issues that may damage the corporate brands' reputation. Grounded on the theoretical framework provided by the study of existing literature in these fields, this research combines different empirical methods of a qualitative nature in order to attain a broader understanding of the profound changes brought by social media to crisis communication management. For this purpose, we started by conducting a set of interviews with qualified specialists from Academia in the fields of corporate communication, reputation, and crisis communication, which assisted us in defining the scope of the research field and its relevance, as well as to validate our conclusions. However, the core of our empirical work is based on eighteen in-depth interviews with corporate communication managers of large corporations operating in Portugal. We complemented this analysis with inputs from secondary sources. An interpretivist analysis of the results allowed to conclude that there are significant changes in top management's mindset and approach to crisis communication towards a more open and transparent attitude in face of these situations. However, although organizations claim to have structured methodologies in place to manage crisis communication, most of them have not yet implemented updated procedures. We confirmed that social media is having a catalytic role on organizations' approach to crisis communication management. The fact that most organizations feel uncomfortable with the lack of control and the uncertainty that social media entails, coupled with a broader range of threats brought by this media, is not only increasing their awareness of the need to manage their reputation effectively, but also reshaping top management's outlook on this field. This research process led us to the definition of the determining variables for corporate brands' crisis communication management in the era of social media, as well as to the complementing of the existing SMCC (Social Mediated Crisis Communication) model developed by Jin, Liu and Austin in 2011. This model intends to help understanding how the public produces, consumes, and shares crisis information via social media. The field of crisis communication is a challenging field of research, since it involves complex issues that organizations would rather keep silent or very restricted in view of the potential negative impact they may have on their reputation.



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The "Wałęsa scandal", also called "file" or "cupboard" affair (afera teczkowa/szafowa), burst out in Poland in February 2016, just in the middle of right-wing's "political reformation" implemented by the governing Law & Justice party that took over in October 2015. Political "Blitzkrieg" carried out perpetrated by the new power evoked opposition's severe resistance including numerous street protests and constitutional rule of law crisis. Party elites (deeply immersed in political conflict) faced the revelation of information about alleged evidence (documents dating back to the 70s) presumably confirming the cooperation of Lech Wałęsa with communist secret services. The alleged past events and scientifically unverified historical documents became the means of communist time essentially influencing current political competition. Recently revealed historical artefacts also reminded that attitudes to the past diverge and that different roles of people creating those events (in communist time) can directly determine the current political positions and behaviors. The paper offers a theoretically informed empirical study devoted to mediated political scandal, in order to study the way of presenting events and political reactions of party elites by the news media, attempting to present, support or contest different sides of conflict. The conceptual framework includes widely renowned concepts (within political communication field) of mediated scandal and agenda-building, where mediated scandals are defined as "events that are created at least partly by the mediated forms of communications and extend far beyond the original actions" (Thompson 2000: 62), and agenda-building (Berkowitz 1994: 85; McCombs 2014: 132) is the process of shaping the media agenda by different sources of information and influence (explaining the origins of media agenda). To gather the data and analyse empirical material ethnographic content analysis (ECA; (Altheide, Schneider 2013) shall be employed, that is qualitative media documents (video and print form) analysis, in order to describe the news coverage in theoretically informed manner and to develop the investigation devoted to the question: how different sources of information "feed" mediated scandal and how they shape the news media agenda? In the presented case ECA is oriented towards understanding the communication of meaning and verifying relationships between categories: situations, settings, styles, images and meanings, and using constant comparison of the selected categories as well as prepare narrative description of the case. In this methodological framework mediated political scandal is understood as communication mode which uses distinctive rhetoric, frames, formats of communication and special content, including power, ideology and influence, and the news are treated as a symbolic representation of social meanings and institutional relations.

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Social media gained prominence as a tool for quick crisis communication, enhancing the public's potential to influence the societal understanding of a crisis. To explore the role of the public in crisis communication, this study uses the well-established concept of framing. Traditional frame-building research is interested in what influences how a given issue is framed and acknowledges the influence of information sources in framing processes. Especially in an on-line environment, the public can easily obtain and share information provided by sources. Hence, it is likely that information sources – i.e., news media, the organization central to the crisis, or other members of the public – play a significant role in the public's online framing. The central research question reads as follow: How does source usage affect the public framing of a crisis and when does the public uses information provided by sources? To answer this research question this research relies on two studies. Study 1 aims to see how the public uses sources to address frame functions – i.e., problem definition, causal interpretation, moral evaluation, and treatment recommendation. Study 2 explores the underlying mechanism of the public's source selection. Study 1 applies four datasets of all tweets (N=252,711) about Dutch crises that set in motion a significant chain of tweets. First, source usage was manually coded. Second, a combination of automated content analyses, Latent Dirichlet allocation and K-means clustering, was applied to identify which frame functions the public addressed. Finally, time-series analyses were conducted to assess whether the use of sources affects frame functions. Study 2 presents a vignette study where respondents (N=772) were presented five short online messages (i.e., vignettes) of fictional crises based on the analyzed material and findings of Study 1. The crisis messages were manipulated on the following aspects: Source of the message, crisis magnitude, and crisis origin. To test the effect of these manipulated elements, after exposure to each message respondents were asked about the dependent variable how likely they would use this source information. After the experimental stimuli had been judged, measures for crisis involvement and habitual source use were obtained. The findings of Study 1 show that sources play a significant role in whether the public addresses frame functions. The public mainly relied on other members of the public as a source, but the use of news media was most significant in explaining whether certain functions were addressed. Moreover, functions related to initial problem definition were frequently not correlated with source usage whereas causal interpretation and treatment recommendation functions, related to later phases of a crisis, were frequently initiated by source usage. Study 2 observes that external and internal factors determine which sources the public uses. Depending on source type, the factors crisis origin, crisis magnitude, crisis involvement, and habitual source use can affect the likelihood that the public selects source information at times of crisis. In conclusion, the combination of Study 1 and 2 provide a more complete understanding of the comprehensive public framing process and the role of sources.

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## Disaster Tourists, Smartphone Bystanders, Mediated Witnesses or Citizen Journalists? Bystander Theories and Mobile Media Practices at Accident Sites

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This paper addresses the phenomenon of bystanders who use their smartphones to film or take photographs at accident scenes, instead of offering their help to people in need or to assist medical units. This phenomenon has been extensively discussed in Swedish news media in recent years, since it has been described as a growing problem for rescue workers, like paramedics, police and fire fighters. Some of the early literature in social psychology explained bystander inaction by indifference, but in the late 1960's, the American researchers Darley and Latane showed that bystander inaction could be explained as an effect of the size of the bystander crowd. With an increase of the number of the bystanders, the chances of their involvement to help decreased. The past decade has seen an growing scholarly interest in 'media witnessing', both in terms of witnessing from a distance through mass media, as discussed by Peters, and 'citizen camera-witnessing', a term popularised by the works of Allan and Andr  n-Papadopoulos. This literature recognizes the complexity of concepts such as active/passive and proximity/distance when it comes to media witnessing in the digital era. Drawn from previous research and theories, the aim of this paper is to discuss how bystander theory can be further developed to include the action of mobile media practices at scenes like accidents. From this perspective, the paper also draws attention to what could be a part of a mediated cultural trauma found in contemporary society and thereby connects to the theme of the conference. The paper identifies four categories in the literature that are relevant for further research into the phenomenon and to be connected to the framework of bystander theories. These categories are: 'disaster tourism', 'citizen (photo) journalism', 'media witnessing', and 'digital media ethics'. The paper ends with a discussion about possible theoretical approaches to further empirical studies on contemporary bystander phenomena.

## PP 499 The Impact of Communicative Practices on Social Resilience

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Over the last decade, growing awareness of imminent crisis and disasters has driven political leadership to increase its attention on community and social resilience. In parallel, social scientists have embraced the concept originally rooted in the disciplines of physics and mathematics, and later adapted to disciplines of psychology, ecology, geography and urban planning. Leaning on Adger (2000), Lorenz (2013:10) define social resilience as the ability of social systems to cope with external stress or change and persist as a system. Resilience thus is a concept describing a society's capacity to absorb and adapt to disruptions, disturbances and changes. Disasters, crisis and catastrophes may be perceived as such events, which pose collective stress on societies, have acute onsets, are time delimited, and may be attributed to natural, technological, or human causes (McFarlane & Norris 2006). Norris et al (2008:140) argue that good communication is essential for a community's resilience capacity. By communication they refer to the creation of common meaning and the opportunities for community members to articulate needs, views and attitudes. This study focuses the impact of communicative practices on social resilience during on-going crisis. We distinguish between two types of communicative practices; media use, by which we refer to regular use of news media and social media, and acts of personal communication, by which we refer to interpersonal communication and personal activities on social media. Our main research question is whether communication practices affect the perceptions of social cohesion in the local community. The analysis builds on material from a case study of the largest Swedish wildfire in modern times, which ravaged an area of approximately 140 square kilometers over a period of two weeks in July and August 2014. One person died and several were injured, and more than 20 buildings burnt down, among them several residential ones. A thousand persons were forced to evacuate their homes, and a large number of cattle, horses and other animals had to be removed from the affected area. The results were gathered in web surveys conducted by LORE (Laboratory of Opinion Research) at the University of Gothenburg, using the Citizen Panel. Questionnaires were sent to the same population in the affected area on two occasions, the first one already five days after the outbreak of the fire, and the second one six months later. In total 447 persons have answered both surveys (response rate 52 %). The panel data allows for analysis of changes over time both on individual and aggregate levels. Adger, N. W. 2000. Indicators of social and economic vulnerability to climate change in Vietnam. CSERGE Working Paper GEC 98-02. Lorenz, D. F. 2013. The diversity of resilience: contributions from a social science perspective. *Natural Hazards*, 67(7), 7-24. McFarlane, A. C. & Norris, F. 2006. Definitions and concepts in disaster research. In Fran Norris, S Galea, M Friedman & P Watson (Eds.) *Methods for disaster mental health research*, pp 3-19. New York: Guildford Press. Norris et al. 2008. *Community resilience as a Metaphor, Theory, Set of Capacities, and Strategy*.

## PP 500 The L'Aquila Trial and the Risk Communication Debate: A Missed Opportunity

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On November 20<sup>th</sup>, 2015 the Italian Supreme Court has *definitively cleared* the seven experts and scientist, convened for a meeting in L'Aquila by the head of Civil Protection to evaluate an ongoing seismic swarm. Six days later a 6.3Mw earthquake occurred, killing 309 and wounding over 1500. They were convicted for having caused, by their negligent conduct, the death of 29 persons and the injury of several others. Risk communication has been recognized as a core issue of the whole legal case (Alemanno & Cedervall Laut, 2014; Frattaroli, 2014; Amato, Cerase and Galadini, 2015), doomed to change risk communication landscape itself (Chong, 2013). Unfortunately, although such a relevant case was accompanied by an international, vast coverage by mainstream and scientific media, such topic encountered less attention than expected by risk communication scholar, spreading only a little academic debate. In particular, it emerged a noticeable gap between the proposed narratives, the reality emerging from the trial and the actual possibilities to deploy a better risk communication approach to be applied in concrete situations. Moreover, some authors seem to suggest the wrong idea that risk communication may have provided a foolproof magic recipe to be effortlessly applied by anyone to achieve desired results (Renn & Levine, 1991; Renn, 1991; Chess, 1996; Wardman, 2008), while it is still missing a discussion about risk communication models and theoretical approaches to address properly what kind of results could actually be expected in such a complex scenario, taking into account the role of rumours, false alarms, inconsistent media reporting about seismic risk, poor response by local government and the distressing effects on people of four months of an ongoing seismic swarm. This paper aims to provide a meta-analytical review of the current literature about risk and crisis communication as it has been discussed with reference to the L'Aquila trial. Such analysis considers the substantial contents in a set of 23 academic papers, selected according to the two-fold criteria of (a) relevancy (the L'Aquila trial was the main topic or at least one of the main topics in comparative papers) and (b) importance for scientific debate, as papers are cited at least once or are published in peer reviewed journals or books. The overall picture emerging from such literature highlights a lack of contextual knowledge and awareness about some relevant facts and legal aspects of the case, as they were downplayed or neglected by the media. It also suggests the risk of turning an organizational and regulatory failure into a moral blame-game against the scientists and experts themselves, and it is still missing an analysis on organizational and legal constraints preventing scientists from expressing their opinions, as it is actually provided in the Italian Civil Protection System. Moreover, such analysis shown a general lack of references to recognizable risk communication theories and models to be applied in similar situations in a next future, and a discussion on the means and resources which are necessary to improve risk and crisis communication, with particular reference to Geo-Hazard context.

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## The Influence of Privacy Control Options on the Evaluation and Usage Intentions of Mobile Applications for Volunteers in Crisis Situations

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By the continuous grow in smartphone prevalence worldwide and the cost-effective Internet access they provide, these advanced mobile technologies offer new opportunities for the creation and development of systems for crisis communication and management. During crises like major catastrophic events, rescue forces might not be able to adhere to the regular response time for simultaneously emerging (medical) emergencies. For these situations, mobile technologies can be used to mobilize qualified volunteers from the general public to help the regular rescue forces (similar to first responders, see Timmons & Vernon-Evans, 2012). This research investigates user acceptance of a concept for a smartphone application that can detect users in the proximity of an emergency who are registered as voluntary helpers and assign them to the emergency site. Vital to the success of using mobile technologies for volunteers is to determine whether privacy issues affect user participation. Therefore, we build on agency models (Sundar, Jia, Waddell, & Huang, 2015) and control theories in the context of information privacy (Xu & Hock-Hai, 2004) to investigate effects of data control options on the evaluation and willingness to use a smartphone-based system for voluntary help. Moreover, we aim to shed light on the role of volunteering motives and mobile users' privacy concerns in driving the willingness to participate. An online experiment (N=217) with a between-subjects design was conducted, in which participants were introduced to the idea of the smartphone-based system for voluntary help. The app description either expressed high privacy control options for the app user (high options for customization and choice, e.g., whether and when the smartphone is located), medium control options (limited choice and customization, e.g., smartphone is located whenever help is needed and user is available), or low control options (no choice and customization, e.g., smartphone is continuously located). Results of an ANOVA showed a significant effect of the app description on participants' evaluations: high control options led to a more positive evaluation of the app. Moreover, we found that high as well as medium control options led to lower privacy concerns regarding the app use than low control options. Mediation analyses revealed a significant indirect effect of high control options on app evaluation as well as on app usage intentions through participants' perceived privacy concerns regarding the app use. In addition, moderated regression analyses revealed that the information about high data control options had a more pronounced influence on the intention to use the app for people with high career motivation regarding volunteering and for people with high levels of mobile users' information privacy concerns. This study highlights the importance of fair information practices (Culnan & Armstrong, 1999), such as loading users with control over their personal data and putting them in charge to decide which data can be used, in the context of mobile applications for volunteer engagement. Providing users with high control over their information privacy can be beneficial for the development of mobile applications as it can have positive effects on the acceptance due to lower perceived privacy concerns.

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## Social Perception and Communication Strategies in Risk Prevention. A National Security Perspective

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The management of and communication about risks has become a major question of public policy and intellectual debate in the modern world. In this respect, risk perception research field has in recent decades gained more and more attention in the academic literature as an integral part of risk management and risk communication. The National Intelligence Academy „Mihai Viteazul”, through the National Institute for Intelligence Studies and the REACT project, is one of the few institutions that were concerned about the research of risk perception in Romanian society, the aim being to improve and achieve effective risk communication strategies concerning national security. Effective risk communication requires understanding where the public is coming from in order to convince them to prepare better for risks. In this respect, starting from the assumption that the risk perceived is a complex concept, defined as the possibility that a negative occurrence takes place and whose perception differs from one individual to the next, our research project proposes the use of qualitative research methods (Q sort method) in order to measure and define Romanians' knowledge, attitudes and practices regarding national security risks. Having greater knowledge in the field of social risk perception can thus improve the quality and impact of decisions throughout society, and the quality of risk communication strategies. Therefore, the objective of our research is to contribute to the elaboration of solutions for the optimization of risk communication strategies for national security institutions, through the analysis and evaluation of social perception over national security risks. Beyond the academic contribution to the study of national security risks, we intend to provide an assessment of the perception of national security risks by the Romanian society, by conducting a research using the Q-sort method on a sample of individuals from the academic, private, civil society and institutional (national security institutions) environment.

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## Internal Branding and Employee Dissent via Online Public Outlets: Implications for Crisis Prevention and Communication

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Our proposal focuses on a specific aspect of discursive dislocation and contesting in organisations: employee dissent via external online outlets. We link this issue to internal branding and its role in preventing publicly visible crisis threats. Dissent research indicates that dissatisfied employees might choose to either voice their concerns in the workplace, or remain silent (Morrison, Milliken 2000). Besides these two options, research outlines that silence does not mean acquiescence and might be an indicator of dissenting voice acts expressed via alternative outlets (Kassing, 1997). Such a discursive dislocation of dissent increasingly takes place in online outlets, where employees perceive higher public support and control over the discussion and their anonymity (Gossett, Kilker, 2006). Dissent and negative comments disclosed via online public outlets can originate 'paracrisis' (Coombs, Holladay, 2012) which require extensive scanning, quick assessment and even improvisation (Falkheimer, Heide, 2010) to avoid severe consequences on the organisational reputation (UI-



mer, Sellnow, and Seeger, 2006; Schwarz, 2012). Internal branding is depicted as a communicative tool able to strengthen employee sense of belonging and supporting behaviours (Punjaisri, Evanschitzky, Wilson, 2009). In the context of displaced dissent and paracrises, internal branding might reduce the discontinuity between the position and interpretation of dissenting employees and those of the organisation, thus preventing disclosure outside organisational boundaries and its negative effects. Our proposal aims to broaden the understanding of these issues by building up a theoretical framework that displays antecedents and effects of displaced dissenting voice, with a particular focus on paracrises, and links this to internal branding as a relevant communicative means for understanding intra-organisational relationships and processes (Taylor 2010; Frandsen, Johansen, 2011) and eventually for preventing crises. Important implications for theory development and empirical research in crisis communication are discussed. References: Falkheimer, J. & Heide, M. (2010). Crisis communicators in change: From plans to improvisations. In W.T. Coombs, & S.J. Holladay (Eds.), *The Handbook of Crisis Communication* (pp. 511–525). Oxford: Wiley-Blackwell. Frandsen, F., & Johansen, W. (2011). The Study of internal crisis communication: Towards an integrative framework. *Corporate Communications: An International Journal*, 16(4), 347–361. Gossett, M.L., & Kilker, J. (2006). My job sucks. Examining counterinstitutional web sites as locations for organizational member voice, dissent and resistance. *Management Communication Quarterly*, 20(1), 63–90. Kassing, J.W. (1997). Articulating, antagonizing, and displacing: A model of employee dissent. *Communication Studies*, 48(4), 311–332. Morrison, E.W., & Milliken, F.J. (2000). Organizational silence: A barrier to change and development in a pluralistic world. *Academy of Management Review*, 25(4), 706–25. Punjaisri, K., Evanschitzky, H., & Wilson, A. (2009). Internal branding: An enabler of employees' brand-supporting behaviors. *Journal of Service Management*, 20(2), 209–226. Schwarz, A. (2012). Stakeholder attributions in crises: The effects of covariation information and attributional inferences on organizational reputation. *International Journal of Strategic Communication*, 6(2), 174–195. Taylor, M. (2010). Toward a holistic organizational approach to understanding crisis. In Coombs, W.T., & Holladay, S.J. (Eds.), *Handbook of crisis communication* (pp. 98–704). Malden, MA: Wiley-Blackwell. Ulmer, R.R., Sellnow, T.L., & Seeger, M.W. (2006). *Effective crisis communication: Moving from crisis to opportunity*. Thousand Oaks: Sage.

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**Geographic Imaginations in the European Refugee Crisis***K. Nikunen<sup>1</sup>*<sup>1</sup> *University of Tampere, School of Communication- Media and Theatre, Tampere, Finland*

The paper discusses the relevance of geographic imagination by David Harvey (1973) in the context of the European refugee crisis in 2015. The notion of geographic imagination, introduced first as a response to C. Wright Mills' concept of sociological imagination, strives to capture the connection between social processes, spatial forms and social justice. The ways in which geographies are imagined have become increasingly multiple and complex due to the effects of globalisation, mobility and digitalisation. Geographic imagination, it is argued, shapes our understanding of ourselves and others, possibilities to imagine alternative futures and the ways in which these may be pursued. The paper examines how understanding of European refugee crisis is constructed through different sources of knowledge and what forms of moralities these imaginations carry. The empirical material includes media coverage of refugee crises in Finland, Germany and UK from March to November 2015. The paper depicts the shift in imaginations from hospitable Europe to representations of chaos and fear. It examines how the imaginations of suffering and need of help are visualized in media imageries with connections to various social media campaigns. Second, it depicts the ways in which the cartographic mapping and statistics are used to confine and manage the sense of crisis. Finally it examines the ways in which imaginations of Europe under a threat are constructed through the digital engagements and mobility of the refugees and the ways in which the sense of chaos serves the increased security and surveillance of European borders. The paper discusses the moralities and emotions connected with these constructions of spaces of hope and hostility, and their impact of the assumed political action and sense of agency. The paper ends with reflection of the theoretical framework and its usefulness in critical media studies. Harvey argues for geographic imagination that seeks alternative visions and cosmopolitanism with sound and rooted understanding of the world. The paper asks how such alternatives visions and realist utopianism might be achieved through media in the context of crisis. Harvey, D. (1973) *Social Justice and the City*. Baltimore: Johns Hopkins University Press.

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**The Broken Frames of Migration Crisis News: Comparing the National Press of Five EU Member States in 2014–5***K. Moore<sup>1</sup>, I. Garcia-Blanco<sup>1</sup>, M. Berry<sup>1</sup>*<sup>1</sup> *Cardiff University, JOMEC, Cardiff, United Kingdom*

Migration from the Middle East and Africa to Europe increasingly hit the headlines as the unprecedented scale of deaths at sea gradually became recognised as a newsworthy and politically important story and EU countries and institutions faltered in the face of this escalating challenge. This paper presents selective findings from a large-scale research project commissioned by UNHCR to measure how the issue of migration to Europe is currently framed in the news media across the EU. We draw upon post-Marxist discourse theory and the literature on mediatized crisis in our evaluation of content analysis findings comparing the 2014–15 national press coverage of 5 member states: UK, Sweden, Germany, Spain and Italy. We examine, in particular the main themes of news coverage and the discontinuities and contradictions in discourses surrounding the reasons for and responses to migration. Our argument centres on the notion that whilst what we call the 'broken frames' of migration coverage present a problem in terms of locating a meaningful context for understanding or explaining the stories of the current migration and refugee crisis, in its very dislocation it also may offer opportunities to challenge what has been a rather fixed and stigmatising discourse surrounding migrant groups, especially in some European countries.

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**Journalists on the Frontline of Migration Debates in Malta***C. Sammut<sup>1</sup>*<sup>1</sup> *University of Malta, International Relations, Msida, Malta*

Migration has always been a way of life for islands. Since Malta prepared to join the European Union in 2004, it became a destination for thousands of refugees that reached its shores first from Sub-Saharan and more recently from Syria and Libya. In my research I look at the evolution of Maltese journalists' perceptions on immigration since the arrival of the first boat people. Empirical research is based on in-depth interviews with scores of journalists that were conducted in the past twelve years. In this paper news workers are seen as affective agenda-setters who frame events and issues. Journalists also perform the role of public intellectuals having an important interpretative role in spite of ample popular resentment. Data have shown that ownership matters because the media owned by political or religious institutions mirrored the position of their parent organization. Professional preparation, the journalists own political orientation and personal life experiences are also valid variables. Some journalists and columnists, namely those writing for the English-language outlets and blogs, immediately formed a front that emphasized the immigrants' rights and Malta's international obligations. In spite of the growing commercialization of the media system, the migration issue revealed a sound advocacy tradition where readers and audiences are still addressed as citizens. However, journalists walk a fine line vis-à-vis their audiences. News workers cannot afford to snub public sentiment because in the recent past they suffered a backlash whenever they ignored it. Xenophobic reaction tends to intensify and it overwhelms online facilities where public comments tend to be far more xenophobic than journalistic texts. Racist and Islamophobic speakers migrated to the social media where they inhabit a virtual echo-chamber that has not yet turned into a significant voting constituency. Research reveals that journalists held a variety of views on what constitutes national interest. Some were prone to accept orthodox perspectives employed by states and the political elite i.e. that borders should be secure to keep the 'wrong people out'. Others are moving beyond this perception and advocate a humanitarian notion of security that emphasizes justice and the protection of migrants' rights. While some

journalists appeared overtly sympathetic to the challenges faced by their sources in the Armed Forces and the police, others are highly critical of government and state institutions, but they still sought to defend national interest vis-à-vis external players (that include foreign states, EU structures and the international media). On the front line of migration debates some prominent Maltese journalists are challenging several myths that include: the false perception that most immigrants are illegal; the popular view that irregular immigrants originate from sub-Saharan Africa or the Middle East; the narrative that immigrants do not contribute to the economy and hence they are dependent on welfare; the common myth that majority of the Maltese people embrace racist views and reject integration.

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## What Do They Say to Migrants? A Comparative Analysis of the Communication of Bodies and Associations That Manage Asylum in Belgium Daily

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Asylum as well as migration more broadly have become a central theme in understanding the evolution of societies. Press analysis shows that editorial processing volume on migration issues continues to increase. This question attracts constant, complex media coverage. Further, the subject is becoming an object of political passion because it raises forcefully the question of human rights. These questions – beyond being topical – are an integral part of the public sphere, essential to the constitution of public opinion and public policy. The issue of migration, or more specifically “the refugee crisis”, is an important matter of speech and communication (Rea, 2016), hence it is essential to understand and analyse communication in this area. So far, researchers have taken an interest mostly in the analysis of media content and the representations of migrants. The perspective I have taken is different: I study the “contract of communication” (Charaudeau’s “Contrat de Communication”, 2011) between administering bodies and the migrant. I believe that, beyond what the media, politicians or people are saying about migrants, it is important to question what bodies that daily manage asylum are saying to migrants – such bodies are no less producers of representations and content. How can we understand the realities of migration without knowing how organisations that support migrants think and work? Who are the stakeholders in such organisations’ communication to migrants? What are their practices for the production of communication? Studying such practices implies field survey methods including interviews and participant observation. This is the exact focus on my research. This paper analyses how four institutions working on asylum and migration in Belgium communicated with migrants from 2006 to 2016. These organisations are the Office of the United Nations High Commissioner for Refugees, the Office of the Commissioner General for Refugees and Stateless Persons, the Federal Agency for the Reception of Asylum Seekers, and a Belgian NGO called Coordination and Initiatives for Refugees and Foreigners. Thanks to its strategic position within the EU, Belgium appears to be an interesting starting point to study migration, even though, by definition, the issue exceeds the borders of a state. An important preliminary result turns out to be that communication to migrants is hardly visible. This finding leads me to explore the potential reasons behind this lack: is it a question of the shortfall of resources for such communication? Are we talking about an unmediated channel of communication, with the institution in touch with the migrant verbally in a way that leaves no trace? Is communication to migrants deliberately invisible, and, if so, why? Working on this subject entails an interdisciplinary approach combining different theoretical literatures, such as migration studies, information and communication science, history and sociology. From a socio-historical approach (Noiriel, 2006), I incorporate together corporate communication and discourse analysis.

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## Migrants and Refugees from Nine National Perspectives A Discursive Analysis of Articles from the Online Newspaper the Local

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This study examines aspects of refugee- and migrant issues seen from different national perspectives in the English language online newspaper The Local. Even though refugees and migrants from Africa and Asia have arrived in Europe during several years, the event that really triggered media’s attention, and placed the issue on the agenda, was the drowning of a Syrian refugee in the beginning of September 2015. At that time news media started to talk about a “refugee crisis” and a “migrant crisis”. The image of, as well as the story about, three years old Alan Kurdi, laying with his face buried in the sand on a beach in Turkey, were rapidly spread through the news media, causing strong reactions. Some newspaper even found the image too upsetting to publish. Its symbolic value was obviously strong, in this light skinned little boy many European individuals could see their own children, or grandchildren. As an eye-opener for media and its audience this piece of foreign news transgressed borders. From first being characterized as foreign news, this foreign incident could have a domestic outlook, for instance, that a Nordic child could have been involved. Because of the crossed boundaries it would also fit in a wider transnational news discourse. The purpose of this study is to examine articles from The Local, published during two weeks in September 2015, starting with the incident above. The Local was launched 2005 in a single Swedish edition written in English. Today, it publishes national news from nine countries (Austria, Switzerland, Germany, Denmark, Spain, France, Italy, Norway and Sweden), all editions are in the English language. These news are mainly directed to people that do not understand the country’s native language, but the aim is also to make national, or local, news available for individuals outside the country. The Local’s ambition is to break down barriers and bring people closer together. For this study, 179 articles dealing with issues related to migrants and/or refugees were chosen. The selection principles used were that the article’s headline included the words “migrant” or “refugee”, and/or that the article was provided with the kicker “Migrant crisis” or “Refugee crisis”. The method is a qualitative text analysis to enable a discursive approach on aspects like cosmopolitanism, Eurocentrism, nationalism and ethnocentrism. The use of, and distinction between, the concepts “migrant” and “refugee” will also be analyzed in order to see whether they are interchangeable. The discursive constructions found in the material will be further discussed, for instance, what kind of borders are The Local transgressing – as a newspaper and concerning the examined issue? What overall perspectives could be understood as principally inclusive or exclusive? Finally, there is a comparative dimension involved, focusing on similarities and differences between how the nine editions are presenting respective country’s national news.

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Migration has always been mediated, and the forms of mediation have been diverse. Migrants previously depended on the writing of letters and sending of photographs. Audio-recording and cassette have been also a very useful medium to keep in touch, especially in cases of illiteracy or multilingualism. It is obvious that migration have changed significantly in the last decade. We are now talking of modern migration, and of 'connected migrants' (Diminescu, year 2008), who manage to define their routes via GPS, alter their journey on the basis of information gathered on social media, ready to send home their first selfies once they manage to reach the destination. The smart phones become the personal and public archive, where all conversations, pictures and messages are stored. Face-time, skype, facebook, audio chat, instant messaging constitute the new forms of bridging distance through digital intimacy. This makes the notion of 'polimedia' more viable offering migrants a palette of opportunities and diversified channels through which they want to engage in communication and connectivity. Through this panel we want to contribute to new theoretical, methodological and empirical understanding of how these new mediated migrations effect new construction of belonging and European identity forming. We will do so by presenting the preliminary results of our 5-year ERC research project entitled CONNECTINGEUROPE, 'Digital Crossings in Europe. Migration, Diaspora and Belonging.' In our ERC project we aim to contribute to a renewed understanding of the notion of digital diasporas and the ways in which they help us understand the challenges and opportunities of living with difference in contemporary Europe. Rationale of the panel: The objective of this panel is to contribute to this area of scholarly enquiry by focusing on Europe, and exploring in particular migrant women's own perceptions of actual physical and networked spaces, Europeaness and multiculturalism, particularly through their digital practices (social networking sites, websites, blogs, Twitter, video-chat and smartphones) and diasporic networks, making reference not to the dislocated but to the connected migrant (Diminescu 2008). While traditional concepts of diasporas have been widely studied in relation to 'identity' (Safran, 1991; Brah, 1996; Hall, 1993; Gilroy, 1993), key questions related with diasporas and digital reformations remain underexplored and the notion of digital diasporas undertheorised. As digital communication constitutes an increasingly significant element of cultural life, there is urgent need to advance our understanding of the consequences of digital(ized) cultures for participation, citizenship and intercultural communication (Appadurai, 1996; Georgiou, 2006; Everett, 2009; Leurs and Ponzanesi, 2011; Christensen, 2011). Through the different presentations we offer the preliminary results of our international project which focuses on female migrants from Somali, Turkish and Romanian backgrounds, living in Europe's main metropolitan centres (London, Amsterdam, Rome). This comparative and multi-sited approach allow to address different patterns of migration and integration in Europe (colonial, labour, postsocialist) which account for Europe's imperial past, as well as post-war patterns of migration and processes of European integration, often played out around urban centres (Balibar 2003).

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## Digital Europe and the Postcolonial Challenge

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Advancing studies on postcolonial digital humanities is essential to lay the ground for an interdisciplinary understanding of migrant communities online. This talk brings together perspectives from postcolonial studies, with its wide pedigree on theorising migration and diaspora, and new media discourse on virtual identities and communities (Odin, 1997; Fernandez, 1999; Nayar, 2010). A combined approach can yield useful insights into the understanding of migration, diaspora and identity, in order to avoid what Nakamura defines as "cosmetic multiculturalism" (2002: 21). This refers to the utopian myth created by the technology industry about the democratic power of internet and the chances for levelling and elision of differences, gaps and divide (Amin, 2010; Stoler, 2013; Daniels, 2012; Franklin, 2013; Titley, 2014). I will introduce the theoretical underpinning of our project CONNECTINGEUROPE and the ways in which it contributes in concrete and innovative ways to debates on migration and digital technologies, two fields of studies that have rarely intersected outside of the national and mono-ethnic approach. Thanks to the ERC project we will do so by focusing: on the one hand, on longstanding and historical diasporic identities in Europe (colonial, labour, postsocialist), and on the other, on new forms of digital communication that reinforce, reinvent and challenge patterns of unity and diversity in Europe forwarding new cosmopolitan networks. It will do so by focusing on three main interrelated issues dealt through a multimethod approach that combines digital methods with virtual ethnography, in-depth interviews and discourse analysis: a) how migration and technologies enable digital diasporas (Somali, Turkish, Romanian) that reconfigure notions of gender, diaspora and belonging in European urban centres; b) how these entanglements are perceived and connected from outside Europe, by focusing on the politics of home and transnational affective ties; c) how do digital connections create new possibilities for cosmopolitan outlooks, rearticulating European motto of 'Unity in Diversity'. References: Amin, A. 2010. "The Remains of Race." *Theory, Culture, Society*, 27(1): 1–23. Daniels, J. 2012. "Race and Racism in Internet Studies." *New Media & Society*, 15(5): 695–719. Fernández, M. 1999. "Postcolonial Media Theory." *Third Text*, 13(17): 11–17 Franklin, M.I. 2013. *Digital Dilemmas: Power, Resistance, and the Internet*. Oxford: OUP. Odin, J. 1997. "The Edge of Difference: Negotiations Between the Hypertextual and the Postcolonial" *MSF, Modern Fiction Studies*. 43(3): 598–630. Nakamura, L. 2002. *Cybertypes. Race, Ethnicity and Identity on the Internet*. New York: Routledge. Nayar, P. K. 2010. *An Introduction to New Media and Cyberculture*. Oxford: Wiley-Blackwell. Stoler, L.A. (ed.). 2013. *Imperial Debris: On Ruins and Ruination*. Durham: Duke University Press.



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## Politics of Home: Mediating Affective Migrant Connections

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Few studies on “digital diaspora” formation include, let alone focus on, the consequences of migration and media from the perspective of the sending or “home” countries. With the rising intensity of migrants’ digital communications practices, it becomes increasingly important to understand how migrants’ “home” contexts are implicated in new configurations of diasporic belonging as those “back home” stay in touch with migrant family members via digital media applications. This talk investigates how transnational Turkish families develop and maintain intimate connections through digital media practices, and seeks to understand what kinds of “affordances” (Madianou & Miller, 2012) digital communications offer for mediating the affective dimensions of transnational family life from the perspective of those left behind. In doing so, the paper bridges the interstices between “home” as homeland and “home” as the domestic space of the family, and thus engages with notions of emotional labor of maintaining family ties as gendered work, implicated within (shifting) power relations (Massey, 1994). Taking Istanbul, Turkey as the main field site and conducting research among selected families who have migrant members living in European capitals, the paper focuses on everyday practices of digital communication shaped by migration. Based on preliminary findings from a mixture of “media-oriented” (Couldry, 2008) ethnographic methods including photo-elicitation interviewing techniques and digital methods techniques, the talk shows the layered ways in which diaspora connections come to bear on how respondents’ imagine, participate in, and otherwise connect with their family members and the everyday lives they live in European capitals, locales that are global cosmopolitan centers for migration while each having their own specific historical trajectory of in/exclusion of Turkish migrants. The paper demonstrates how specific digital media applications are embedded within practices that (re)produce transnational affective belonging. References: Couldry, N. (2008). Mediatization or mediation? Alternative understandings of the emergent space of digital storytelling. *New Media & Society*, 10(3), 373–391. Madianou, M., & Miller, D. (2012). *Migration and New Media: Transnational families and Polymedia*. Abingdon and New York: Routledge. Massey, D. B. (1994). *Space, Place, and Gender*. Minneapolis: University of Minnesota Press.

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## Mapping Transnational Diasporic Connections in the Dutch-Turkish diaspora

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In the age of the web 2.0 and high digital connectivity, migration, characterized usually by uprootedness and displacement, has been reshaped in new ways of connecting with those left behind. The computational turn and the current increased use of digital media have a strong influence in the shaping and construction of the diasporic subjects, bringing to the fore Appadurai’s (1996) assertion on the joint effects of migration and electronic media in the shaping of modern subjectivities. The scholarly investigation of the migrant’s “migration” in the online medium has varied through time depending on the theoretical lens and the academic ethos of the period and different disciplinary fields. Most of the humanities based approaches on digital diasporas, although bringing valuable scholarly insights, are descriptive, importing tools and methodologies developed for offline phenomena, and concentrating on individual websites. Diminescu and Loveluck (2014) propose a new approach for the study of digital diasporas that can make justice to the medium specificity, yet the authors recognize the limitations of the research in not accounting for the everyday interaction. Considering the limitations of the two approaches, a consolidated investigation of e-diasporas asks thus for a methodology that considers both medium specificity and an ethnographic groundedness able to address multiple, intersecting, axes of differentiation in the everyday life. This paper proposes issue mapping (Rogers 2015) as a methodology in which diasporic engagement could be traced across different platforms in a heuristic way, opening up the space for emic diasporic “issuefications,” as well as for the dynamicity of the (e)diasporic space. By the use of digital methods, I will map the online circulation of an event from the Dutch-Turkish diaspora that triggered strong affective online engagement. Particularly, I will explore the transnational affective connections developed on Facebook on the one side, and media outlets representations on the other side.

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## Understanding Digital Media Practices of Somali Migrant Women in Postcolonial Framework

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As being the largest and oldest among all Somali communities based in Europe, Britain’s largest refugee population, Somali community, remains among the most impoverished groups in Britain. British Somalis have the lowest employment rates of all migrants in the UK; women in particular are highly affected by lack of education, language skills and poor services which create networking barriers and significant socio-economic inequalities. However, digital networks allow diasporic subjects to (re)construct their identity, create new space(s) of belonging and solidarity and challenge (or resist) social and cultural inequalities of the offline world (Leurs and Ponzanesi: 2013). While emergence of digital networks invites us to recognize new forms and processes of inclusion and exclusion, we should also acknowledge that these digital networks are also highly sutured with racial, social and economic hierarchies, which are upon offline local and global structural inequalities (Nakamura: 2002). The fact that Somali immigration to the UK has its roots in times of British colonial rule over the region reminds us that this under-researched group has to be studied in relation to British colonial past and legacy. Therefore, with a postcolonial grounding, I examine various online platforms where Somali migrant women, residing in London, perform their diasporic identity and create sites of networking, in order to address paradoxical implications of digital space. By taking an intersectional perspective, I combine approaches to gender with nationality, religion, generation, class and sexual orientation (Davis: 2008) in order to be able to address multi-layered, complex sense of ‘otherness’

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and exclusion (Georgiou: 2013) many Muslim Somali migrant women experience. Furthermore, this paper also shows Somali women's interaction with other social and cultural groups in digital space by social network visualization. Through this visualization, I further examine the way(s) cultural plurality and notion of Europe is perceived and experienced by Somali migrant women on digital platforms. References: Leurs, K. and Ponzanesi, S. 2013. "Intersectionality, Digital Identities and Migrant Youth." In C. Carter et al. (eds.), *Routledge Companion to Media and Gender*. London: Routledge, 632–642. Davis, K. 2008. "Intersectionality as a Buzzword." *Feminist Theory*, 9 (1): 67–85. Georgiou, M. 2013. *Media and the City: Cosmopolitanism and Difference*. Cambridge: Polity Press. Nakamura, L. 2002. *Cybertypes. Race, Ethnicity and Identity on the Internet*. New York: Routledge.

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## Not All the Roads Lead to Rome: Romanian Women's Digital Strategies to Overcome Social Borders in the Capital City

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Rome is the Italian City that welcomes every year the highest number of migrants and receives the highest number of applications for international protection (ASGI, 2015). Despite its multiethnic social milieu, it is very hard to consider Rome a cosmopolitan City, since integration policies have hardly been successful and the local public administration proved to be unprepared to the arrival of such copious fluxes of migrants, particularly in the last two decades. This complex situation caused and is causing social tension and power imbalances in the urban space, leading to a further marginalisation of migrants, and to the growth of right-wing anti-immigration movements. Within this tense scenario, Romanian migrants have been one of the most affected diasporic communities of this social and political marginalisation (McMahon, 2015). Keeping a gender-sensitive focus, my intention is to problematise the role that digital technologies have on Romanian women's patterns of resettlement in Rome, inquiring if and how modern digital devices are used as tools for political resistance, social solidarity and to build a sense of belonging within a hostile environment. For this purpose, I will privilege an intersectional analysis which takes into account multiple elements - such as class, sexual orientation, education, age - within a post socialist conceptual framework, looking at Romanian women's digital activities and participation to local e-diasporas. More specifically, this paper aims to examine the ways through which Romanian women use digital technologies to negotiate with structural borders that, as Brah (1996) argues, 'far from being mere abstractions of a concrete reality', gravely impact on their offline lives, inquiring on their multiple strategies to find a space of agency or to build their 'flexible citizenship' (Leurs, Ponzanesi, 2013), within and between these borders. References: ASGI (Associazione Studi Giuridici sull'Immigrazione), 2015. *Il Sistema Dublino e l'Italia: un Rapporto in Bilico*; <http://www.immigrazione.it/docs/2015/Sistema-Dublino-e-Italia-un-rapporto-inbilico.pdf> Brah, A. 1996. *Cartographies of Diaspora. Contesting Identities*. London: Routledge. Leurs, K. and Ponzanesi, S. (2013). "Intersectionality, Digital Identities and Migrant Youth." In C. Carter et al. (eds.), *Routledge Companion to Media and Gender*. London: Routledge, 632–642. McMahon, Simon (2015). *Immigration and Citizenship in an Enlarged European Union: The Political Dynamics of Intra-EU Mobility*. UK: Palgrave Macmillan.

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## The 'Fifth Column' Label and Identity Securitization in US and UK Media in 2010–2015

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Ever since the Spanish civil war and the 'fifth column' scare of 1940s, the 'fifth column' label has served to prohibit, exclude, and defile a variety of societal objects and groups. However, despite the still frequent usage and diverse application in both media and political speech, the label has been overlooked for some time amid the broad range of exclusion studies. The rise of the Islamic State and Islamophobia, media speculations of a 'new cold war', controversial election campaigns in the US and the UK, and in particular the refugee crisis and societal polarization across Europe, have provided fertile ground for narratives of exclusion, including 'fifth column' accusations. This paper explores the diverse speakers, objects, and the overall contemporary contours of the 'fifth column' label in UK and US media over the past five years. The second part of the paper explores the appeal and the social power of the label by critically combining approaches from intergroup relations, media and social exclusion studies, and political psychology. The 'fifth column' label is shown to contain a highly symbolic narrative which carries very particular dynamics of agency, prohibition of the other, and securitization of the self. Building on the theoretical approaches of Anderson (1983), Giddens (1991), Kinnvall (2004) and others, I address these dynamics by proposing the concept of a 'granted self' which captures the relationship between host societies and new (migrant) members from the position of agency and ontological security. This contributes to the understanding of self-narratives in times of crises, and critically re-evaluates theories of 'gradation of citizenship' (see Skrbis, 2006). Methodologically, the paper combines media content analysis to reveal the objects and speakers of the recent 'fifth column' narratives, with discursive reading of these narratives through theories of ontological security and perception to explain the appeal of the label to a collective self in need of security. REFERENCES: Anderson, B. (1983). *Imagined communities: Reflections on the origins and the spread of nationalism*. London, UK: Verso. Giddens, A. (1991). *Modernity and self-identity*. Stanford, CA: Stanford University Press. Kinnvall, C. (2004). Globalization and religious nationalism: Self, identity, and the search for ontological security. *Political Psychology*, 25(4), 741–767. Skrbis, Z. (2006). Australians in Guantanamo Bay: Gradations of citizenship and the politics of belonging. In: N. Yuval-Davis, K. Kannabiran (Eds), *The Situated Politics of Belonging* (pp. 176–190). London: Sage. ABOUT THE AUTHOR: The author is Lecturer in Journalism, Politics and Public Communication at the University of Sheffield. His research focuses on the public perception and media coverage of international politics. In particular, he is interested in how self-concepts and self-stories are invisibly but centrally present in societal perceptions, judgments, and portrayals of international 'others', especially in crisis situations. His most recent article in *Political Psychology* (2016) explored narcissistic self-narratives in public perception of the Arab Spring.

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## Constructing Communicative Spaces for Counter-Narratives About Muslims: Examining the Role of # Campaigns

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This paper examines how the online advocacy of particularly British Muslims (but also non-Muslim actors) following major terrorism incidents, in their attempts to counter negative mainstream discourse about Muslims, can be understood in relation to studies of digital activism. Despite digital media platforms being criticised for their political limitations (due to economic (e.g. Dean, 2009, 2010) and structural (e.g. Cammaerts 2008) factors), they have nonetheless become a huge focus of scholarship in recent years (Dencik and Leistert, 2015). Many of these studies focus on either the ways in which existing groups exploit digital media to organise and campaign, or the effectiveness and spread of these campaigns through network analysis (Barassi 2015, Paolo and Treré, 2015). Some studies have focused on the activities of racialized minorities to examine the extent of networks and significant voices (Jackson and Foucault-Wells 2016). Muslims are already a marginalised population in the UK, and the combination of the increased visibility of ISIS, the refugee crisis and austerity politics have led to Muslims being further targeted. In response to the reporting of terrorists attacks, various social media campaigns such as #notinmyname, #JesuisAhmed, #Respect for Muslims and #Muslimlivesmatter have been effective in entering the public sphere, examples of political interventions that seek to contribute to storytelling about Muslims. *JesuisAhmed*, which was created in the aftermath of the Charlie Hebdo shootings, is an example of what Jackson and Foucault-Wells (2016) have described as hijacking – an attempt to contribute and correct discursive frames. Downey and Fenton (2003) have described these as counter-publics (after Habermas, 1996) and discussed how counter political mobilisations can acquire influence in the mass media public sphere under certain circumstances, particularly at times of crisis. Acts of terrorism are being represented as the crises of our times and it is in these moments of instability, Graeff et al (2014) argue, that counter movements can successfully infiltrate and influence mainstream conversations. This paper seeks to set out some of these debates and ask the questions; in what circumstances and under what conditions can/do these campaigns enter mainstream discourse? Who are the main actors and what networks/ allegiances are being forged in these counter politics? Most significantly, can they have any significant impact on dominant interpretations or are they further examples of digital enclaves?

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## Racist Continuities and Convivial Futures: Violence as Element of Collective Memories

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Migration has always been debated in a very affecting way because it concerns the meaning of 'we', the institutional logics and the symbolic, and the de facto privileged status of certain individuals in a society (Mecheril 2011: 50). These days, increased mobility and forced migration have boosted debates on the political as well as the social responses to the challenges of conviviality in heterogeneous societies all over the world. The European Union is called into question by some of its members, and the EU institutions were barely able to agree on tightening legal and security measures. Right-wing governments, for example in Hungary, deploy military and police forces at their borders and erect walls and fences against migrants and refugees. While Germany celebrated itself as the world champion of a 'welcoming culture', the federal government reinstated national border controls over night and further restricted the right of asylum (cf. Ataç 2015). At the same time, organised radical right-wing groups in Germany set fire to refugee shelters, as well as abuse and attack asylum seekers. For some observers, this is a terrible recall of several attacks on refugees during the 1990s and, therefore, they are trying to re-open a public debate on violence against migrants. Said phenomenon is often marginalized from collective memory although in November 2011, the German government officials informed the general public that neo-Nazi terrorists were responsible for a crime wave reaching back more than a decade. This included the killing of nine migrant shopkeepers and a police officer (for an analysis of the news coverage of the killings see Virchow/Thomas/Grittmann 2015). In this paper we claim that a perspective towards transcultural conviviality has to consider the voices of the ones who have migrated to a certain country, especially with regards to the experience of racism and violence. Until today, there is a small but growing number of (digital) homes bearing a collection of resources relating to refugees, migration, and the experiences of violence. In the past, local initiatives mainly composed of Germans have already published statistics on racist and right wing violence, have organized anniversaries in memory of the victims, have tried to enforce the renaming of streets or places, and have established exhibitions on racism against migrants and refugees. Today, digital media enable people from a wide variety of backgrounds to connect, to share experiences and memories, which may foster public discussions on past and present suffering. Thereby, as Arjun Appadurai (2016) recently argued, these experiences are not only represented but digital media provide voice, agency, and debates for people who have experienced racist violence as part of their biography. These experiences may become a crucial and embedded element of collective memory in a society, which offers access for cultural participation and belonging. This paper will investigate political campaigns in Germany ("Keupstraße ist überall", "Tatort Hamburg"), which are struggling for a public remembrance. We will examine their communication (on- and offline) by analysing their potential to shape civic culture (Dahlgren 2009) for convivial futures in post-migrant societies.

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## The Securitization of British Muslims in British Media Discourse

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Over the past decade, Islam has gradually assumed an unenviable position in British public debate as it has been represented and understood as equivalent, or conducive to, cultural and religious fundamentalism, political extremism and terrorism. This paper traces the evolution of policies and strategies of representation of Muslim immigration into the United Kingdom over the past decade setting these within the broader context of representations of Islam and Muslims in British society from the late 1980s onwards. It is argued that a system that encouraged good race relations and largely, though not exclusively, premised on media self-regulation has been gradually subverted by processes of securitization of Britain's 'Muslim problem' as the government adopted a model of covert intervention in public debates by cultivating and setting up networks of 'concerned' advocates of government domestic policy towards British Muslims and foreign policy towards the Middle East and that these developments have set the parameters for the current representations of and debates on Muslim immigration. The research is premised on a series of interviews with media professionals, policy makers as well as on a survey of select media content over the past decade.

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## Diasporas and Digital Racism: Mexicans' Racial Discourses and Social Distinctions on Social Networking Sites

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This paper explores how the relatively privileged Mexican European Diaspora is using social media to make distinctions through posting multimedia content to their networked profiles. It investigates how racial discourses are used as markers of difference amongst diasporic Mexican social media users. We argue that the literature on migration, diaspora, and internet usage tends to centre on the underprivileged 'other'. Few publications demonstrate the social specificities of interaction between relatively privileged migrants and diasporas such as expatriates and professionals, although some have explored the importance of the internet and social media for these groups. This paper aims to contribute to filling out this gap in existing research. The theoretical framework informing this chapter is articulated through the concept of 'racial debris' (Amin, 2015) which explores the mechanisms keeping racial coding and judgement close to the surface, ready to spring into action. Amin suggests that the 'intensity of race in a given present in terms of the play between vernacular legacies of race coded reception of visible difference and the conjunctural mobilizations of race by biopolitical regimes to maintain collective order' (Amin, 2015:1) and introducing concepts related to the negotiation of class and race and their use as social distinctions by diasporic subjects. The paper makes use of Bourdieu's work to address the ways in which social networking sites are used to foster and gain social capital, while considering their use in relation to frequently observed practices involving exclusion and displays of prejudice based on classed and racial distinctions made amongst the Mexican European diaspora online. We suggest that these practices developed in social media are part of the 'racial debris', mechanisms used to further the 'racialization of everything'.



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## Divided Diaspora? Memory-Related Communication Repertoires of Vietnamese Diasporic Communities in Germany

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In 2015, Vietnam officially celebrated the 40<sup>th</sup> anniversary of Ngày Giải Phóng, the end of the Vietnam War. Lauded as commemorative public holiday in the homeland, the same date represents a day of mourning for those Vietnamese who fled after the Communist takeover in 1975. While so-called boat people found refuge in the Federal Republic of Germany, the German Democratic Republic employed Vietnamese workers as part of a deal between socialist "fraternal" countries, many of who stayed after German reunification. How do members of these Vietnamese diasporic communities remember their homeland and deal with the past by means of communication practices? This is the fundamental question of fieldwork conducted with (German-) Vietnamese communities in Berlin, Leipzig and Hanover. The study applied in-depth interviews, including visual elicitation (Harper 2002), with respondents from different migrant communities and generations, covering questions of individual biography, media use, media memories, intergenerational communication and historical perceptions. The role of everyday communication practices for cultural memory (Erll 2011; Assmann 2008) and thus for Vietnamese diasporic and generational identity (Mannheim 1959) still lacks examination. Although Dayan (1999) early stated the significance of communication for diasporas due to territorial dispersion, only few case studies approached Vietnamese diasporic communities in communications (Banerjee 2012; Hoang 2010; Cunningham/Nguyen 2003). Based on audience research by Hasebrink and Domeyer (2012) this study introduces the respondent-centred empirical approach of "memory-related communication repertoires" to analyze and compare memory and communication practices in different Vietnamese diasporic groups. Findings of an exploratory examination of six cases indicate on which occasions (e.g. cultural holiday) memory and communication practices interlink, how they are embedded in everyday life (e.g. dinner talks) and contribute to the communicative construction of cultural memory, generational and diasporic identity against the backdrop of individual migration biographies and perceptions. Bibliography Assmann, J. (2008) 'Communicative and Cultural Memory', pp. 109–118 in A. Erll and A. Nünning (Eds.) *Cultural Memory Studies: An Interdisciplinary Handbook*. Berlin: de Gruyter. Banerjee, Mita (2012): 'Von Fröschen und Hunden: Soko Leipzig und das (V)erkennen der vietnamesischen Diaspora in Deutschland', pp. 57–71 in K. N. Ha (Ed.) *Asiatische Deutsche. Vietnamesische Diaspora and beyond*. Berlin: Assoziation A. Cunningham, S., Nguyen, T. (2003). 'Actually existing hybridity: Vietnamese diasporic music video', pp. 119–132 in K. H. Karim (Ed.) *The media of diaspora*. London: Routledge. Dayan, D. (1999): 'Media and Diasporas', pp. 18–33 in J. Gripsrud (Ed.): *Television and common knowledge*. London: Routledge. Hoang, Anh-Ngoc (2010): *Des vietnamités numériques? Etude des imaginaires sociaux dans les échanges entre les Vietnamiens nationaux et les Vietnamiens diasporiques*. (unpublished dissertation) Erll, A. (2011) *Kollektives Gedächtnis und Erinnerungskulturen: Eine Einführung*. Stuttgart: Metzler. Harper, D. (2002): 'Talking about pictures: A case for photo elicitation', *Visual Studies* 17(1), 13–26. Hasebrink, 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: Journal of Audience & Reception Studies*, 9(2): 757–783. Mannheim, K. (1959) *Essays on the Sociology of Knowledge*. London: Routledge.

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## Nostalgia Triggers, Inhibitors and a Longing to Stay in Touch. The Role of Soap Operas for the Iraqi Diaspora

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The research developed within the area of media and diaspora studies has already demonstrated the important role played by media: in recreating the sense of home (Morley and Robins, 1995); in the process of cultural transformation, creating spaces for maintaining and negotiating various identity processes (Rydin and Sjöberg, 2008) as experienced by displaced people; in the creation and consolidation of the imagined community (Anderson, 1983; Tsagaroussianou, 2004). To cite only few of the pivotal researches conducted in the area. At the same time, soap opera has been a largely studied TV genre. From the seminal works of Ang (1985) on Dallas and Brunsdon (1993) on identity, feminism and soap opera; to the work of Turner on cultural identity and soap narrative (2005); or in a diasporic perspective, the research on ethnic minority audiences watching Flemish soaps, by Dhoest (2009). Nostalgia is usually triggered by a memory or an analogous event, setting, a song or even similar looking faces and pets. This creates a longing to glide back into the past to re-live the memory in one's imagination. The scenes recovered are not always faithful and are overcome by 'an impulse to secure, repair, restore, or discover a more enduring meaning in events that shape the unfolding of time, emotional history, and memory' (Rubenstein, 2001: 160). However the case is slightly different for Iraqi immigrants due to the various political and economic ups and downs influencing their lives. This paper sheds light on the role played by Iraqi and Arab soaps, shown on Iraqi satellite channels, in influencing the extent of nostalgia felt by Iraqi migrants taking into consideration the impact of the various political and military traumas on their social beliefs and sensitivities and capacity to adjust to their new life in the new homeland. The research focuses on the unique position of Iraqi migrants through highlighting the potential influence of TV soaps, presented on two, post-2003, Iraqi satellite channels, to assess the nostalgic impact on Iraqi audiences. Following up the type of soaps presented, the authors were able to identify two major types of soaps: nostalgia triggers and nostalgia inhibitors. The two types work in an opposing manner; nostalgia-triggers help maintain the Iraqi migrant's threatened identity while nostalgia inhibitors confirm the soundness of his choice to emigrate. References (part of) Anderson, B. (1983). *Imagined communities: reflections on the origin and spread of nationalism*. London: Verso. Ang, I. (1985) *Watching Dallas. Soap opera and the melodramatic imagination*. London: Methuen Publishing. Brunsdon, C. (1993) 'Identity in feminist television criticism', *Media, Culture and Society*, 15, pp. 309–320. Dhoest, A. (2009) 'Establishing a Multi-ethnic Imagined Community? Ethnic Minority Audiences Watching Flemish Soaps', *European Journal of Communication*, 24(3), 305–323. Morley, D., Robins, K. (1995). *Spaces of Identity: Global media, Electronic Landscape and Cultural Boundaries*. London: Routledge. Rubenstein, R. (2001) *Home Matters: Longing and Belonging, Nostalgia and Mourning in Women's Fiction*. New York: Pelgrave Macmillan. Turner, G. (2005) 'Cultural Identity, Soap Narrative, and Reality TV', *Television and New Media*, 6(4), pp. 415–422.

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## Migrants' Media Experiences from the Transnational to the Local. A French Case Study

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The literature on media and diaspora has become a crucial locus for examining the elaboration, in times of globalisation, of transnational identities. In these perspectives, migrants are described as creating, through 'the diasporic connections facilitated by various media', various kinds of transnational 'imagined communities' (Karim, 2003). The advent of a 'connected migrant' — who, thanks to the use of ICTs, is in a situation of permanent 'copresence' with his country of origin — has even been proclaimed (Diminescu, 2008). These perspectives, however interesting they may be, tend to emphasize migrants' transnational connections to the detriment of their local cultural and social affiliations. Taking a different view, we would like, in this paper, to suggest that we, as academics studying the relationships between media and migration, have gone too far with the transnational argument. We have tended to put too much emphasis in our analysis of migrants' media experiences on the transnational ties with the country of origin to the detriment of other mediated interactions taking place at a national or local scale. Our paper will be based on a qualitative study which we conducted among 40 families of Maghrebi origin in France, aiming at analyzing their ordinary media and ICTs uses, and which was carried out within the framework of an international research project funded by the French National Research Agency (ANR) on 'Media and migration in the Euro-Mediterranean space'. This study has stressed the importance of mediated interactions taking place at a national or local scale.

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## ICT Domestication by Elderly Immigrants' Families in Israel

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As relatively new Internet users, elderly immigrants domesticated information and communications technologies (ICTs) while coping with intergenerational and spousal problems engendered or exacerbated by processes of aging and/or immigration. This qualitative study is based on in-depth interviews with 26 elderly users who immigrated from the Former Soviet Union (FSU) to Israel about 20 years ago, 13 of their nonuser spouses and 20 of their offspring. It aims at exploring how relationships within the elderly immigrant's family are manifested in a home computer context and seeks to determine the roles that domestication of the relevant technologies plays in their family life. Our findings show that ICT domestication and family dynamics are complex interrelated processes: Technologies have dramatically changed the elderly immigrants' family situation, while immigrants have accorded these technologies unique meaning, adapting them to respond to their family needs and negotiating ICT domestication as a means of discussing and rebuilding family communication.

## PP 574 Mediating Migratory (Dis)Continuities – Precarity in Two Austrian Films

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This presentation will analyse two highly acclaimed Austrian films addressing (forced) migration of women from Eastern Europe to the West as exemplary of the affective work that is done by contemporary media to cope with the current migratory (dis)continuities. The focus will be on the ways in which precarity as 'the politically induced condition in which certain people and groups of people become differently exposed to injury, violence, poverty, indebtedness, and death' (Butler and Athanasiou 2013, 19) is attached to the bodies of female migrants in media representations. I will examine the subjectivities that are formed by these conditions as well as the social imaginaries that follow from that. While both films, the episode *Angezählt* (2013) from the most popular German TV crime series *Tatort*, and the documentary film *Mama Illegal* (2011) by investigative journalist Ed Moschitz, address the poverty and lack of perspectives that forces the female characters to leave their homes, the precarity that characterizes their lives in the West, is deployed differently. The TV crime episode *Angezählt* complies with *Tatort*'s intention to educate the public and make social changes and challenges accessible and digestible. In this episode, precarity is presented as something that belongs to the racialized Other. The two young Bulgarian women, embodying insecurity and despair, are portrayed as victims of their patriarchal home-culture, forced by their violent and criminal fellow-countrymen to do sex work in Austria. The overarching logic structuring the film is one of us-and-them, a logic that is supported by the humanist intention of film director Sabine Derflinger to produce compassion for the victimized women in the audience. The transference of the migrant women's feelings of despair to the female police investigator is the only indicator that precarity is not only confined to the Other. The documentary film *Mama Illegal* resulted from an encounter of film director Ed Moschitz with one of the characters, an undocumented domestic worker from Moldavia whom he had hired as a nanny. The film, capturing key moments over seven years in the lives of three Moldavian women working illegally in Austria and Italy, presents precarity as the continuous struggle to overcome what can be called, following Lauren Berlant, 'cruel attachments' to ways of being and living. Precarization is presented as productive, defined by the capacity for refusal and re-composition of one's life (Isabell Lorey 2010). The three female characters undergo continuous processes of becoming, representing nomadic subjectivities as theorized by Rosi Braidotti (2011, following Deleuze), relegating a new social imaginary.

## PP 575 Refugee Movements and the Postmigrant Reality: Learning from Experience

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Research in media and communication studies dealing with migration has shown that the representation of migrants in mainstream media is not only highly stereotypical but also mostly negative. Coverage of the current refugee movements thus taps into well-established stereotypes, metaphors and islamophobic narratives: Refugees are often portrayed as a threat to the receiving societies, which tend to be presented as ethnically homogeneous. In this paper, the focus is shifted away from mainstream media to a new and specific type of alternative media: Postmigrant Media; which is media that on the one hand shows migration as an everyday phenomenon and on the other hand brings a critical notion to the discourse on migration. The term 'Postmigrant Media' refers to the notion of 'Postmigrant Societies', which are societies that are in the process of acknowledging and evaluating the social, structural, political and institutional effects of migration. In this paper, results of a critical discourse analysis of the Austrian magazine *das biber*. *Stadtmagazin für neue Österreicher* are presented. *das biber* is mainly produced by (post)migrants living in Vienna and is aimed at both the 'New Austrians' (defined as the second and third generation of immigrants) as well as those who appreciate the city's diversity. The analysis shows that in *das biber*, challenging aspects of the refugee movements are discussed but not dramatized. The refugees' experiences (e.g. of alienation) tend to be related to those of other interview partners (and of the journalists themselves) with 'migrant backgrounds' and are consequently not shown as proof of fundamental differences but as common consequences of encountering new surroundings. At the same time, the Austrian society is presented as already being ethnically and religiously diverse and thus well capable of integrating the refugees (e.g. as students with 'migrant backgrounds' who speak Arabic are able to help Syrian children in class). Accordingly, the coverage of the refugee movements by *das biber* serves as an example of the Postmigrant Media's potential of transcending dominant notions of belonging, inclusion and exclusion.

## PP 576 Constructing an Imperial Portuguese-Ness Through Media Practices: The Case of Portuguese Muslim Women of Indian and Mozambican Origins

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The history and the role of the media in forging a Portuguese Empire have only recently started to be unveiled and narrated. Despite the acknowledgement that the media, together with the Great Exhibitions and colonial schooling, to name but a few, constituted important means of propaganda of the New State Regime (1933–1974), aiming at engendering an Imperial Nation and constructing colonial identities (Ribeiro, 2005; Ribeiro, 2014; Cairo, 2006; Errante, 2003; Matos, 2006), not much is yet known with regard to how these tools have been appropriated, nor as to how they have had an impact both on the perceptions of the Empire, and on the senses of Imperial-ness/ Imperial Portuguese-ness among those who have actually experienced them and lived alongside them. This paper aims to contribute to this reflection by providing an analysis of the memories of the everyday life, in particular of media

practices (Coudry, 2004), by Portuguese Muslim women of Indian and Mozambican origins, who lived in colonial Mozambique up until 1975, having migrated to Portugal from that date onwards. It addresses the significance of the remembered radio broadcasts and print media back in colonial Mozambique in the constant negotiation and construction of a gendered imperial Portuguese-ness and in the perceptions of the Portuguese Empire among these postcolonial subjects. Such a reflection aims as well to contribute to the discussion of the (dis)continuities between the colonial and the postcolonial within the framework of the Lusophone postcoloniality, while also putting in evidence the way through which past mediations of the Empire overseas have shaped past, present and future (post)colonial identities.

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## Gender on the Move: International Female Students, Identity and Mediated Practices of Mobility

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Female international students outnumber male in the migration population of the UK (UK HESA, 2015). Existing literature on student mobility is replete of national trends and statistics (Field, 2014), yet it still misses to highlight the gendered dimensions of international student mobility. The apparent knowledge gap also dismisses gender-related processes, including gender identity formation, self-presentation and performance, adjustments resulting from corporal mobility and integrated communicative practices. Actually, the available theoretical frameworks stubbornly ignore the significance of mediated practices of mobility in relation to the experiences of international students who build their gender identity in the crossroads of the cultural shock. Consequently, this academic neglect opens a relevant research strand that grows in the intersection of three well-consolidated fields of literature: gendered geographies and spaces (Mahler and Pessar, 1994; 2001, McDowell, 1999), media and transnational migration (Georgiou, 2006; Kim, 2011; Madianou, 2011) and international student mobility (Findlay, 2010, 2011; Gargano, 2008). This is where this paper is embedded. Hence, the objective is to bring these lines of scholarship previously held apart into a conversation to create new understandings of international women's reconstructions of gendered selves in the context of mediation and across multiple student-inhabited transnational spaces. In this emerging frame, ICTs are approached as restructuring interconnections between experiences and practices of transnational mobility, gender, identity reimagining and remembering. As such, this paper explores the complex ways in which the multiple on-going virtual transnational communications shape and mediate the performative practices of gender, memory and ultimately the construction of selfhood that occur in the context of international student migration. Based on a set of qualitative open interviews, employed in parallel to multi-modal strategies such as reflective reports of the communicative engagements of the participants, this work introduces the first empirically grounded insights on the trajectories of the international students across their media practice. These findings are analysed according to the narrative enquiry methodology, whereby the narratives of the participants are treated as the biographical articulation of social forces, cultural practices and personal memories. The paper deals as well with a double critical discussion involving both the methodological strategy adopted and the theoretical opportunities of this approach. Before the end, the text introduces the forthcoming developments of this extensive research program.



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As the theme of the 2016 ECREA conference indicates, media and communication technologies play a key role in the way in which current-day discontinuities, dislocations, and fragmentations take shape. This becomes apparent in the case of the Kurds, a diverse ethnic group that mainly lives in Turkey, Iraq, Syria, Iran, and the diaspora (particularly in Western Europe). Kurds are entangled in some of the most pressing conflicts in the Middle East such as the conflict between the Turkish state and Kurdish insurgent movements, the Syrian civil conflict, and the international fight against Islamic State. These conflicts have in common not only their trans-border character but also the centrality of mediated communications. It has become difficult to understand current-day conflicts in the Middle East, as well as the position of minorities (like Kurds) therein without paying attention to propaganda, counter-propaganda, transnational mobilization, activism, and surveillance through media technologies. At the same time, last decades have seen the development of distinct Kurdish mediascapes that were previously absent due to political, economic or technological obstacles. And while Kurdish mediascapes develop differently across local, regional, national and diasporic settings, it is clear that they have gained prominence thanks to new media technologies. The aim of this panel is not only to provide an overview of recent research on these emerging Kurdish mediascapes that offer new possibilities for dealing with discontinuities and dislocations, but also to thoroughly investigate the role that media play in shaping fragmented identities among Kurds in the Middle East and the diaspora. In order to do so the contributions in this panel will consider diverse aspects of media and communication including policy, censorship, production, and reception, using a range of perspectives from journalism studies, sociology, political economy, and cultural studies. The reason for submitting this proposal to the 'Diaspora, migration and the media' division is twofold. First of all, as mentioned above, transnational and diasporic production and audiences play a central role in emerging Kurdish mediascapes. Kurds are often noted for their nation building in the diaspora, which has developed very much through technologies such as satellite television and social media. Secondly, the panel explores in different ways some of the core themes of this division by focusing on politics of difference and identity, inclusion and exclusion, and ethnic identity.

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## "Reporting with Your Conscience:" Kurdish Journalists and the Fields of Witnessing

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The defeat of the Islamic State (ISIS) by the Kurdish forces in Kobane at the Syrian-Turkish border in February 2015 attracted much attention from international news media. In Turkey, on the other hand, the stance of mainstream news media in relation to both the conflict and its immediate outcomes, such as thousands of refugees fleeing to Turkey, remained parallel to the political rhetoric disseminated by power holders who tended to label both sides as terrorist enemies of Turkey. Even though Turkish news about the conflict in Kobane was sporadic and often propagandistic, Kurdish journalists from Turkey working either freelance or affiliated in the region continued reporting on the war via alternative news channels, social media, and international news agencies. Based on ongoing ethnographic research on Turkish news culture, this presentation draws on interviews with ten journalists who reported from within Kobane and in Suruc across the Turkish border between September 2014 and February 2015. These journalists note that they did not simply report on the tragic events, casualties, or refugee camps: rather, they geared their journalistic practice in order to create what Torchin has called 'witnessing transnational publics' (2012). Furthermore, they at times subverted the journalistic ideal of 'professionalism' in order to produce and circulate news that countered the propaganda messages prevalent in Turkish media. While emphasizing the tension imposed by the myth of objective journalism, the journalists interviewed claim in divergent ways that their reporting was critical in the YPG/YPJ's struggle against ISIS.

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## Independent Kurdish Media in Syria: Conflicting Identities in the Transition

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The Syrian uprising in 2011 was accompanied by the birth of a new generation of media outlets trying to offer different narratives to those of the regime. Having gained a certain level of autonomy from both regime and opposition forces, the regions historically inhabited by Kurds have also witnessed the emerging of local media: televisions such as Ronahi TV, magazines and newspapers such as Welat, Buyer and Shar and radios such as Arta FM and Welat. Indeed, Syrian Kurds have for the first time in their history the opportunity to speak for themselves. However, they are confronted with the problem of where to direct their voices and which kind of political role they aim to play in the future of the region. This paper aims first of all at mapping the field of emerging Kurdish media in Syria and analysing some of the main features of these outlets by situating them in the larger context of emerging Syrian media. Moreover, the paper explores how these media were born and which kind of roles they intend to play in the current political context of the Syrian uprising and the future of Rojava. It also aims to analyse the political identity that these media tend to offer, and how they position themselves towards the issue of the Kurdish identity in general and in Syria in particular. Finally, focusing in particular on media formally independent from political parties, we intend to investigate to which extent these media have been capable at influencing the international coverage of Kurdish issues in Syria as local partners and mediators.

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## Press Freedom and Soft Censorship in Iraqi Kurdistan: The Cases of Rudaw and NRT TV

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Soft censorship is an indirect but significant mechanism of media control which impedes journalistic independence and democratic debate, and restricts freedom of expression. Recently some papers and international reports have been published on the influence of soft censorship on democratic transition processes (Hung 2013; Bernhard&Dohle204; Kenyon 2014; Bensaid&Ziani 2015; Reporters without Borders 2015). The aim of this paper is to analyse the implications and mechanisms of soft censorship in Iraqi Kurdistan, a region in which there has been no critical media research to date. In so doing we will focus on media organizations Rudaw and NRT TV. First, their reporting on the presidential elections in Kurdistan Region\Iraq will be analysed between June 2015 and January 2016. Second, in-depth interviews will be conducted with 16 journalists who work for Rudaw and NRT TV regarding their reporting on the presidential elections, focusing on their journalistic choices and on the restrictions they have encountered.

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## Diaspora, Social Networks and the Internet

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A key characteristic of diasporas without a home-state is their strong ethnic group consciousness, based on shared memories of trauma and loss but also on the shared political aspiration for an imagined homeland (Anthias 1998; Bruneau 1995; Cohen 1997; Safran 1991). Diasporas sustain a sense of community, across and beyond the locality, through various forms of communication and online and off-line networks (Peters 1999; Raghuram 2008; Keles 2015). The internet, in particular, has reconnected geographically dispersed people. This new virtual, deterritorialized conversation between diasporic individuals may help build social capital through exchanging information and political knowledge and enhancing grassroots' activism such as fund-raising for homeland politics and sharing business ideas and relations across national borders. This may also allow diasporas to form multiple belonging and deterritorialized, cosmopolitan identities (Nedelcu, 2012). These networks simultaneously constitute resources and opportunities for individuals and social groups to overcome disadvantages in the majority society. In this sense, the paper attempts to explore the role of the internet in connecting diasporas without a home nation state, encouraging subordinated people to participate in civic society and creating a collective source of digital social capital in the diaspora. It examines the role of the internet and more specifically social media in building networks and accumulating social capital for the Kurdish community in the UK. Some scholars working in the field of social capital have identified the corrosive effect on social capital as defined by Putnam (2000) of the privatisation of leisure through domestic consumption of electronic entertainment which has undermined membership and activism in local civic life. However diasporic communities offer a counter case study where social capital, rather than being in decline has been enhanced through the capacity of the internet, by compressing time and space (Nagel and Staehel 2010) to enable diasporas to create virtual communities and 'network capital', defined as the "capacity to engender and sustain social relations with individuals who are not necessarily proximate, which generates emotional, financial and practical benefit." (Larsen et al. 2008: 93). This article explores the linkages between diaspora, the internet and the concepts of social capital. Drawing on three different research projects on the Kurdish community in the UK including data I have collected with 20 Kurdish young people in the UK on return migration and the social media (2015). This paper is also based on the research I have collected with 25 Kurdish transnational audiences from diverse backgrounds in London to examine the role of the transnational media in articulating and mobilizing different political and identity positions for Kurdish migrants in 2009 and with colleagues for IOM-Iraq on Iraqi-Kurdish migrants with insecure migration status in the UK (2011). It argues that the internet, particularly in the form of social media contributes to the growth of social networks, social capital and the community's cultural and political participation within and across nation state borders.

PN 302

## Media Freedoms Through Young Eyes: Perceptions Among Kurdish Youth in London and Istanbul

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It is widely acknowledged that media freedoms play a central role in shaping intercultural dialogue, peace building and democratization (Howard 2002; Radoli 2012; UNESCO 2014). There is growing academic interest in this area, and increasingly, scholars also turn to citizens and audiences in order to investigate public perceptions of media freedoms. Few studies, however, address such perceptions among youth who are living in a context of conflict. Addressing this empirical gap, and drawing upon critical strands of research on media freedoms and cultural studies, this study explores how Kurdish youth perceive media freedoms within the context of the on-going conflict between the Turkish state and Kurdish insurgent groups. Growing authoritarian tendencies and media surveillance in Turkey form the background of this study. In order to include a diasporic perspective on the topic, two different populations are studied: Kurdish youth (18–30 years old) in London and in Istanbul. These populations differ significantly in terms of demographic variables, identity construction and media consumption, but have important commonalities such as their aversion to the Turkish regime and their avid use of social media. The study fits within a larger project on media and conflict among Kurds, conducted in 2013–2016, but for the current paper the main data are 13 focus group interviews with young Kurds, as well as a series of informal conversations conducted during fieldwork in London and Istanbul. The results point on the one hand to severe irritations about the lack of media freedoms in Turkey and the harmful effect on youth's imaginations of peace building. On the other hand the study clearly shows that respondents value and exploit the potential of new media technologies to circumvent these obstacles, instead conceiving alternative 'imaginations of peace', as Baser and Celik (2014) describe it. Mainstream European media (especially British media) are seen as allies for Kurdish emancipation, although this also has its limits due to the perceived biased and orientalist reporting on minorities such as the Kurds. Furthermore, results show remarkably similar results among Kurds in Turkey and in the diaspora, which opens up questions about the tensions between national media freedoms and transnational networks of solidarity.

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## Ethnic Diversity in Entertainment: The Representation of Minorities in Fictional and Non-Fictional Television Programs

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In times of increasing globalization and rising numbers of refugees arriving in Europe, the representation of ethnic minorities in mainstream media is still a highly relevant research field. Based on different theoretical concepts, scholars argue that the public representation of a social group is crucial for its integration: It is hypothesized that the portrayal of a minority group, on the one hand, affects the self-perception of minorities as a part of society and, on the other hand, influences the majority's perception of the minority (Vlasic 2004). However, we know little about how minorities are portrayed in entertainment programs, which, at the same time, are a substantial part of the audiences' daily television intake. So far, empirical research focuses on the question how minorities are represented in news coverage. A cross-national study investigating print and television news of 15 European states showed similar patterns in the coverage of ethnicity in these countries: Minorities are under-represented in the news and news stories with an ethnic dimension are characterized more negatively than non-ethnic stories (Ter Wal 2004). Naturally, entertainment – other than news – has a larger margin to portray minorities positively. North American studies show that ethnic characters in television fiction are often subject to negative stereotyping. However, they also found instances of counter-stereotyping (Mastro/Greenberg 2000). In Europe, research on minority representation in entertainment is still rare. Existing studies mainly focus on fiction with a plot centered on migration issues (e. g. Ortner 2007). This paper takes a new angle: We ask whether the identified patterns regarding minority portrayal in news coverage can also be observed in television entertainment. In contrast to existing studies, we analyze conventional television entertainment, which means programs that do not necessarily focus on ethnicity. This perspective requires the methodological discussion of how ethnicity can be measured in programs that do not primarily deal with this issue. Furthermore, this paper investigates to what extent minorities are represented in various programs and on different stations. Finally, we examine if minorities mainly appear to be active or passive actors. To answer these questions, we conducted a content analysis of the eight biggest television stations in Germany whose programs were recorded for one day in April 2015. The material was classified by formal characteristics; all information-based genres and non-domestic entertainment productions were excluded from further analysis. In total, 57 entertainment programs produced in Germany were identified. They add up to more than 67 hours of screening and include films and series, 'classic' television shows, a casting show and scripted reality shows. Regarding the methodological questions, our paper shows that ethnic diversity can be measured in a twofold way: The group status (majority/minority) was coded for every character engaged in the plot or the show. Secondly, all public scenes and shots of the audience were analyzed. Results show that diversity is portrayed in all genres and by public as well as private broadcasters. Furthermore, the audience is explicitly made aware of the ethnicity of active characters most of the time.

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## Recipients' Framing of "Europe's Refugee Crisis" on YouTube. A Quantitative Content Analysis of Public Comments

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As issues of migration get widely and controversially covered by the media we were interested in how audiences interpret "Europe's refugee crisis." Referring to framing as theoretical background, namely the definition by Entman ("To frame is to select some aspects of a perceived reality and make them more salient [...] to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation [...]"), we used quantitative content analysis to investigate how people expressed their thoughts about refugees coming to Europe in comments posted on YouTube. Even though, discussions in social media are only a small and notably part of people's everyday communication they expose relevant patterns of interpretation among recipients – being also observable retrospective. Our study covers two related questions: RQ1) Which frames/ frame elements are addressed in YouTube comments on "Europe's refugee crisis"? RQ2) Does the allocation of frame elements changed during the period under study? We included 869 posts (mostly written in German/ August 2015–January 2016) commenting on 21 diverse videos (having at least 1000 views, not longer than 4 minutes and tagged by the topic "refugees") which were released during last summer's onsetting debate (July–September 2015). Each of the four set frame elements (as theoretical suggested) was measured by a separate category. Additionally, we adopted frames from studies on migration (e.g. from d'Haenens & Bink 2007; Thorbjørnsrud 2015) to settle them at the content level. Here, it has to be mentioned that limitations of reliability from the 10 coders involved were not based on (in)accurately identifying the presents of an element but mostly due to different decisions about which frame it genuinely belongs to. Analysis show dominating frames concerning the threat of terror, questions of integration and of administration, addressed in 11%, 11%, and 9% of all comments as problem definition (=RQ1). Not all interpretations corresponded to frames we had deductively determined. Moreover, only 15% of all comments included a frame consisting of all belonging elements. Results leaving open if it might a) not be convenient to include a complete self-contained frame into a rather short comment or b) not be even necessary for writers/ readers of comments to do so because of the mutual activation connecting different elements. As important events and changes in news reporting can alter public discourse interpretations of recipients should be measured repeatedly (Brosius & Eps 1995). To investigate and exemplarily illustrate such possible discontinuity we compared comments posted in the months before and after the attacks in Paris on November 13<sup>th</sup> 2015. Although the frame denoted to the threat of terror was already frequently addressed before the attacks (problem definition in 11% of all relevant comments (n=600)), the reference to it increased in the following months (15% of n=123) pointing to changes in the framing of "Europe's refugee crisis" (=RQ2). Investigating audience's (changing) interpretation of such a "paramount discontinuity" give insights in how people use information, (try to) make sense of it in a way that might resonate with existing and form impressions by communicating their thoughts to others.



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## The Engagement of African Diaspora Audiences with African Film Festivals in Brussels

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After decades of western cinema and filmmaking implicated in 'othering' African people and their culture, producing racist stereotypes and symbolically violent images of African life and dehumanizing the gaze of African people, the early 1960s saw the coming of African filmmakers who understood cinema as a critical medium for cultural citizenship and empowerment (Dovey, 2009). As a result, from the mid-1960s the first African film festivals emerged with Journées cinématographiques de Carthage and Festival Panafricain du Cinéma de Ouagadougou. The rise of these two film festivals soon caught the attention of renowned European film festivals like Cannes and Berlin. From there on, African film festivals started flourishing throughout European cities (e.g. Africa in the Picture, Amsterdam) (Dovey, 2015). African film festivals in Europe were established not only to create a space where African filmmakers could network with global film industry professionals, but also to contribute to community-building, cultural democracy, empowerment and participation – aka cultural citizenship (cf. Hermes, 2005). By providing the forum for lively interplay between filmmakers, curators, scholars, political activists and audiences to gather and share experiences, the festivals met the need for spaces where not only European, but also African diaspora communities could engage with African films, which were (and still are) massively absent in the offer of mainstream media outlets. However, notwithstanding the proliferation of African film festivals all across Europe, African diaspora audiences are remarkably unfamiliar with these happenings. African film festivals outside Africa seem to fail in fulfilling their promises to African film-makers and African audiences (Diawara, 1994). Why is there a low attendance of the African diaspora audience at these festivals? Which cultural, social and economic barriers help us understand why African people living in Europe do not feel part of these events? And how are the African film festivals in Europe dealing with this deficit? These research questions are dealt with in a multiple case study of three Belgian African film festivals: Afrika Film Festival, Massimadi Film Festival, and the Festival International du Film Africain de Belgique. Building on (1) interviews with the festival organizers, filmmakers, distributors, audiences and African cultural institutions, and (2) observations of the organization and actual proceeding of the festivals, we explore the dynamics of in/exclusion in the way the festivals are conceived, promoted and experienced. Belgium is hereby an interesting country-case because of its large African diaspora population, most notably the three former Belgian colonies (Congo, Rwanda and Burundi) as well as Morocco, Cameroon, Senegal and Cote d'Ivoire. Nevertheless, African people still find it difficult to gain their foothold, both socially and economically, in a society that has never dealt and consequently never moved on from its colonial past. References Diawara, M. (1994). 'On Tracking World Cinema: African Cinema at Film Festivals', *Public Culture*, 6(2): 385–396. Dovey, L. (2009). *African Film and Literature: Adapting Violence to the Screen*. New York: Columbia University Press. Dovey, L. (2015). *Curating Africa in the Age of Film Festivals*. New York: Palgrave Macmillan. Hermes J. (2005). *Re-reading popular culture*. Malden: Blackwell Publishing.

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## Identity Performances on Social Media in Everyday Life: Mundane Expressions of Nationalism and Cosmopolitanism Among Serbian Londoners

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This study explores how Serbian Londoners navigate the digital media environments and negotiate their identities on different platforms, in order to make an argument about whether different media invite different identities and in what ways. It also aims to examine whether there are cultural differences in how these participants appropriate different platforms. In particular, I look at mundane expressions of nationalism and cosmopolitanism among Serbian Londoners, in order to understand broader political and social implications of their everyday communication practices. Some recent studies have showed that the affordances of digital media are not neutral: they may shape users' interactions and thereby may enable certain dynamics (see, Baym 2010, boyd 2010). Therefore, I draw on Madianou and Miller's (2012) concept of polymedia in order to understand how people perform their identities in digital media environments in their everyday life and what role the affordances may have in this. On the other hand, Miller (2010) argues that Facebook does not have meanings outside the way people appropriate it. This also opens up room to examine whether any of these platforms have been "Serbianised", in the way as Facebook is being "Trinidadianised," according to Miller (2010), and if so, how. Further, this study looks at the role of ambient co-presence and mediated interpersonal communication in shaping a sense of belonging. I also follow Hall's (1990) understanding of identity as contextual and always in process. In line with this, this research takes a bottom-up approach to studying cosmopolitanisms and nationalism as identities that are lived and performed in everyday life, constituted of a set of practices and dispositions. It draws upon the concepts of banal nationalism (Billig, 1995) and ordinary cosmopolitanism (Woodward and Skribis, 2010). The aim is to understand the role of the quotidian manifestations of nationalism in polymedia environment, embedded in ordinary words and images, in a sense of belonging among this group, as well as how they negotiate their cosmopolitan identity in relation to a particular context. Therefore, this study tries to examine if the normative element of cosmopolitanism can indeed be eliminated and invites the readers to rethink these concepts. To this end, I have been conducting ethnography, including online ethnography, in-depth interviews and visual analysis since summer 2015. The conclusions will be drawn from ethnographic fieldwork and interviews conducted with about fifty participants, an equal number of men and women, all of whom are adults and have lived in London for at least two years before being interviewed. Data will be analysed in relation to three generations that have been identified, as they tend to show different characteristics, patterns in behaviour and communication practices. The first generation constitutes people who arrived in the UK before the 1990s and are UK-born, the second refers to those who came in the 1990s and shortly after, and the third generation is consisted of people who arrived after 2005. Key words: social media, polymedia, identities, Serbian Londoners, banal nationalism, banal cosmopolitanism, affordances



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Based on the complex Korean social culture of internalised racial discrimination, "white fetish" and Korean media's "over-embellishment" on the West, the West thus becomes a socially constructed terminology. Whiteness counts with a remarkable social status; white men and westernised lifestyle are generally perceived as emblems of Western modernity (Kelsky 2011). Therefore, the perceived media discourses of "being international" as a social capital within the Korean society and, at the same time, as a core push factor of the decision for young Korean women to move abroad. Several studies have already examined different pathways through which media can generally lead to the creation of "imagined world" amongst the audience (Apadurai 1989, 1990, 1996; Sun 2002; Fujita 2004, 2006); and, more importantly, how it can contribute to the creation or constant redefinition of identities, especially within a context of transnational mobility (Gillespie 1995; Madianou 2005). Regarding this latter aspect, previous studies aimed to further explore a diasporic perspectives on identities, arguing that their construction has been and continues to be transformed through relocation, cross culture exchange and interaction (Madianou 2005). Building on Foucault's work, Butler (1993), for instance, argued that modern notions of identity are made up with regulatory ideals of what normal people are expected to live up to, although in most cases, identities are actually created through social practices as performance. Hence, the analysis of identity, especially of people in diaspora, should be examined in specific contexts. This paper aims to assimilate existing literature on media and diaspora to draw a historical pattern of performative identity, as well as to discuss the phenomenon of "being international" as "cultural grace" (Cheah 1998; Kim 2011) within diasporic Korean women in the global city of London. Leaning upon a critique of Judith Butler's celebrated concept of performativity, which was seeking to shape "stylistics of existence" based on individual subversion of cultural norms (Boucher 2006), through an ethnographic approach combined with "following" in-depth interview and cyber ethnography targeting 20 Korean women live in London, this paper brings refreshments vis-à-vis the intersectionality between the literature on media, diaspora and identity by arguing the social constructivist perspective on performative identity.

PS 038

## The Impact of Online User Comments on the Evaluation of Journalistic Quality

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By giving online users the opportunity to post comments below news articles and clips, journalists aim to include their audience and to gain positive impulses, which, in turn, could lead to an improvement in journalistic quality (e.g. Lilienthal et al., 2015). However, studies (e.g. Jakobs, 2014) show that only a few users write comments. In addition, these users frequently and harshly criticize journalistic efforts and products. Especially such negative and uncivil comments have an impact, for example on the perception of polarization and media bias (e.g. Hwang et al., 2014; Lee, 2012). Admittedly, there have been precious few findings regarding the obvious question of whether user comments have an impact on the audience's assessment of journalistic quality: Prochazka et al. (2015) determined that user comments led to a poorer appraisal of news articles. Sikorski and Hänel (2016), meanwhile, were able to show that negative user comments – which focused on the person who was negatively portrayed in the text – resulted in a better perception of the article's quality than mixed comments. Despite these results, it has yet to be assessed how the interaction of user comments and actual journalistic quality is structured. To prove this, two experimental studies were conducted. Study 1 (n = 164) was based on a 2 (high vs. low quality of a journalistic article) x 2 (predominantly positive vs. predominantly negative user comments) between-subject design. In Study 2 (n = 207), participants took part in an experiment with a 2 (high vs. low quality of a journalistic news clip) x 3 (predominantly positive vs. predominantly negative vs. no user comments) between-subject design. In both studies, journalistic quality was measured in general, as well as with regard to various dimensions of quality (e.g. validity, transparency, comprehensibility). In addition, control variables were measured. The results of study 1 indicate that under the predominantly positive user comments condition, the high quality version of the article was slightly more positively evaluated than the low quality version. With the negative comments condition, both article versions were appraised nearly identically. The direct influence of the user comments was highly intense: with the predominantly negative comments, the evaluation of the article was significantly poorer than with the primarily positive comments. Study 2 showed that the negative comments led, again, to a clearly poorer evaluation of the news clip's quality. In the case of the low quality version, however, the positive comments led to a better appraisal of the news clip, compared with the evaluation of the control group. It remains to be seen whether user participation has a positive effect on journalistic quality in the long run. However, the effects of user comments show that the evaluation of journalistic performance can be significantly influenced by such participation. Considering that in reality, user comments are predominantly critical, it is worrying that their effects on the evaluation of journalistic work are rather negative.

PS 039

## Sport Practitioners' Communicative Networks

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Sport practice in Europe is traditionally bound to sport clubs. Sport clubs offer their members a community, an identity, training facilities, coaches and partners. Sport clubs are still prevalent and important, but as recreational, non-competitive, health-related exercise is becoming more popular, many individuals practice sport without being members of a club. Without the support of cohesive sport clubs, practitioners use their personal networks to connect to other practitioners. Networks of practitioners are created and maintained both offline and online, and the online and offline domains are interconnected by a constant flow of communication between them. Social media makes it easy to bond and connect, to create and maintain the networks that practitioners create. On social media, people share sport-related material such as exercise data, information about events, locations, techniques and equipment as well as stories about success and failure. With the help of smartphones, action cameras, activity trackers and new mobile applications, the popularity of sport-related social media practices is growing. Through social media, sport culture has made a shift to the network era (see Castells 2009), and yet there is not much research made on the networks that sport practitioners create. This paper is linked to the dissertation research in which I study how and why sport practitioners form social contacts, share resources and produce communality in the era of the network society. This paper has its focus on social networks that are studied from two perspectives: 1) networks of practitioners and 2) networks of liquid communities. Liquid communities (see Maffesoli 1995; Bauman 2000) are here understood as online and offline sites, events and meetups. These communities provide platforms for network members to meet and interact. An individual may belong to several communities, and thus through individuals, different liquid communities are linked together. This paper answers three questions: 1) Why does contemporary recreational sport manifest in social networks? 2) What are the flows of communication in sport practitioners' social networks? and 3) How is the network of practitioners connected to the network of liquid communities? During the next five months I will collect and analyze the empirical material that I propose to present in the ECREA 2016 conference. The material is comparative as it is collected via two case studies. The first case examines trail runners' social networks in Finland, and in the second case rock-climbers' networks in Germany. I will use network analysis to study social links, clusters and flows of communication in practitioners' networks. Moreover, I will examine how networks of practitioners are related to different liquid communities online and offline. This paper contributes the theoretical discussion about the network society, liquid organization and new collectivism. Moreover, this paper discusses the role of social media in network-based organization.

PS 040

## The Role of Fans as Translators and Content Spreaders: Promoting Spanish TV Series Abroad

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The fandom of Spanish television series is a growing phenomenon. In particular, some of the latest productions by the Spanish public service television (Televisión Española – TVE) are causing a huge impact on audiences who are becoming more active on the Internet through social media platforms, blogs and forums (Jenkins, Ford & Green, 2013; Chávez Ordóñez, 2014; Quintas Froufe & González-Neira, 2014). This is a brand new landscape in Spain because, among other reasons, there is a stigma based on the alleged poor quality of most Spanish television shows. Furthermore, the audience (Busse & Gray, 2011) of these shows is not only limited to Spain but spreads to other areas where Spanish is spoken, especially Latin American countries. Many of these television series are not translated to other languages, prompting many fans to promote their episodes and ancillary content in non-Spanish speaking cultures. Thus, these materials are translated into English and other languages, and posted on a variety of digital media such as Tumblr, YouTube or Twitter. A transnational and transcultural perspective (Chin & Morimoto, 2013; Siuda, 2014) is at the centre of this kind of fan activism- a sense of pride pervades fan discourse as Spanish fans openly support their national television products and, at the same time, they are increasingly aware of the Spanish language and culture as a barrier to sell domestic series abroad. In this sense, this research is focused on the fandom of 'Isabel' and 'El Ministerio del Tiempo' ('The Ministry of Time', alternatively 'The Department of Time'). Both shows are produced by Televisión Española, and also have in common some plotlines and motives about Spanish history and culture. The methodology used in this research is based on discourse analysis (Van den Bulck, Claessens, Mast & Cuppens, 2015), virtual ethnography (Boellstroff, Marcus, & Taylor, 2012), and interviews and surveys with fans (Evans & Stasi, 2014), with the aim of analysing the strategies and motivations of fans when creating and spreading this kind of content on the Internet. The results revealed some preliminary conclusions for discussion: 1) The fandoms of 'Isabel' and 'El Ministerio del Tiempo' are genuinely worried about the content quality and the role of public service in the shows produced by Televisión Española; 2) Fan communities are well organised when it comes to spreading their content online. In this sense, fans have two main motivations. On one hand, sharing canonical content in other languages (subbing episodes, creating GIFs on Tumblr...) and, on the other hand, creating derivative works (mainly fan art, fan fiction or fanvids).

PS 041

## Conceptualizing the Uses and Effects of User Comments from Various Perspectives

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In recent years, online media have become an important source of information. This did not only affect the routines of production and distribution of media content: By offering a platform for users to immediately comment articles, mass media give room to readers' interpretation which have been largely forced to be passive in the past. Besides, the increasing use of social network sites such as Facebook has enlarged the possibilities for users to interact or express their opinions. Yet, only a small fraction of the readers uses the low threshold possibility to participate actively in online discussions related to articles (Boczkowski & Mitchelstein, 2012). Additionally, the few active users often write rude comments offending other users or news media organizations (Coe et al., 2014). Nevertheless, it has to be taken into account that journalistic content is embedded into a context of readers' opinions which might affect those who decide to read it. On the one hand, user comments might have the potential to enlarge the interpretive framework of articles (Baden & Springer, 2014). The writers seem to be independent and authentic (Diakopoulos & Naaman, 2011) and their comments have the potential to change attitudes or serve as a cue for the assessment of public opinion (Lee & Jang, 2010). On the other hand, journalists read the comments and get feedback for their work; in this context, comments can influence further reporting. Finally, journalists integrate user comments in their article to illustrate public opinion on an issue. In order to advance our understanding of the various facets of user comments, the panel connects different research activities in this field. All presentations investigate the phenomenon of users' participation in digital public, but address the object from different perspectives and analyze it with the help of different methods: The first presentation will outline theoretical perspectives and research approaches with a focus on the effects of user comments on journalists and readers. Taking this as a starting point, the second presentation will show results of a content analysis of factors stimulating the number and interactivity of user comments on Facebook news sites. Referring to the ideal that comment sections might be the "marketplace" where deliberative ideals come true, the third presentation will include a two-study-design on the influence of argument quality on the persuasiveness of online user comments. Besides, user comments might not only influence the opinions toward an issue: The fourth presentation will present a 2-study-design and investigate the effect of the valence of user comments on perceived news quality. The last presentation will complete the panel with two studies on the effects of user comments on the evaluation of scandalized individuals and on the attribution of responsibility.

PS 042

## The Effects of Argument Quality in Online User Comments on News Media Websites

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Along with the digitalization of communication, there has grown a hope that comment sections in the internet might be the "marketplace" where deliberative ideals come true because only the best arguments count (e.g. Dahlgren 2005). Regarding the deliberative demand, it is important whether the persuasive effects of user comments can be enhanced by the quality of the arguments used. For instance, incivil and rough user comments polarize readers' attitudes (Anderson et al. 2014). By contrast, persuasion research indicates that arguments are especially effective, when they meet the criteria of logic and are supported by evidence (e.g. Reinard 1988). In our study, we ask whether this holds also true for online user comments: Does argument quality enhance the effect of user comments on readers' attitudes toward an issue? In order to answer this question we conducted two 2x2 web-based-experiments. We

placed four user comments below a balanced article of a fictive online newspaper. In both studies we manipulated the valence (IV1) and the quality (IV2) of arguments in fictive user comments. In study 1 (n = 102), weak arguments solely included a (unfounded) conclusion. In the 'strong argument condition' logical rationales supported the conclusions. In study 2 (n = 133), the 'weak argument condition' remained unchanged. In the 'strong argument condition' we added external evidence (e.g. links) or statistics to strengthen the logical rationales. In all conditions, the valence of user comments was manipulated by arguing against or in favor for the legal use of antidepressants in air traffic. As independent variable the attitude towards the issue (4 items,  $\alpha = .87$ ) was measured with 5-point-Likert-scale. In ANOVAs we tested whether higher argument quality enhances the effect of user comments (IV1\*IV2). The manipulation of the valence of user comments was successful in both studies. In study 1 however, participants did not recognize differences in argument quality. We found effects of argument valence but there is no significant interaction effect of quality and valence of user comments on participants' attitudes. In contrast to study 1, the manipulation of argument quality by using evidence and statistics was successful in study 2. Here, we find an interaction effect: only in the 'strong argument condition' negative comments ( $M = 2.45$ ;  $SD = 0.72$ ) lower readers' acceptance of pilots flying with antidepressants significantly compared with positive comments ( $M = 3.10$ ;  $SD = 1.02$ ) ( $F(3, 125) = 9.47$ ;  $p < .01$ ). Obviously, argument quality does not affect the attitudes of readers of online comments under all circumstances. In contrast to the assumptions of theories of deliberation, a simple justification of an argument is not enough to be recognized as high argument quality in the online world and, therefore, does not enhance the effects of online comments. Instead, only comments which use evidence or statistics are recognized as well-grounded arguments and enhance the effects of a comment.

PS 043

### Issues, Tools and Good Practices in Using New Media in the Communication Office of Small to Medium Size Theatre Organizations

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The word theatre includes all the performing arts (Conte & Langley 2007). Performing acquires its meaning by the existence of audience. Under this perspective, theatre is a product that subjects to the laws of marketing. The communication office belongs to the third "P" of the marketing mix (McCarthy 1960) with main responsibility to obtain free mentions and coverage for the products of the organization (Conte & Langley 2007). Technology provided solutions to many problems and diminished the expenses of the communication offices for processes such as the postage of press releases, photographs and visual promotion material. The emergence of the Internet and social media gave theatres new opportunities of communication. This form of media "describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues" (Blackshaw & Nazzaro, 2004, p.4). Studies have shown that communication among peers through social media may affect the attitude of new users towards a product (Wang, Yu & Wei 2012). This paper suggests tools and good practices for using the new media in order to promote the work of small to medium sized theatre organizations, by connecting the facts and characteristics of the new media with the every day practices of communication officers. It also contains a collection of tips by communication professionals obtained through bibliographical research. Key words: social media, new media, press office, marketing, good practices

PS 044

### The Vision of Interdisciplinarity and the Reality of Digital Research in the UK

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This paper presents recently collected and under ongoing analysis data from an ESRC-funded study on digital research in the UK. The study explored the employment of digital tools, resources and services by the social research community in the UK, from the stage of designing the research through to data collection and dissemination of the results. It aimed to map out the actual, claimed and potential role of digital technologies in social research so as to offer a critical assessment of the existing and potential innovation pathways signalled by the employment of digital technologies in social research, especially in relation to the development of a digital research culture and the subsequent rise of a digital research community. The interview and ethnographic data of the study demonstrate – among other things – the existence of an emerging community of research-experience exchange and knowledge sharing among researchers who employ digital technologies, tools and services in the UK, but with this community being away from accomplishing the vision of interdisciplinarity. On the contrary, the study found that digital researchers in the UK seem not to be particularly concerned with the subject of interdisciplinarity, while also problematising its meaning and actual standing. The researchers who participated in the study seemed to think that interdisciplinarity does not derive from the employment of digital technologies in research, nor is significantly affected by it. Thus, they did not reflect much on it in association with digital technologies and in relation to digital research in particular. These findings can add to ongoing debates on the meaning and importance of interdisciplinarity, while challenging prevalent assumptions that digital research and interdisciplinarity go hand-in-hand and that one is a prerequisite for and also in need of the other. Furthermore, the study points out the unpredictability of the digital research domain in general, as researchers lack the necessary confidence to make concrete plans and develop specific visions about the use of digital technologies for the pursuit of interdisciplinary research in the future.



## A Matter of Controversy and Power? How News Factors and Secondary Factors Predict the Number of Base and Reply Comments Users Post on Facebook News Sites

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With more and more news organizations becoming active on social network sites (SNS) such as Facebook, there are new possibilities for citizens to publicly engage with news in a more 'social' environment. Research has already begun to explore the characteristics of news stories that stimulate comments on other platforms, yet the results are not comprehensive. Based on news value theory (Galtung & Ruge, 1965), our present study therefore employs a quantitative content analysis to investigate the importance of the different factors identified so far. News value theory was thought of as universal theory of message perception and processing (Eilders, 2006). Its central claim is that both journalists and recipients perceive news stories as worth publishing/reading when they contain certain news factors (e.g., controversy, impact). Moreover, it has been argued that news factors affect users' perceived need to comment on news stories because they increase the users' cognitive and affective involvement (Weber, 2014). Additionally, it has been assumed that so-called secondary factors resulting from the journalistic editing of news stories (e.g., adding opinions, context etc.) affect the way users discuss the news. Yet, these effects have not been tested in a SNS environment. Therefore, we conducted an analysis of nine Facebook news sites over a three-months-period to answer the questions a) which news factors and secondary factors explain the number of 'base comments' (direct commenting of a news item) and b) which news factors and secondary factors explain the number of interactive 'reply comments' (comments responding to other comments). 665 randomly selected articles were coded for 24 news factors and 14 secondary factors. Krippendorff's  $\alpha$  scores exceeded .70 for 32 factors and were not lower than .60 for the rest. These factors (exogenous variables) were related to the number of (base/reply) comments (endogenous variables) using generalized linear models with negative-binomial link. The different news sites were included as controls to ensure validity of the results. The results show that news articles on Facebook receive more base comments when they describe an ongoing or latent controversy, when persons violate or threaten social norms/values, when the event occurs close to or in the users' home country (proximity), when the actions of influential persons/institutions are described (power), and when the news stories report oddities. Moreover, news stories about concrete actions and decisions (facticity) are more commented on while a high uncertainty regarding the causes and consequences of the event reduces comment numbers. Regarding secondary factors, journalistic prompts at users to voice their opinions and emotions in headlines/teasers both increase the number of base comments while positive journalistic appraisals decrease them. The number of reply comments per news story strongly correlates with the number of base comments. Beyond that, the factors controversy, obtrusiveness (issues most users have personal experience with), power, and duration (events without a determined beginning and ending) further explain the number of reply comments. The results will be discussed along with a currently ongoing analysis of how news factors and secondary factors correlate with specific contents of comments (incivility, additional information etc.).

PP 062

Ensuring Children's Rights Online in Turkey: From Ethnographic Insights Towards a Firm Governance

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As the UN Committee on the Rights of the Child remarked, Turkey has “yet to adopt a comprehensive rights-based approach to the strategy” and “the culture of child rights remains weak.” Especially when it comes to children's rights in the digital age, awareness about child rights remain even weaker and limited with the right to protection of the children from harm. However, to have a chance to express themselves independently of their family and their community, children must be aware and should be empowered of their own rights, especially when using their right to participate as an agent in the digital age. Existing or proposed paternalist laws that negatively function against digital participation cannot allow children's own agency to protect themselves and to participate. Existing official discourses or legislative propositions still submit “children's online protection” as a pretext for censorship and prohibitions. There should also be legislation that will promote positively about the participatory potential of digital communications. Right to participate gives responsibility to all adults around child. Family, school, community, industry and government have role to bring up safer spaces for children's online/digital experience. In this paper, the responsibilities of parents, government and industry separately will be addressed and considered on the basis of the main points that are emphasized in the UN Convention on the Rights of the Child, namely “the right to protection from harm, the right to provision to meet needs, and the right to participation as an agent” (Livingstone, 2014). Besides, children's needs and requests will be discussed from children's point of view based on our ethnographic data from the children forums and focus groups we participated. The main argument will be that plurality of actors in Turkey should be involved in the process of ensuring children's rights online and that the government should interact with the society, NGOs and industry more broadly. Despite Turkey's first Child and Media Strategic Plan 2014–2018 and (National Child Rights Strategy and Action Plan 2013–2017) Turkey did not take sufficiently step for a holistic approach towards children and media, especially digital media. The possibilities to raise “awareness about children's rights” online, “to bring about behavioral and attitudinal change in favour of these rights”, and “to enhance the abilities of duty-bearers and rights-holders to claim and realize them” in the digital age will thoroughly be discussed, in line with the recommendations of the UN Committee on the Rights of the Child. Children's own experiences and demands on the subject matter will also be given place. Besides, it will also be debated why the governance of the children's rights in the digital age should be contextualized in a network of especially non-governmental organizations and institutions not only at national but also at regional and global levels while constantly keeping children's point of view on focus. Ethnographic insights will substantiate our argumentation.

PP 063

Which Children Struggle More with Privacy Risks? Looking at the Role of Personal Characteristics and Children's Social Context, with a Focus on the Practice of Profile Hacking

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When looking at what bothers children online, they spontaneously mention various kinds of privacy risks. A situation that particularly upsets children is hacked profiles or hacked accounts. Especially when the ‘hacker’ misuses the profile or account to post rude messages or embarrassing pictures, children describe the situation as very problematic and painful, and associate it with feeling worried, unsafe, scared, angry or panicked (Barbovschi, 2014, p. 31–35). As the situation gets more ‘out of control’, negative emotions intensify. When a nasty message is disseminated to a large audience and/or when the perpetrator is unknown, perceived control decreases, and victims report more intense negative feelings (Machmutow et al., 2012; Kowalski, Limber & Agatston, 2012). Sometimes, online bullying is used as an ‘umbrella term’ that covers all kinds of dramatic incidents, including practices such as profile hacking (Barbovschi, 2015, p. 181–186). Assuming that the (emotional) impact of profile hacking is not solely dependent on situational elements described above, our first goal is to investigate the role of personal characteristics and the social context in the way young people feel about the practice of profile hacking. We distinguish between children who were victimized previously and those who did not. In order to understand the impact of profile hacking on young people's wellbeing in a more comprehensive way, we argue it is valuable to look at how children cope with the issue. Previous research suggests that children's coping efforts are related to their risk perceptions. Youth who feel more worried about online privacy risks will be less willing to provide personal information online, are more likely to seek support or advice, and refrain from certain websites (Youn, 2009). Therefore, the second aim of this study is to find out which coping strategies children prefer when confronted with profile hacking, and how these coping approaches are related to personal characteristics and social factors, taking into account the intensity of harm. We conducted hierarchical multiple regression analyses, drawing on a school survey that was administered among 2,046 Flemish school children (aged 10 to 16) from October to December 2012. Data were collected on children's personality and their relationship with parents, teachers and peers. Additionally, we organized individual interviews with 39 Flemish children on how they (would) respond when confronted with unpleasant situations online. About half of this group (n=19) are children with learning problems and/or behavioral problems. These qualitative data helped us to interpret and contextualize the survey outcomes. Results indicate that girls and older teenagers are more sensitive about profile hacking, particularly youngsters who feel insecure and have low self-efficacy. Previous experiences with profile hacking are not related to the intensity of harm. Emotional support from parents, teachers or peers does not seem to protect children from feeling upset, but it is associated with a more communicative coping style. In sum, this study was helpful in getting more insight in which kinds of children tend to struggle more with privacy risks such as profile hacking, and in understanding why these children are more vulnerable.

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In the last decade, digital divide research has shifted attention from inequalities of access to digital skills and usage, putting in place a growing debate on a second-level digital divide, also identified among those individuals who have overcome the first barrier of Internet access (van Dijk, 2005; DiMaggio, Hargittai, Celeste, & Shafer, 2004; van Deursen & van Dijk, 2013). In this context, socioeconomic variables (such as gender, level of education, age), motivational differences, capabilities and skills for the use of information and communication technologies (ICTs) came into the debate on Internet inequalities (van Dijk, 2005). The very notion of Internet access started to be redefined in face of substantial changes yielded by the pervasiveness of mobile devices (Livingstone, Mascheroni, & Staksrud, 2015). Although there is a growing number of studies investigating the relationship between online activities and access to mobile devices (Mascheroni & Ólafsson, 2015; Pearce & Rice, 2013; Donner, Gitau, & Marsden, 2011), there is a lack of research on how different patterns of Internet access relate to online opportunities – especially in countries of the Global South. Aligned with the trend of mobility observed in both Latin American countries and other emerging economies (ITU, 2014), Brazil has registered in recent years an increase in the use of mobile devices to access the Internet. In fact, between 2011 and 2013, more than 27 million people have used these devices to access the Internet (CGI.br, 2015a). This growth is even more pronounced among children and young people, given that among Internet users aged 9 to 17, 82% used mobile phones to access the Internet in 2014 (CGI.br, 2015b). This paper aims to address the association between patterns of Internet access and activities carried out on the Internet. For this purpose, quantitative analysis will be carried out based on microdata of the ICT Kids Online Brazil Survey, conducted by the Regional Center for Studies on the Development of the Information Society (CETIC.br) – a research center under the auspices of Unesco based in São Paulo, Brazil. The survey's target population comprises Brazilian children aged 9 to 17 years who are Internet users. Based on the theoretical classification of online activities provided by the uses-and-gratifications approach (Katz et al., 1974), such as those proposed in recent studies by van Deursen, van Dijk, & Helsper (2014) and van Deursen & van Dijk (2013), a set of online activities will be first grouped into clusters. Second, using logistic regression analysis, this paper will explore the association between the above mentioned activities' clusters and patterns of Internet access, herein defined by the type of device used to go online: desktop computers, portable computers, tablets, and mobile phones. Data analysis will also consider sociodemographic variables, such as socioeconomic status, age, gender and parents' education. Taken together, the findings of this paper might provide empirical evidence on the relation between patterns of Internet access and online activities, especially with regard to the influence of the use of different devices for generating digital opportunities.

PP 065

# Work with the Media: 'Connected Presence' and 'Presence Bleed' Amongst Transnational Business Elites

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The "labor turn" in media and communication studies means that questions about work are being brought to the surface in all the more areas of research. Existing research recognizes the increasingly blurry borders between work-time and leisure-time, between office and home, and between professional and private identities. Much of the existing research also acknowledges the role of media technology for the collapse of boundaries between work and life at large. The smart phone, in combination with all the more wide-spread Wi-Fi networks, is typically seen as the key to the "flexible" or "liquid" work-place, from which work can be done irrespective of time and space. For the specific category transnational workers, for whom flexible work-hours and mobility are demands, the connectivity afforded by new media is particularly essential. For these workers, the ability to keep in touch with home and family as well as work organization and colleagues allow them be "present" in both contexts while being on the move. While the benefits of this development for individuals as well as employers are constantly reproduced in marketing and management literature – as the freedom and affordances of new media are praised – the ontological insecurities and ambivalences that highly mediatized working conditions may invoke in individuals is an emerging theme in communication research. This paper draws particularly on Melissa Gregg's (2011) notion of 'presence bleed' (i.e. the dissolving of boundaries between different realms of life) and Christian Licoppe's (2004) concept of 'connected presence' (i.e. mediated interactions), to scrutinize the working-/life conditions of one of the most "flexible" work categories of our times: the transnational corporate business elite. More specifically, the paper aims to phenomenologically understand how the ability to be, and the expectations of being, constantly present via the media make highly mobile subjects feel about themselves, work, and life. The paper rests on 13 qualitative interviews, conducted in Sweden in 2014, with transnational business elites working in the private sector. The respondents have in common that they work abroad (mainly in Europe, Asia and the U.S) for shorter periods of time, on a more or less regular basis. They have also in common that they occupy top positions in the organizations that they work for, and that they (with one exception) have families back home. My results suggest that, for this group of workers, the time spent in hotel rooms, airport lounges, conference venues, and in the air, becomes a time of self-negotiation; a time when questions of whom to connect with need to be answered in ways that please all parties involved, including the traveling subject. Ultimately, such ponderings engender existential queries about how to balance work and leisure time, or, how to cope with presence bleed between life-as-employee and life-as-family-member. While the media help the respondents to manage the tiresome and routinized traveling that transnational work entail, by establishing connected presence with home and family, they also encourage significantly prolonged working days, which leaves little room for affective communication with loved ones.

PP 066

# Fluid, Invisible and Always Available: Using Mobile Technology to Present Sex Work as Respectable Non-Work in Ohlala, an App for Paid Dating

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The last decades have seen changes in how commercial sex is perceived by mainstream society but this is ambivalent and contradictory (Weitzer, 2010). The increasing acceptance and mainstreaming of the sex industry is foremost about economic inclusion while socially the industry remains highly stigmatized (Brents and Sanders, 2010). Digital technology plays a central role in this partial mainstreaming of commercial sex. Ohlala, an "app for paid dating", is an example of this. The app was launched in Berlin March 2015 by the developer Pia Poppenreiter. It is now available in several large German cities, and in February 2016 it was launched in New York. Ohlala uses digital technology to navigate the ambivalent landscape of late modernity and avoid stigmatization by claiming to connect its users for "paid dates", presenting sex work as a kind of remunerated non-work. In my paper the app is placed in the context of late modernity characterized by the liquid nature of identities, sexualities, consumption and work (Bauman, 2000). The material studied is the website of the app, media interviews with the owner, articles in the media, the social media use of the company and as much of the app itself as is available to me. The paper analyses how Ohlala constructs respectability by making use of the myths around new mobile app technology. The analysis thus shifts the gaze from the technological affordances of the app to the narratives of fluidity and urban cosmopolitanism that invest new digital technology with cultural meaning. Ohlala presents itself as part of an online culture of dating and casual hookups, not much different from Grindr and Tinder, but it also uses the narratives of the trendy tech startup and the apps of the sharing economy such as Uber that also dismantle traditional definitions of work. By presenting sex work as dating it blurs the lines between workers and customers just as Uber argues that their drivers are ordinary people rather than professional drivers. Another similarity with Uber is the emphasis placed on presenting the service offered as on-demand. Through the mobile app technology sex work becomes placeless which removes it further from the stigma of prostitution that is highly associated with street based workers in rundown inner city areas (Hubbard, 2011). When sex work moves online it becomes dispersed and invisible in the urban landscape (Bernstein, 2007). The affordances of the app are used to make the workers even more invisible compared to for example an online escort service since the workers' Ohlala profiles are only visible once they have taken an interest in a date request posted by a customer. Digital technology provides the sex industry, as well as other stigmatized groups, with new opportunities for visibility online but it can also be used to ensure invisibility and discretion, both online and offline. Ohlala exemplifies how the many contradictions of late modernity can be made profitable, most of all the contradictory demands on the sex industry to be both invisible and instantly available.



PP 067 Are We All Knowledgeable Now? The Knowledge Gap Hypothesis in Times of Digital Divide

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The knowledge gap research tradition seems to be almost dead as it draws minor attention nowadays. However, the old issue has got a new impetus in the form of prevalent use of ICT. This fact has been utilized by several studies trying either to update the first-generation conceptions of knowledge gap by following educational differences in Internet use (Bonfadelli, 2002; Kim, 2008; Yang & Grabe, 2011) or to add practice level by conceptualizing usage gap (van Dijk, 2005; van Deursen & van Dijk, 2013). Drawing on the massmedia-framed knowledge gap research (Gaziano, 1983, 1995), the paper will show how today's use of knowledge gap hypothesis in Internet research overlooks both the richness of knowledge gap research history and contextual factors of information consumption. On this background, the author will present the Czech 2014 data about the perceived increase in knowledgeability among Czech Internet users and the results of multiple regression analysis using this increase as a dependent variable and sociodemographics, digital skills, information habitus (aka motivation), ego-centric network, and Internet use indispensability as independent variables. The sample is 1316 respondents representative for the Czech population 15+. As a conclusion, the possible directions of the knowledge gap research in the times of SNS are outlined.

PP 068 The Use of ICT in the Social Theoretical Perspective Linked to the Process of Growing Old

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The majority of the studies about old people is theoretically poor. This same perception was already noticed by Bengtson in 1997 when he stated that "in their search to examine individual and social aspects of aging, the researchers have been quick to provide facts, but slow in integrating them within an explanatory theoretical framework, connecting their conclusions to social phenomena already established" (1997, p. 72). This observation is particularly true when we refer to research that deal with thematic elderly and information and communication technologies (ICT), because little attention has been given in the theoretical discussion of the history of aging and its interaction with technology (Mollenkopf and Fozard 2004). The definition of active aging suggests that the quality of life during the aging process is connected to the participation of the individual in society that can result from the development of activities or the lack of it in a period of advanced life and among others, we could point the use of ICT. With the objective of analyzing the reality, we interviewed 20 Portuguese with ages between 65 and 90 years about their use and ownership of ICTs, notably the computer, the cell phone and the tablet with internet connection. As the basis for the analysis of collecting data, we used the theories of activity (Havighurst and Albrecht 1953), the theory of continuity (Atchley 1989), the selective optimization with compensation model (Baltes and Baltes 1990) and, finally, the theory of innovation of successful aging (G. Nimrod and Kleiber 2007). In this way, the present research focuses on how these theories and theoretical models linked to gerontology can help us to reflect on the perspective of the advanced aging process and the use of technologies as regards the transformations that occur in the course of life of individuals, as well as the adjustments to the social changes. According to the interviews, we conclude that: 1 - The activity theory and its close relationship with the concept of active aging is a powerful means of identifying and pointing the constraints of the importance of the elderly to remain active with the objective of having quality of life; 2 - The selective optimization with compensation model helped us to understand the importance of elderly people to adapt to new realities during aging advanced using ICT; 3 - The continuity theory helped us to understand why some of the elderly who participated in this research have resistance to use ICT; 4 - The theory of innovation of successful aging advocated about the importance of the use of ICT in the leisure activities a significant part in the quality of life for the elderly who took part in this study.

PP 069 Post-Totalitarian Surveillance: Data and Information in the Late-Modern Society

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Big Brother (Orwell, 1949) and Panopticon (Bentham, 1787; Foucault, 1977) are often employed as metaphors to present static visions of large scale surveillance aimed at gathering information (files) about citizens with the intention of disciplining them. This kind of surveillance forms a nexus with a specific understanding of information and the emergence of the modern information (nation) state (Weller, 2012). Information is regarded as reified entities and representing actual state of affairs in the world. Though Foucault (1977) argued that Panopticon was a knowledge production site it represents surveillance as mainly an information gathering strategy. We will in this paper argue that notions of Panopticon and Big Brother are insufficient for understanding the relations between information and surveillance in the late-modern society. The late-modern information society is characterized by ubiquitous digital media and data-driven businesses. And as such, it is characterized by a different sort of surveillance and information gathering than implied by the Panopticon and Big Brother; it is a post-totalitarian surveillance regime where gathering of information is performed by data-driven organizations through digital media and ICT technology. This kind of surveillance changes metaphors such as 'watching', 'invasion', 'private' space, 'rights', 'coercion', 'consent' and 'files' that traditionally are used to describe surveillance activities (Agre, 1994). They either take on new meanings or become irrelevant. It is a society which infrastructure – the digital infrastructure – is designed to capture and register information about its citizens through their mere interaction via digital media and other ICT technologies. It is a society in which people contribute to the massive production of personal information in what has been called the "great privacy give-away" (Allen, 2013, p. 847). The information is gathered and stored by private corporations, used for targeted advertising, or sold to commercial data brokers – and sometimes accessed by state agencies. The late-modern information society thus reproduces an understanding of information that was formulated within the frames of the modern information state. Yet, we argue that information is tied to context, situation, place and time. We argue that systems devised by states, private organizations and enterprises to gather, store, and analyze information, represent unique and concrete understandings of information. Thus information itself can only be understood and applied in context. In other words, the meaning of the information is significant when

information is used for decision-making and analysis. To understand how surveillance is at play and how information is captured in digital media, it is important to understand how information gathering and surveillance are intertwined and how they interact. This paper will outline a late-modern understanding of information and surveillance in which the focus is on concrete technologies, organizations, and environments and local practices and local sites and the networks between them (Latour, 2005), a breakdown of the modern separation between object and subject, and an understanding of surveillance as production of new information through predictive analysis. From this perspective surveillance is a product of specific historical circumstances, media constellations and understandings of information.

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This panel asks how different intimacies are done and produced online, and how social medias and digital technologies enable new intimacies. The organization of intimate relations continuously changes in relation to media and communication technology, globalization, and late-modernity (Kuntsman and Karatzogianni 2012; Berlant 2000; Giddens 1992; Plummer 2003), resulting in new understandings and formations of intimacies. New media technologies allow people to connect – and to represent their intimate relations – in new ways (Ben-Zeev 2004; Kang 2012). The panel challenges contemporary popular concerns, e.g. that increasing use of computer-mediated communication decrease or stand in the way of intimacy and social contact. Rather the panel takes seriously the forms of intimacy and social change that are thriving thanks to digital media. Characterized as they are by user-generated content, interactivity, participation, connectivity, and community formation, new social media are bridging physical and cultural distances in an increasingly transnational society. They also provide new paradigms for understanding what it means to be intimate with another person, with technologies, and with oneself. Doing intimacy through, in, and by social media technologies brings a new urgency to perennial questions about authenticity and presence in relation to our use of digital media. These questions are discussed and analyzed in five different papers, each bringing the intersection of intimacy and online technologies to the front: The two first papers turn to Facebook as sites of new ways of doing and creating life and death: The first paper investigates how death and mourning have become integrated into and imbricated with digital media as users share the death of a close relative on Facebook, while the second paper investigates how social media sites facilitate new kinds of kinship, as parents of children conceived with anonymous donor-sperm finds genetic-related siblings and their parents in Facebook groups. The last three papers turns to posthumanist feminist theory to understand how technology and body are intimately interwoven, and asks how technologies enable and extend the body and its capacities: The third paper asks how social media facilitate new ways of creating disability awareness-raising, and how access to the internet and social media platforms can be seen as ways of increasing mobility for people living with disabilities. The fourth paper investigates the bodily and intimate feelings of really being pregnant, how pregnancy materialize online, by analyzing online communities and blogs written by gay men, who are pregnant through a surrogate abroad. The last paper theorizes digital intimacy. By looking closer at technological failure, e.g. when the technology doesn't follow or when it lags our commands, the paper pays attention to the materiality of our bodies, as our intimate interlacing with the machine is momentarily interrupted. Thus this panel presents a range of case studies that explore how social media enables and/or produces new (and old) intimacies and new relations, as well as how practices and understandings of intimacy are both embedded in digitally mediated communication and generate innovative uses or forms of new media.

PN 068

“Oh, Now He Talks About His Dead Child Again!” Exploring the Role of Emotional Self-Management When Using Facebook to Express and Cope with the Death of a Close Relative

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Death and mourning have become integrated into and imbricated with digital media (Lagerkvist 2013: 15). This has given rise to an evolving body of research, arguing that online peer grief support groups, memorialized profiles and R.I.P. sites enable commemorative communities of mourning and remembrance, that function as therapeutic resources (e.g. Frost 2014, Kern et al. 2013, Segerstad & Kasperowski 2014, Christensen & Sandvik 2013, Marwick & Ellison 2012, DeGroot 2014). However, as only few of these studies include interviews there is still a “scant understanding in media studies of what these new cultures of memory mean for people existentially” (Lagerkvist 2013: 10). This paper turns to the existential dimension by exploring a group of Danish people's motives for and experiences with using their personal Facebook profile to cope with the death of a close relative, based on semi-structured interviews, postings and comments. The main focus is on the question of emotional self-management, which came up repeatedly during the interviews. Drawing on theories of social media, the cultural history of death and mourning, and dialogical research the paper poses and expands on the following conclusions: Deciding what to post and when is an ongoing impression management that unfolds as a self-reflexive dialogue with multiple internal and external others. In this self-reflexive dialogue the figure of the oversharing social media user resurfaces again and again as a phantom figure, constituting a boundary that the interviewees constantly position themselves in opposition to but which they also continuously are in danger of becoming as they share their emotions and experiences of bereavement online. References Christensen, D. R., & Sandvik, K. (2013). “Sharing death: Conceptions of time at a Danish online memorial site”, in *Taming time, timing death: Social technologies and ritual* (ed. Christensen, D. R. and Willerslev, R.), 99–119. DeGroot, J. M. (2014). “For Whom the Bell Tolls: Emotional Rubbernecking in Facebook Memorial Groups”, in *Death studies*, 38(2), 79–84. Frost, M. (2014). “The Grief Grapevine: Facebook Memorial Pages and Adolescent Bereavement”, in *Australian Journal of Guidance and Counselling*, 24(02), 256–265. Kern, R., Forman, A. E., & Gil-Egui, G. (2013). “RIP: Remain in perpetuity. Facebook memorial pages”, in *Telematics and Informatics*, 30(1), 2–10. Lagerkvist, A. (2013). “New Memory Cultures and Death: Existential Security in the Digital Memory Ecology”, in *Thanatos*, 2(2), 1–17. Marwick, A., & Ellison, N. B. (2012). “There Isn't Wifi in Heaven! Negotiating Visibility on Facebook Memorial Pages”, in *Journal of Broadcasting & Electronic Media*, 56(3), 378–400. Segerstad, Y., and Kasperowski, D. (2014). “A community for grieving: affordances of social media for support of bereaved parents”, in *New Review of Hypermedia and Multimedia*, 1–17.

PN 069

## Creating Family Through Social Media Sites

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This paper investigates how social media sites facilitate new kinds of kinship. During the previous decade, an increasing number of Scandinavian single mothers and lesbian couples have conceived children via donor sperm. At the same time, Scandinavia has one of the world's highest Internet penetrations, and the social network site Facebook is very popular (Jensen and Tække 2013). Consequently, several of these 'donor families' have connected with each other online and created 'donor groups' on Facebook. One cannot know the identity of a sperm donor in Scandinavia, however, when using donor sperm, one receives a donor number. Via this number, the parent of the donor child can connect with other parents who also have children conceived from the same donor; hundreds of families have connected with each other this way during the previous few years. The intersection of social media sites and kinship opens for new family formations; biological family members, who did not previously know that they were related, connect online and form new kinships. These new relations reveal new contours of kinship (Hertz and Mattes 2011: 1130); this paper is interested in exploring how the interconnections between social media sites and donor families invite to new norms and new understandings of family. This paper places itself in the intersections of social media studies and kinship studies. Kinship studies have investigated how norms can be challenged through kinship (Thomson 2005; Mamo 2007). This paper analyzes how social media sites create new kinship relations, and how norms and traditions are challenged within these new relations. Drawing upon Ellison and Boyd (2013: 158f.), this paper views Facebook as a 'social network site'. The term underscores the importance of the social as well as of the network, both are central when analyzing Facebook. Facebook connections of donor siblings are emotionally intense, and can be interpreted as illustrations of how emotions and social media intertwine in contemporary online practices. This paper is therefore also inspired by literature engaging with the intersections between social media sites and emotions/affect (e.g. Kuntsman and Karatzogianni 2012). Key word: social media sites, kinship, alternative families, reproduction. References Ellison, N. & Boyd, D. (2013) Sociality through social network sites. In Dutton, W. H. (ed.), *The Oxford Handbook of Internet Studies* (151–172). Oxford: Oxford University Press. Hertz, R. & Mattes, J. (2011). Donor-Shared Siblings or Genetic Strangers: New Families, Clans, and the Internet. *Journal of Family Issues*, Sep. 32, 1129–1155. Jensen, J. and Tække, J. (eds.) (2013). *Facebook. Fra socialt netværk til metamedie*. Copenhagen: Samfundslitteratur. Krolykke C. et al. (eds.) (2016). *Critical Kinship Studies*. London: Rowman and Littlefield Kunstman, A & Karatzogianni, A. (eds.) (2012). *Digital cultures and the politics of emotions*. London: Palgrave Macmillan. Mamo, L. (2007). *Queering Reproduction*. Durham: Duke University Press. Thompson, C. (2005). *Making Parents. The Ontological Choreography of Reproductive Technologies*. Cambridge: MIT Press.

PN 070

## Extensions of Mobility and the Mobilizations of Disability Awareness-Raising on Social Media

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In this paper I explore potential extensions of mobility in relation to raising awareness about disability on social media. Departing from two cases – Madeleine Stuart and Dear Julianna – that have each gained extensive visibility and attention on social media, I explore how social media facilitate new ways of creating disability awareness-raising, and how access to the internet and social media platforms can be seen as ways of increasing mobility for people living with disabilities. Both cases are characterized by rigorous understandings of social media conventions about how to strategically convey matters on disability in online environments, e.g. elevate posting frequency, personalized narratives and images, as well as educational and awareness-raising statements. In relation to examples of empirical findings, I consider how the mobilizations of individuals living with disabilities, groups, organizations and supporters engaging on social media can be seen as ways of reclaiming mobility through online communication. Poell and van Dijck (2015) identify how social media accelerate activist communication through advancements in mobility caused by the expansion of available mobile devices and new media platforms. Such an observation seems to be strengthened when bearing in mind apparent issues about limitations of accessibility and mobility in relation to new media technologies and people living with disabilities (Goggin & Newell 2003; Ellis & Kent 2011; Pearson & Trevisan 2015). Drawing on discussions and positions from disability studies and crip theory that consult the possibilities and limitations of creating new critical locations for people living with disabilities (e.g. McRuer 2006; Kafer 2013), I argue that selected statements, updates and comments from the two cases can be read as expressions of authority (from the disability community) and acknowledgment (from their audience). In addition, gaining visibility and attention on social media raise important questions about how these opportunities also create new challenges in relation to raising awareness on disability online. Consequently, I address how potential reductive idioms and styles of social media appear in the cases, e.g. through update-orientation, hashtagging, as well as in posts with inspirational and emotional statements and images (Ellis 2015). In this sense, the extended mobility of reaching grand crowds of audiences and users exist on specific premises that is regulated by appropriate social media behavior and particular modes of disability representation (Goggin & Newell 2003; Pearson & Trevisan 2015). References Ellis, Katie (2015) *Disability and Popular Culture. Focusing Passion, Creating Community and Expressing Defiance*, Ashgate. Ellis, Katie; Kent, Mike (2011) *Disability and New Media*, Routledge. Goggin, Gerard; Newell, Christopher (2003) *Digital Disability. The Social Construction of Disability in New Media*, Rowman & Littlefield Publishers. Kafer, Alison (2013) *Feminist, Queer, Crip*, Indiana University Press. McRuer, Robert (2006) *Crip Theory: Cultural Signs of Queerness and Disability*, New York University Press. Pearson, Charlotte; Trevisan, Filippo (2015) "Disability activism in the new media ecology: campaigning strategies in the digital era", *Disability & Society*, 30:6, 924–940. Poell, Thomas; van Dick, José (2015) "Social Media and Activist Networks", C. Atton (ed.), Routledge, London, 527–37.



PN 071

## Pregnant! Homosexual Men and Surrogacy Online

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By analyzing three blogs, written by gay men who are or have been pregnant through surrogacy, as well two Facebook groups connecting pregnant gay men and gay fathers through surrogacy, this paper shows how a pregnancy materializes, when you're pregnant in absentia: How gay men through different technologies can become pregnant. The analysis shows how different forms of technologies intertwine and create pregnancy in a posthuman understanding (Hayles, 1999; Braidotti, 2013): New communicative technologies like email and Skype make transnational communication of medical journals, scans, and personal information flow across borders and enable the intended parents to gain visual and real-time experiences of the pregnancy. These experiences are shared on social medias like networked blogs and Facebook groups. The production of blogs works as means of extending the lacking (non-pregnant) body and enables the men to performatively constitute their pregnancy online. Gestational surrogacy assembles multiple reproductive technologies and radically changes the configuration of male homosexuality from barren sick to fertile. The construction of an intelligible and understandable narrative of gay male fatherhood is being negotiated and created (among others) in Facebook groups. The intimate and affective connectivity of shared experiences enables the production of new identities (Ferreday, 2009; Paasonen, Hillis, & Petit, 2015) as gay fathers emerge from the ashes of the degenerate queer. Lastly the paper argues that transnational commercial surrogacy must be understood as embedded within globalized necro- and biopolitical technologies (Foucault 2003, Mbembe 2004): In line of the work of Kalindi Vora (2015) I understand transnational commercial surrogacy as affective and biological work that rests upon "the exhaustion of biological bodies and labors" in the Global South, and works to "extend life in the First World". Thus the paper concludes that the assemblage of different technologies enables the bodily pregnancy of gay men: New media and communication technologies like the Skype, emails, online information and the blog mix with reproductive technologies like gestational surrogacy that enables the gay men to become pregnant. This enables new bodily experiences of parenthood that are being narrated in the intimate publics of Facebook-groups to produce and formulate new identities as gay fathers. These different technologies, that are making gay men fertile, are embedded in global colonial power technologies in a biopolitical sense that make vital energy in the form of reproductive material and reproductive work move globally. Vital energy that extends and improves life in some classed and racialized geographies at the expense of the productive, reproductive, biological, and affective labor and vital energy in other classed and racialized geographies. References: Braidotti, Rosi (2013). *The Posthuman*. Ferreday, Debra (2009). *Online Belongings. Fantasy, Affect and Web Communities*. Foucault, Michel (2003). *Society Must Be Defended*. Hayles, N. Katherine (1999). *How We Became Posthuman*. Mbembe, Achille: "Necropolitics" in *Public Culture* 15(1): 11–40 Paasonen, S., Hillis, K., & Petit, M. (2015). Introduction: Networks of Transmission: Intensity, Sensation, Value. In *Networked Affect*. Vora, Kalindi (2015). *Life Support. Biocapital and the new history of outsourced labor*.

PN 072

## Thinking Digital Media Intimacy Through Glitch

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In this paper, I attempt to theorize digital intimacy – of being intimate in or with digital media – by putting into play a vocabulary of malfunctioning, broken, vulnerable technologies. In particular, I use the term 'glitch' to account for technological failure and its consequences for digital intimacy. Technologies always implicate their own failures, breakdowns, and glitches. This idea resonates with Paul Virilio's theory of the accident, his belief that technology cannot exist independent of its potential for accidents (Lotringer and Virilio 2005). As holding such accidental potential, every technological invention is simultaneously an invention of technological malfunction. It will be argued that it is in the crack, the break, the glitch, that the inner workings of – as well as our intimate entanglements with – technology reveal themselves. Glitch is the spinning wheel on the computer screen, the delay between a command given and its execution, the tension and anxiety linked to technological brokenness. Glitch is also that which makes us pay attention to the materiality of our bodies, as our intimate interlacing with the machine is momentarily interrupted (cf. Russell 2012). Glitch disrupts those forms of intimacy that build on seamless digital connectivity, and provides perhaps a possibility of envisioning other ways of being intimate with digital media, based in their very brokenness. Etymologically, glitch possibly derives from the Yiddish word *glitsh* (slippery place, or a slip). Glitch signals a slipperiness of something or someone off balance and a loss of control. By considering the importance of technologies out of control for ways of theorizing digital intimacy, the paper contributes to posthumanist feminist theory. Within current posthumanist theorizing, nature holds a lot of promise. Nature is understood as having agency in the sense of being lively, unruly, and disobedient in ways that have consequences for how the world can be understood. What appears to be a disappearing trope within current posthumanist theory is the technological, as if there was nothing unruly or wild at heart of how technologies work (or do not work). This disappearance also disregards work that takes seriously questions of nonhuman agency and embodiment in technological domains (Braidotti 2013; Hayles 1999, 2005; Suchman 2007, 2011). This presentation contributes to contemporary posthumanist feminist theory by bringing technology (back) into the picture. References Braidotti, Rosi (2013) *The posthuman*. Cambridge: Polity. Hayles, N. Katherine (2005) *My mother was a computer: Digital subjects and literary texts*. Chicago: University of Chicago Press. Hayles, N. Katherine (1999) *How we became posthuman: Virtual bodies in cybernetics, literature, and informatics*. Chicago: University of Chicago Press. Lotringer, Sylvère and Paul Virilio (2005) *The accident of art*. Translated by Michael Taormina. New York: Semiotext(e). Russell, Legacy (2012) "Digital dualism and the glitch feminism manifesto," *Cyborgology* (10 December), <http://thesocietypages.org/cyborgology/2012/12/10/digital-dualism-and-the-glitch-feminism-manifesto/>. Suchman, Lucy (2011) "Subject objects," *Feminist Theory* 12(2): 119–145. Suchman, Lucy (2007) "Feminist STS and the sciences of the artificial," In Edward J. Hackett, Olga Amsterdamska, Michael E. Lynch and Judy Wajcman (eds). *The handbook of science and technology studies*. Cambridge, MA: MIT Press.

Thursday, November 10  
11:00 – 12:30

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### A Marketplace for Products and Ideas. Mapping the Blogosphere by Using Bourdieu's Field Theory

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In this paper, we apply Pierre Bourdieu's field theory (Benson & Neveu 2005; Hanitzsch 2007; 2009; D'heer & Verdegem 2014) in order to develop a map of the German blogosphere. Whereas blogs have long been understood as a communication tool of a so-called counter public and been praised for their deliberative power, they have obviously turned out to be an influential tool for promoting products. It seems that their political influence has been marginalized in recent times. While some authors understand this development as an indicator for a downfall of the relevance of blogs, we argue that the blogosphere has become more multifaceted. Here, Bourdieu's field theory with its differentiation between cultural, economic, social and symbolic capital can serve as a framework to relate different types of blogs to each other. However, it has proven to be hard to research the highly complex blogosphere, understood as „the world of blogs in which bloggers and people who post comments on blogs talk to each other and to anyone else who takes an interest“ (Harcup 2014: 39). „Mapping“ the blogosphere (Reese et al. 2007) and the sampling of blogs (Ekdale, Namkoong & Fung 2010; Nuernbergk 2014) turned out to be very problematic. Using Bourdieu's field theory, we identified six subfields (politics, sports, fashion & beauty, media, food, travelling) for our study and tried to position different blogs within the blogosphere, based on their social, cultural, economic and symbolic capital. Based on rankings within the different subfields we randomly selected three blogs, interviewed the respective bloggers and conducted a quantitative content analysis of the blogs (N=18) and the seven most recent posts on these blogs (N=126). For example, we coded follower of the blogs, postings and likes on social network sites as social capital, hints on sponsoring as economic capital and education in the relevant field (academic titles) as cultural capital. The quantitative content analysis was combined with semi-structured interviews conducted with the bloggers the same month (June 2015) about networks, sponsoring and motivation to figure out their habitus, another relevant category within Bourdieu's field theory. Our findings indicate the complexities and inequalities of the German blogosphere. In sports, for example, one blog *spielverlagerung.de* had a million visits per month and cooperates with Daimler Benz, while *Eddys Laufblog* had 3000 visits a month and no sponsor. Sponsoring is what most of the interviewed bloggers are longing for. Apparently, the blogosphere is not (only) a place for deliberation but also a marketplace for products. Furthermore, the analysed blogs differed considerably regarding their social and cultural capital. At the conference, we will use our data to provide a map of the German blogosphere. Of course, the findings for 18 German blogs cannot be generalized. However, our study shows that Bourdieu's field theory turns out to be a helpful analytic tool to research the dynamics of the blogosphere.

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### Reclaiming Ourselves in the Virtual Community

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Roughly two decades after the start of its rapid popularization the discussions on the 'nature' of the World Wide Web are far from settled. Discourse tends to be drawn in black and white, varying from utopian tales where the Internet is heralded for its potential of democratization and liberation to dystopian narratives where the Internet is believed to lead to repression and 'merciless' capitalism. A central issue in the ongoing debate is the distribution of Power. Here the utopian perspective can be linked to a specific understanding of the public sphere as proposed by Habermas (1964) where public discussion of issues of interest is understood as a vital counterbalance to Power. Dystopian critique seems closer to the Foucauldian Panopticon (1975) where power is understood as distributed yet ever present, as an inescapable gaze installing disciplined society. In a more general sense one could note that these distinct perspectives mark a tension in (post) modern society. 'This is the tension between the normative and the real, between what should be done and what is actually done' (Flyvbjerg 1998, 210). This paper will critically analyze how discourse on the emerging World Wide Web has evolved over the past two decades. Different perspectives on the 'nature' of the World Wide Web will be outlined recognizing that the 'technology of Power' is just one of the 'techniques that human beings use to understand themselves' (Foucault, 1988, 8). Foucault argues that these 'technologies of understanding' include: 1) technologies of production; 2) technologies of sign systems; 3) technologies of power and 4) technologies of the self. These four 'technologies of understanding' will be used as a framework for mapping the discourse. Furthermore, the legitimacy of the utopian and dystopian narratives will be questioned following the ideal types of domination as proposed by Weber (1946). Finally this paper will argue that democratizing technology is of vital importance for democratic society. Building upon the notion of the World Wide Web as a 'technology of the self' a counterstrategy towards neo-liberal communicative capitalism will be suggested. It will be argued that the conceptualization of the human subject is of vital importance in reclaiming the virtual community. An alternative perspectives on the human subject will be proposed, suggesting that reclaiming the virtual community starts with reclaiming oneself.

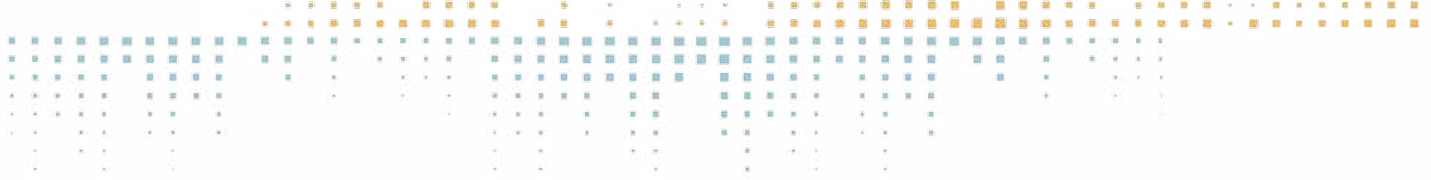
PP 130

### The 6C (Six Capitals): From Social to Digital Capital

*M. Ragnedda<sup>1</sup>, M.L. Ruii<sup>1</sup>*

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Based on an extensive literature review on the existing influences between capital(s) and digital divide, this paper will highlight the reciprocal influences between five capitals and digital capital, proposing a new theoretical approach in analysing digital inequalities. Social (Bourdieu 1986; Coleman 1990; Putnam 1995), economic (Bourdieu 1986), personal (Becker 1996), political (Seyd and Whitely 1997), and cultural capitals (Bourdieu 1986) influence the rise of digital capital which, in turn, not only generate a digital divide between people who can and cannot access the Internet (first level of digital divide), but also inequalities in terms of benefits they can gain on-line (second level of digital divide). Moreover, these 6C tend to create the third level of digital divide, seen as the returning social benefits of using the Internet. More specifically, this paper proposes to examine the five above mentioned capitals and how they can affect digital capital. Moreover, we shall see how digital capital, in turn, influences the number and types of activities online, producing effects on



social/cultural/economic/political/individual capitals as well. This vicious circle shows both how the digital and other capitals are directly interconnected and how traditional social inequalities are replicated, if not reinforced, by digital inequalities. Despite the interconnections between all forms of capitals, here we focus on the role of social capital in influencing internet use and returning benefits (third level of digital divide). By creating new and reinforcing already existing social networks, the Internet may improve life chances (Weber). There is a strong connection between the cultural, social, political, individual and economic backgrounds of users and their Internet use. Users' backgrounds might influence the way they search and process information online, which in turn can represent opportunities (or lack of it) of improving life chances. By analysing five macro-areas (Virtual communities, strong ties; Weak ties; Enlargement of social networks; Increase of visibility; Knowledge, trust and freedom) in which digital and others capitals are directly interconnected, we shall see the benefits and opportunities generated by the Internet, but also the inequalities that may generate. Indeed, when citizens use the Internet, they need to have already built a solid social capital in their off-line life (together with proper cultural and economic background and personal motivations). Indeed, as is well known, social capital not only consists of social networks, but it refers to abilities and opportunities to create social network, thanks to trust-generating mechanisms, in a context defined by social norms. Likewise off-line life, this approach is also valid for the Internet use, in which user is responsible for creating its own opportunities. As a consequence, those who access the internet with a high endowment of social and other form of capitals will be more likely to reproduce their capital on-line by applying mechanisms similar to those adopted off-line, for generating on-line or digital capital. In turn, the digital capital generated online, will support users off-line activities. In this sense, the Internet seems to privilege the privileged, exactly as Bourdieu described the off-line mechanisms of social capital production.

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This panel aims to further theorize and empirically engage with the question of boundaries in (mediatized) communication. There are three underlying assumptions that this panel starts from (seemingly banal, but nonetheless important): a) that (communicative) boundaries exist and that these are crucial for the emergence and further existence of the social; b) that many of these dynamic boundary constructions have shifted in diverse directions (partly due to the increasing reliance on mediated communication; partly due to increasing mobilities); c) that these shifts do not necessarily connote a disappearance. The focus is to systematically enhance an elaborated theory with empirical findings related to forms of usage and adoption and to thereby conclude with an expansion of the theory. The reason for boundaries having become a major research focus in recent years, lies in developments such as globalisation and increasing mobilities, as e.g. migration or travel. Former borders and boundaries are blurring and even dissolving. These observations are currently discussed with different labels: transgression, hybridity or convergence. The media forms involved are similarly labelled as seamless media, platforms or transnational/-cultural media. And this seemingly widespread dissolution is reacted towards: either on the judgemental level, problematizing the shift in the social or in terms of a focus on the solutions, i.e. management strategies (not only in the psychological sense). The strategies that we find in different quotidian practices often show biographical and situational reasoning. They also show that dissolution is by far not the only tendency that a) can be found and b) is desired. The panel will therefore show both tendencies – for blurring / eroding / removal on the one hand and for building / upholding / renewing boundaries on the other hand. To discuss the emergence and dissolution of boundaries in/around/with media as well as the related question of management of these, the panel approaches the topic from diverse angles: the spatial, the temporal and the routine, addressing 'always on' assumptions, polychrome use patterns, intense job-mobilities, communicative networking. It uses communicative mobilities, ritual interaction chains, non-media centric approaches and more to frame the studies.

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**From Linear Consumption to Spontaneous Access: Social Acceleration and Media Use**

*E. Prommer*<sup>1</sup>, *S.O. Görland*<sup>1</sup>

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The development of digital media and especially mobile media influences how we experience temporality. While media was formerly characterized through its primarily linear structure, things have changed: now we can be spontaneously reached anytime and anyplace, we keep permanent connection to our environment. With this dismantling of former time structures critical concerns have appeared: some scholars hold the opinion that by being permanently online, permanently connected (Vorderer & Kohring, 2013) we kill our free time voluntarily with the consequence that situations in which we slow down become rare (Turkle, 2008). Due to this, the heavy use of information and communication technologies become a reason for social acceleration (Rosa, 2013): ICT accelerates the increasing shortage of time. For example it is assumed, that in 20<sup>th</sup> century the signaling speed of ICT increased by a factor of 107. In last consequence of this the average person feels more stressed instead of less. Paradoxically although digital media help us reduce time and space, it also tends to stress us (Perlow, 2012; Gergen, 2002). The presented study analyzes time-based media use in mobility situations like traveling in train or waiting with the aim to identify processes of social acceleration and how they blur our perception of time. Based on a combined qualitative and quantitative design this research proves polychrome and blended phenomena of social acceleration and new patterns of time use through mobile media. Besides the media use in these situations being primarily spontaneous and ritualized, especially multitasking, the switching between several media services at the same time and compression – i.e. the ever tighter frequency of media usage cases – are being studied. The recipients develop a permanent feeling of pressure for attention with the consequence that time is getting timeless (Castells, 1997). References: Castells, Manuel (1997): *The Information Age: Economy, Society and Culture*, Vol. II. *The Power of Identity*. Oxford: Blackwell. Gergen, Kenneth (2002). *Cell phone technology and the realm of absent presence*. In Katz, James E., and Aakhus, Mark (Eds.), *Perpetual contact*. New York: Cambridge University Press, 227–241. Perlow, L. A. (2012). *Sleeping with your smartphones: how to break the 24/7 habit and change the way you work*. Boston, Mass.: Harvard Business Review Press. Rosa, Hartmut (2013): *Social Acceleration: A New Theory of Modernity*. New York: Columbia University Press. Turkle, S. (2008). *Always-on/Always-on-you: The Tethered Self*. In J. E. Katz, *Handbook of mobile communication studies* (pp. 227–241). Cambridge, Mass.: MIT Press. Vorderer, Peter/Kohring, Matthias (2013): *Permanently online: A challenge for media and communication research*. In: *International Journal of Communication* 7(2013), 188–196.

PN 106

**Applying the Non-Media-Centric Approach to the Question of Mobility**

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In a reflexive mode concerning the other three presentations (or rather the basic assumptions underlying some of their arguments), this contribution aims at a using the non-media-centric approach and relate it to the question of mobilities and the study of mobile or rather convergent media use. It will begin with the question how wide a non-media-centric approach (e.g. Morley, 2009) does need to be in order to actually avoid the media-centrism and at the same time not to become obsolete. This will further be elaborated in relation to the concept of mobilities (as used in paper 1 and 2 – see also Sheller & Urry, 2006) as well as routines (as presented in paper 3). This theoretical contribution will lastly focus on the question of boundaries and analyse in detail the boundary concept(s) implied in the different approaches. Boundaries are here referring to the empirical object looked at, but they are also an important aspect of the epistemological question underlying research approaches such as the non-media-centric or mobilities approach. Last, but not least, this contribution is meant to draw some aspects of the other papers together in order to build the basis for the respondents' response. References Morley, David. "For a Materialist, Non-Media-centric Media Studies." *Television & New Media*. 10, no. 1 (2009): 114–116. Sheller, Mimi, and John Urry. "The New Mobilities Paradigm." *Environment and Planning A* 38, no. 2 (2006): 207–26. doi:10.1068/a37268.



PN 107

## Managing Boundaries in Communicative Mobility

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One central aspect in the discourse on recent media and communicative change is the concept of the dissolution of boundaries: Slogans such as the “always-on mode” of communication (Ito et al., 2008: 15) or “being permanently online” (Vorderer & Kohring, 2013: 190) go back to the vast opportunities offered by digital media in general and mobile technologies in particular. Mediated connectivity is seen as permeating all spheres of life and thus dissolving the boundaries of e.g. professional and private life (Krotz, 2003), work and play (Wittel, 2008) or the public and the private sphere (Marwick & boyd, 2014). In our presentation, however, we want to show that communicative networking today should be rather understood as a dialectic of dissolution as well as separation. Exemplarily looking at communicative mobility as a process perspective on the intersection of different forms of physical movement and media use, it turns out that boundaries between spheres of life such as the private-professional-dichotomy are not simply turning obsolete. Rather media are used for different forms of boundary management comprising practices of integration as well as separation. Central to our analysis are the temporal as well as the social dimensions of boundary management. In this presentation, however, we want to focus the spatial dimension of communicatively integrating and separating different spheres of life, represented in either single social relationships or different communitizations on the whole. Especially in situations of mobility, complex patterns of boundary management concerning local as well as translocal connectivity are applied. Empirically, our presentation combines the findings of two qualitative research projects: The first study investigates the role of digital media for the relationship maintenance of 22 individuals in situations of intense job-related mobility. The second study focuses the interrelations of communicative networking and local as well as translocal forms of communitization. Its sample comprises 160 ethnographic miniatures of people aged 16 to 88. Both research projects were carried out in Germany and follow a qualitative network analysis approach (Hepp et al., 2016). Combining qualitative interviews (meaning dimension), open network maps (structural dimension) and media diaries (processual dimension) practices of communicative networking are analyzed from an ego-centered perspective. References Hepp, Andreas/Berg, Matthias/Roitsch, Cindy (2016): Investigating communication networks contextually: Qualitative network analysis as cross-media research. In: *MedieKultur* 32(60) (accepted for publication). Ito, Mizuko/Horst, Heather/Bittanti, Matteo/boyd, danah/Herr-Stephenson, Becky/Lange, Patricia G/Pascoe, C.J./Robinson, Laura (2008): *Living and Learning with New Media: Summary of Findings from the Digital Youth Project*. Online: <http://files.eric.ed.gov/fulltext/ED536072.pdf> [02–11–15]. Krotz, Friedrich (2003): *Die Mediatisierung der Lebensräume von Jugendlichen. Perspektiven für die Forschung*. In: Bug, Judith/Karmasin, Matthias (eds.): *Telekommunikation und Jugendkultur. Eine Einführung*. Wiesbaden: Westdeutscher Verlag, 167–183. Marwick, Alice E/boyd, danah (2014): *Networked privacy: How teenagers negotiate context in social media*. In: *new media & society* 16(7), 1051–1067. Vorderer, Peter/Kohring, Matthias (2013): *Permanently online: A challenge for media and communication research*. In: *International Journal of Communication* 7(2013), 188–196. Wittel, Andreas (2008): *Towards a network society*. In: Hepp, Andreas/Krotz, Friedrich/Moores, Shaun/Winter, Carsten (eds.): *Connectivity, Networks and Flows: Conceptualizing Contemporary Communications*. Cresskill: Hampton Press, 157–182.

PN 108

## The Matter of Presence and Mobile Communication Rituals

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This contribution presents research focusing on mobile communication in the theoretical tradition towards a ritual interaction order (Goffman, 1989; Bergesen, 1999). The center question raised is in how far mobile media communication is strengthening social bonds in creating new forms of ritual interaction and social cohesion or if an increasing mediation and virtualization is disrupting social interaction and connection in the here and now. Hereby different levels of social processes are relevant: There are ritual elements on a linguistic level of everyday communication and interaction which are performatively and meaningfully enacted on a micro-level of codes (Bergesen, 1999). Furthermore, there are interaction rituals on a meso-level (Goffman, 1989), as an embedding of communicative symbols, like greetings and formulas, in people's everyday life. On a macro-level there are ceremony interactions respectively events that can be differentiated from habitualized action as they have a subjective meaning for the people and include an emotional component (Collins 2004). Concerning the role of media communication in everyday life this research is based on a broad understanding of media, which again is based on face-to-face communication as the prototype of human social interaction (Berger/Luckmann, 2004). The communicative experience is enabled beyond single media usage in a convergent communicative repertoire. The advent of mobile communication technologies have brought new qualities of people connecting and feeling connected with each other: Christian Licoppe (2004) has been describing a notion of connected presence, as mobile communication technologies enable an ongoing contact with others. At the same time Kenneth Gergen's concept of absent presence (2002) highlights the sharing of people's attention between here and now and a virtual communication space. Following Randall Collins' theory of ritual interaction chains (2004) and his assumption that ritual interaction can only be created in vis-à-vis situations, recent concepts on the topic (e.g. Ling, 2008) are discussed and developed further for the issue of communication in convergent media repertoires. Hereby the micro-level of codes (linguistic, visual, audiovisual), the meso-level of interaction in (mediated, virtual) interpersonal situation and media ceremonies and events as rituals on the macro-level are elaborated and connected through empirical case studies. The research brings up conceptual questions of mediated experience as social process including readings of representation, (co-)construction of identities and belonging and relating to or distinguishing from others. In discussing these issues, the relevant concepts and theoretical terms are challenged. References Berger, Peter L., and Luckmann, Thomas (2004). *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Garden City: Doubleday. Bergesen, Albert (1999). *The Ritual Order*. *Humboldt Journal of Social Relations*, 25, 157–197. Collins, Randall (2004). *Interaction Ritual Chains*. Princeton: Princeton University Press. Goffman, Erving (1989). *Interaction ritual: essays on face-to-face behavior*. New York: Pantheon Books. Licoppe, Christian. (2004). *Connected presence: The emergence of a new repertoire for managing social relationships in a changing communications technoscape*. *Environment and Planning: Society and Space*, 22, 135–156. Ling, Rich (2008). *New Tech, New Ties: How Mobile Communication Is Reshaping Social Cohesion*. Cambridge / London: MIT Press.

PN 109

## 'Running with Agencies' – Shifts in Temporal and Spatial Experience by Using GPS-Tracking-Apps

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The experience of the popular sport of running drastically changed as smartphone apps such as Runtastic become a fastly used tool by all kinds of runners. The use of the apps transforms the former non-mediatised sport into a broader network where various actors, translations and representations affect each other. Within the past ten years running got a vast boost in popularity, turning into a sport that is becoming more and more connected with the use of different GPS-based-Apps to track the training in order to improve the runner's performance. This kind of media use offers various solutions to overcome performance boundaries, especially for non-professionals. By meticulously tracking every move of the runner the app (or rather the online database on the backend of the system) creates a representation of all running sessions that can be shared with other people. Running without a smartphone produced very little data (maybe the total time of a session). With using the app the runner gains various translations. Now the runner is able to reflect on her actions in various ways: on a map, as a chart, as various types of graphs (as well as on the mobile device as in the web interface). The actual spacial and temporal experience is not only transformed into data but into an array of translated representations enabling the runner to project her future training. But apart from this obvious effect, this contribution wants to research with using the Actor-Network-Theory how not only the runner's experience, but the person's experience of time and space in general could change with the use of the apps. Lately ANT has been frequently discussed to enrich the field of Media- and Communication-Studies (e.g. Thielmann/Schüttpelz 2015, Wieser 2012). This contribution focuses on the Actor-Network-Theory as an „tool-kit“ (van Loon 2007) to understand (side)-effects of the mediatisation of an every day practice. The central question focuses on insights of the interaction between runners and the various actors that establish each other while using those apps according to the shifts of temporal and spatial experience that are gained with this media-practice. On the one hand the field of mediatised running seems to offer an exemplary case, where the process-orientated focus on agencement and the assumption of media as black-boxes that comes along with the ANT could be used to offer deeper insights according to temporal and spatial effects of this new media routine. On the other hand this showcase can be used to discuss the possibilities of the ANT for the Field of Media- and Communication studies. Wieser, Matthias : *Das Netzwerk von Bruno Latour. Die Akteur-Netzwerk-Theorie zwischen Science & Technology Studies und poststrukturalistischer Soziologie*. transcript 2012. Thielmann, Tristan; Schüttpelz, Erhard (Hg.): *Akteur-Medien-Theorie*. transcript 2015. van Loon, Joost: *Media Technology: Critical Perspectives*. Open University Press 2007

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### Mutual Respect or Unrequited Love? Exploring the Relationship Between Digital Media Studies and Human Computer Interaction (HCI) Research...

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Digital media and HCI research share similar interests – the production and use of digital technologies for communication in myriad contexts of everyday life. However, each approaches it from a very different direction and disciplinary focus. Media studies examine the digital as the paradigm for production, distribution, consumption and digestion of communications as well as exploring its impact on individuals, communities and society, analytically, creatively and critically from social science and cultural studies perspectives. HCI research examines the design and use of technologies towards improving the experience of interfacing with computers, particularly in novel contexts, with its own disciplinary heritage from computer science and influences from psychology, anthropology and sociology. This paper maps the intersection between digital media studies and human-computer interaction (HCI) research today, to examine how both fields now regard each other in the 21<sup>st</sup> century. Is each field as relevant to the other as it was 20 years ago or is there a (dis)continuity in their mutual regard? Media studies have a long pre-digital history in the mass media of newspapers, cinema, radio and television, where concepts from HCI were all but irrelevant. HCI has an equally deep pre-media history in valve-switches, mainframe computing and ergonomics, largely unrelated to media studies. Both histories collided with the development of networked digital computing, particularly the arrival of the internet in the early 1990s. Digital computing provided new ways to mediate, new materials to be mediated, new uses and new relationships to be made (Pavlik, 1998, McQuail 2000). The interactivity of these 'new media' – indeed as their defining characteristic (Lister et al, 2003) – thus opened up the field of HCI for media research to mine for a rich set of resources around concepts such as affordance, agency, accessibility, embodiment and interactivity itself, as well as theory on the potential of new media from related fields of artificial intelligence and pervasive and ubiquitous computing. Meanwhile, with the evolutionary shift in computing from machines to social objects (Turtle, 1984, Suchman 1987) HCI research embarked on a reciprocal effort, utilising now relevant media and communication theory on active audiences, uses and gratifications, social networking and so on. This paper examines recent research output from both HCI and media studies for evidence of mutual regard, through citation, reference to theory and acknowledgment of common ground. Using a descriptive content and discourse analysis of a constructed sample, the study explores if and how both HCI and media studies still reflect on, use and share each other's contributions to knowledge. The findings suggest an equal but distant regard for each other with some significant overlap and mutual recognition particularly on research into social media. However, differences in terminology, citation style, and epistemological values attached to types of research present challenges for interdisciplinary work in some common areas. The discussion explores how the use of media and communications theory in HCI may offer ways to rethink its application in its own discipline and suggests where future interdisciplinary work may be of benefit to both fields.

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### Virtual Reality and Multi-Sensorial Marketing: When Our Cognitive Knowledge Leads the Digital Experiences

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In a post-digital society to create multi-sensorial experiences with digital interfaces is a prominent desire of academic researchers and technological companies. So, more than providing an audiovisual experience, the actual generation of virtual environments is characterized by creating additional stimuli in the user perception process when exploring virtual reality (VR). This can be seen particularly with the recent revolution of head-mounted display devices (HMD) and, of course, with the more natural to the human interactions with digital interfaces generated by sensors, cameras and body tracking systems. In our perspective, when creating multi-sensorial interfaces it is also created a more immersive and intuitive experience to the user. In other words, the perceptual and cognitive knowledge developed by the user in the physical world leads her/his exploration through the VR. It also creates a more natural understanding of the synthetic world and, of course, a similar behavior to what is considered natural in the physical world. Numerous optimistic ideas can be associated with this phenomenon, such as: the inclusion of elderly people in the digital lifestyle, after all they will no longer need to learn the machine *modus operandi* but simply to interact with the computer as if it were a person; the prevention of accidents or disasters through the virtual training, after all the user will be able to practice any risk situation in a realistic 3D scenery where she/he feels the space, objects and activities in a similar way of the original ones (military, industrial, architectural, engineer, medical, sports, etc.); or even, and this is a point that multi-sensorial interfaces in VR awakes our attention, a huge opportunity to brands and corporate companies optimize their communication and marketing relationship with potential consumers, after all VR is a post-digital media platform that allows users to experience a more immersive, engaging, funny and participatory interaction than traditional web environments. This paper launches a reflexive discussion about the techno-cultural issues linked to the multi-sensorial interfaces in VR. Specifically, this work intend to contribute with the communication and marketing areas launching a deep overview on already done practices with this kind of media. So, more than presenting case studies, the methodological approach carries a qualitative analysis that crosses all the data collected by the authors through exploratory observations with the fundamental theory about digital communication (Baudrillard, 1994; Kerckhove, 1995; Levy, 1999; Castells, 1999; Jenkins, 2003; Aaker, 2009), perception studies (Davidoff, 2001; Accioly, 2010; Zilles Borba, 2014) and VR technology (Zuffo, 2006; Blake, 2010; Slater, 2014). The analyses corpus was composed by eight marketing campaigns in VR with HMD (Oculus Rift, Google Cardboard, Samsung Gear VR) and tracking systems (Leap Motion, OptiTrack). All the technological equipment was available in the laboratories of the Interdisciplinary Center in Interactive Technologies from the University of Sao Paulo (CITI-USP). Keywords: Virtual Reality, Multi-sensorial Interfaces, Immersion, Perception, Cognition, Post-Digital, Digital Marketing

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## A Practices Approach to Mediated Social Relation Maintenance Behavior

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Today, media have become integrated in all aspects of social life and mediated communication has become commonplace in everyday social relations. Recent data shows that digital text messaging and voice services are increasingly used alongside more established communication means. From this reality emerges the question how people appropriate this wide variety of media in their everyday interpersonal communication within their existing personal networks. Current research on social relation maintenance behavior predominantly takes an individualistic approach, emphasizing personality traits as antecedents of media use in this context, and typically singles out one medium. In contrast we take a cultural approach in this research, employing the conceptual lens of practices in combination with network analysis to study how people appropriate media in this particular context. Practices have to be situated in the cultural turn in social sciences and can be defined as routinized types of behavior, consisting of arrays of activities, things and their uses. Practices are doubly articulated, meaning that they exist as a shared yet abstract entity and as the performance of the practice by individual actors. The performance of practices involves the actual carrying out of the activities by an individual actor. Taking both articulations into account, an empirical investigation of practices involves its observable activities, how its performers understand the practice, which procedures they follow during its performance and how they actually engage with it. Individual performances of a practice can subsequently be discerned in terms of variations along these dimensions. We investigate this practice of maintaining social relationships by employing a mixed-method approach, combining a diary study, qualitative network analysis and in-depth interviews. Specifically, we compare two generations, adolescents (aged 13–18) and adults (aged 35–45), and the ways in which they appropriate media within the performance of this practice. In total fifty respondents participate in the study, evenly distributed over both generations. As such we will be able to discern between performances of this media related practice, how different media are appropriated within variations of interpersonal relations and ultimately how they may affect these maintenance behaviors. This will allow us to provide complementary insights to the existing literature on mediated relation maintenance. Furthermore, our research shows the relevance and benefit of a relational and sociological approach, as opposed to the individualistic and psychological focus that is currently dominant in this field.

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## Users' Perceived Credibility of Embodied Social Agents

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Animated Conversational Agent, Embodied Social Agent, Chatboot, Avatar : these are different names, coming from different fields (such as computer science, ergonomics, communication), meaning almost the same digital object : a sort of human-like software agent acting as an assistant in banking services (Pickard & al., 2013), cultural guide (Lane & al., 2011), security trainer (Kowalski & al., 2013), tutor (Blair & al., 2007), and more other roles. This kind of software is able to interact with a human being, to give information and, sometimes, to help him (her) to accomplish some tasks. Animated Conversational Agent, Embodied Social Agent, Chatboot, Avatar : these are different names, coming from different fields (such as computer science, ergonomics, communication), meaning almost the same digital object : a sort of human-like software agent acting as an assistant in banking services (Pickard, Burns & Moffitt 2013), cultural guide (Lane, Noren, Auerbach, Birch and Swartout, 2011), security trainer (Kowalski Pavlovskia & Goldstein., 2013), tutor (Blair, Schwartz, Biswas & Leelawong 2007), and more other roles. This kind of software is able to interact with a human being, to give information and, sometimes, to help him (her) to accomplish some tasks. From a user perspective, this sort of software has an ambiguous identity: neither a simple mouse-and-screen interface nor a human being, it is rather perceived as a "half-computer half-human" identity built to behave as a « social actor » (Reeves & Nass, 1996). We consider that credibility is an effective concept to understand how human beings can interact with these kind of digital social actors and to what extent they could trust them. This line of reasoning leads several research questions: how do users perceive the credibility of these Embodied Social Agents (ESAs)? how could we measure it? Which factors determine, directly or indirectly, the level of credibility that users lend to them? In our view, credibility reflects the power of an ESA to act as a trusted (or believed) assistant in a fixed open-end human activity, by means of its moral qualities and its expertise. Nevertheless, source credibility does not necessarily imply a persuasion effect on the receiver, although source credibility is a critical determinant of message acceptance. Our contribution is structured as follows: In the first part, we first highlight most relevant theoretical underpinnings about credibility from human communication research. In the second part, we describe how previous researches about ESAs deal with the concept of credibility and we also stress relevant methodological items. In the third part, we suggest a research framework to study credibility in human-ESAs interaction and, in the following section, we describe how we tried to apply this framework to a longitudinal study to evaluate human-ESAs interaction.

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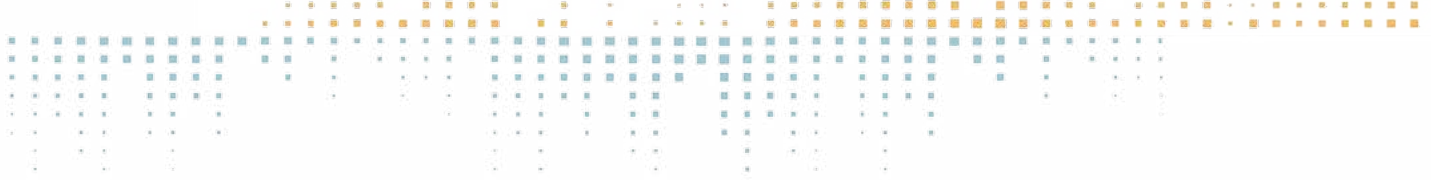
## Digital Reading Across Europe

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The practice of reading is going through a profound change and the development of mobile and connected devices has fuelled that change. Readers throughout the world are remediating their reading practices taking advantage of the possibilities offered by digital communication devices as e-readers, tablets, laptops and smartphones. There is the expectation of immediate access anytime and anywhere. In face of the growing importance of mobility contexts, one ought to consider whether this enhanced mobility is indeed changing readership. Books have always been mobile, but mobile devices offer augmented mobility – a mobility that is connected, networked and collaborative. We now speak of locative media as, besides content, context also plays a major role. Mobility contexts are often used as a 'time to read', as mobile communication devices allow not only to carry a greater amount of books, but also to take advantage of online communication technologies and enhance the reading activity by accessing complementary information or having the possibility to easily manage a digital library or reading notes. Based on a quantitative methodology, the paper will present and discuss the results of an extensive





quantitative online survey of 16 countries, "Digital Reading: Usage, Attitudes, and Practices" (2013), focusing on Europe. The survey on digital reading allows us to map the global digital reading landscape, including seven European countries: France, Germany, Italy, Portugal, Spain and the United Kingdom. One of the main conclusions is that reading matters: to the question: "when purchasing a device with internet access was the ability to read texts such as books, magazines or newspapers important in your purchase decision", 61% of the global sample answered yes. Books are definitely going digital with the majority of the respondents, 58%, having already read a book in digital format. Another conclusion is that digital reading is as an extension of paper as the individuals which read more on paper are the ones reading more in digital formats. Therefore, we cannot regard digital reading as a replacement activity but rather a cumulative one. We aim at a better understanding of the affordances of digital reading from a European standpoint.

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Digital communications and technologies are part of our personal and social worlds today. They are generating new ways of understanding our self and our social relations. Selfies have been defined as 'A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media' (Oxford Dictionaries, n.d.)(1). Selfies are cheap, easy to take and easily distributed. According to Fox and Rooney (2015), the selfie is believed to have debuted in its present form in 2004, with its usage reportedly skyrocketing by 17,000% since 2012. The practice of selfies is also coherent with the increasing exposure of the body in forms of popular representation and individual self-expression (Attwood, 2011). Selfies have been considered as a rapid 'documenting' of the self (Jenks, 2013) and a 'sociocultural revolution' about 'identity affirmation' (Silvestri, 2014, p. 114), among others. They have also been considered as transformative and subversive (Ehlin, 2014) and a political weapon. Even though they have been dismissed as frivolous and self-absorbed, Tiidenberg and Gómez Cruz consider that 'the relationship between subjectivity, practice and social use of those images seems to be more complex than this dismissal allows' (2015, p. 78). Selfies are power-ambiguous and can reinforce existing hegemonies through commodification and docility (Foucault, 1977; Lasen and Gomez-Cruz, 2009; Waskul and Martin, 2010)(2). Departing from selfies as a complex practice related to power, sex-gender hegemonies, documentation, identity, self and subversion, we consider that selfies are discursive media that allow, visibilize and disseminate 'emergent' (dissident?) gendered identities that are profoundly embodied, are 'easily' represented through pictures and 'question' the hegemonic gendered assumptions. Selfies situate one's self at the crossroads between the public and the private and through this 'exhibition' they enable modifications of the performance and conceptualization of the sex-gender-sexuality system. Non-hegemonic (non gender-binary) selfies with hashtags such as #femaletomale, #androgynous, #notbinary, #pansexual, #genderfluid, #demisexual, and others are used to surpass hegemonic sex-gender categories and express change, transformation, and emerging categories. These 'new' expressions and discourses unravel the self and can have an emancipating effect from restrictive discourses through new gender taxonomies alternative to heteronormative taxonomies. In this work we have centered in selfies in Instagram and we derive our findings from qualitative and visual analysis. After an in-system search for exploring hashtags and users, we have also interviewed representative users. Notes 1. Retrieved from <http://www.oxforddictionaries.com/es/definicion/ingles/selfie> (15 January, 2016). 2. For more details about the different explanations about selfies see, among others, Gomez-Cruz and Thornham (2015) and Tiidenberg and Gómez Cruz (2015) as well as <http://www.makingselfsmakingself.com/> (retrieved 20 January, 2016).

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Media diaries represent a classic yet increasingly avoided method in communication research. The analytical power of this method lies in its capacity to afford contextual knowledge about media appropriation: the situational, spatial and temporal embeddedness of everyday media use as well as the meaning and role of media as part of daily routines, social interactions and a larger media repertoire. By providing a comprehensive pool of rich self-report data, the method reveals how the individual perceives and uses media. Media diaries have been applied in such diverse fields as media pedagogy, health communication, mobile communication and in market research and come in a variety of forms and formats (e.g. log format, semi-structured table format etc.). However, in today's mediatized societies, the application of media diaries needs critical assessment: In the process of digitization and convergence, media communication has become increasingly ambient and pervasive. Most media have ceased to have a distinct scope of action and signification. Practices overlap leading to intricate modes of reception characterized by fragmentation and transition. As a consequence, discrete acts of media consumption are difficult to identify for users and researchers alike – classic self-report methods such as media diaries reach their limits. The complexity of saturated media environments thus calls for innovative research approaches which take into account the entanglement and ubiquity of media communication that often obscures everyday perception and reflection. Against this background, the paper introduces the mobile messenger application WhatsApp – key to digital communication for now one in seven people on Earth – as a qualitative data collection tool that enhances the documentary character of self-reporting by the interactive potential of qualitative interviewing. Our case study is centred on the interest-driven, often floating media reading habits of young adults born after 1990. These so-called Post-Millennials have grown up in a world of mobile communication. The participants were requested to document in WhatsApp their moments of reading editorial content – be it online, via mobile apps, or in printed publications – by sending commented (audio-)visual material in each situation of use. The chat functions of WhatsApp gave us the opportunity to then engage in the process by exploring dialogically the meanings and context of each situation. For a holistic view of this innovative tool, the study included follow-up face-to-face interviews with the participants. In so doing, the findings shed light on the backdrops of media selection and reading choices in media rich environments and facilitate a careful assessment of the potential of instant messaging for carrying self-reporting methodologies into the future.

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## Few-To-Many Communication. Public Figures' Self-Promotion on Twitter Through "Joint Performances" in Small Networked Constellations

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**RELEVANCE & RESEARCH QUESTIONS:** Twitter is often associated with digital citizenship and democratic communication, enabling "anyone to chat with anyone" (many-to-many). Simultaneously, research is pointing at a gap between elite users and "ordinary users" with the latter becoming passive audiences of the first. Despite the awareness about the hierarchical nature of Twitter, there is need for detailed analyses of elite power and elite visibility. Not least, it is necessary to pay attention to how users with high status "collaborate" in their efforts to "win the audience" (Castells 2007: 241). Thus, the purpose is to explore how members of a Twitter elite interact and perform together "before" their manifold followers/audiences, as if from a raised platform. The study seeks to answer the following: RQ 1: What different types of "joint performances" are possible to identify and more precisely what does the interaction look like, discursively speaking? RQ2: How could this elite "collaborative" way of establishing mass communication on Twitter be conceptualized? One-to-many is restricted to individual performance, but is it possible to formulate an equivalent concept that instead covers "joint performances"? **METHODS & DATA:** A qualitative discourse analysis of Twitter activities among six Swedish public figures who are nationally acknowledged politicians, journalists and PR consultants. The empirical material, which was collected in February and September 2014, consists of in total 1689 items (tweets and retweets) in which a selection has been used for the qualitative analysis (primarily tweets while the retweets have served as contextual material). **RESULTS:** The identification of three discourse types; expert sessions; professional "backstage" chatting and exclusive livestreaming. Altogether, they demonstrate how a Twitter elite "socialize" on Twitter in a top-down manner. **ADDED VALUE:** Qualitative knowledge about barriers to democratic interaction on Twitter. The formulation of a concept that complements the widely used concept of one-to-many. It is suggested that the identified "elite collaborative" tweeting represents another form of mass communication, namely few-to-many. **METHODOLOGICAL CHALLENGE/PROBLEM:** What happens when transferring discourse analytical tools, originally intended for studies of traditional media, to Twitter? **KEYWORDS:** Twitter, politicians, journalists, PR consultants, mass communication, audiences, few-to-many communication, elite, performance, digital citizenship.

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## Facebook's Global Imaginary: The Symbolic Production of the World Through Social Media

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This paper discusses the symbolic production of the 'global' through Facebook. Methodologically, the paper rests upon autoethnography and platform analysis. The critical examination of the researcher's own Facebook News Feed (the autoethnographic dimension) seeks to 'connect the autobiographical and personal to the cultural, social and political' (Ellis, 2004, p. xix). This examination is supplemented by a reading of the platform's visual interface in terms of the categories, options and services advanced by Facebook (e.g. Gillespie, 2010). Both methods are driven by the larger goal of understanding how the idea of the 'global world' is symbolically produced through our use of the platform. The analysis consists of three elements: the intersection between the user's socioeconomic position and her Facebook customization choices and use practices; the role of the Facebook NewsFeed algorithm; and the wider discourses through which Facebook as a company has positioned itself as a global medium. The global imaginary produced through Facebook appears to users as a celebration of technologically-enabled individual cosmopolitanism. Thus, the user is prompted to interpret the global dimension of her news feed as an expression of her own cosmopolitan identity and global ties. Yet, this imaginary masks the centrality of socioeconomic class and of commercial interests in structuring the user's own choices on Facebook. It is argued that the intersection between the user's own position and the algorithm creates a cosmopolitan privilege: only some types of users are enabled to imagine themselves as 'cosmopolitan subjects'. The production of the global imaginary through Facebook valorizes personal choice as the condition for the development of a cosmopolitan subject position, while simultaneously veiling the structural constraints shaping these choices in the first place.

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## Selfie Stories in Time: Connecting Qualitative and Quantitative Analysis of Image-Based Personal Narratives

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This presentation is a part of an ongoing research project entitled 'Selfiestories and personal data' funded by the BBVA (Spain). This two-year research project approaches the phenomenon of the selfie as performed and part of a personal or collective narrative (Vivien and Burgess, 2013), present in social media platforms like Instagram or Twitter. Methodologically, we do so through a double perspective: on the one side, qualitative fieldwork oriented to specific forms of personal narratives and, on the other side, through the analysis of vast datasets coming from personal narratives related to collective time-set experiences, using Big Data techniques. For this purpose, we are developing a data extractor based on Instagram to test how these narratives can be analyzed from this complementary perspective. Considering selfies beyond image and representation (Gómez and Thornham, 2015) and highlighting here the social and conversational aspects of the phenomenon, in our empirical work we will focus on the contextual information. In this regard, location, description (through plain text or hashtags, but also mentions, timeframe, its connection to a user stream or feed (Fallon, 2014), and the relation to other narratives become essential. This perspective is essentially different to other attempts to approach the notion of the selfie through Big Data image analysis (Manovich's Selfie City being the prime example). In order to conduct a parallel research, both from qualitative and quantitative approaches, timeframes constitute a common element which can allow an interrelated and enriched set of data when applied to specific case studies. In our presentation we will draw an initial distinction of different forms of personal narratives and its relation to specific timeframes and experiences. Based on our preliminary work, we will suggest a consideration of different kinds of image-based shared personal narratives: some more tied to the time of the everyday - like those con-

nected to health, self-improvement or holidays.- and others pointing to a delimited period of time -like those connected to public events or unexpected incidents-. The first category, more oriented to the individual, extends across a more or less continuous timeframe, but at the same time it's comparable to parallel actions carried out by other users in multiple locations (for example, narratives about fitness or healthy food). The second category, more oriented to the collective, is time-constrained and it's easily identifiable with similar actions by other users in identical or close locations (for example, selfies taken during a General Election's day or during a music festival). A third category, midway between the everyday and the eventful, might be identified through purposeful actions along time, for example social, commercial or political campaigns, as well as artist appropriations of the language of the personal narratives. We will present some preliminary empirical results of our research through a set of four case studies that illustrate these different categories in a sense that image and contextual data can help us to shape a complex methodology where qualitative fieldwork enters into a dialogue with Big Data analysis.



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## Apps Before Breakfast: Exploring Users' News Consumption Practices as Media Rituals

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How we access news and information is increasingly mobile, networked, and personalized. This changing 'micro' media landscape is represented by smartphones, browsers, buttons and clicks, and is generally studied within frameworks related to cognition, attention and distraction. At the same time, a range of scholars have analyzed and diagnosed the larger economic, technological and cultural transformations that have led to - depending on who one asks - a more participatory, connective and open media landscape or one that is increasingly atomized, narcissistic and controlled. What is largely missing today is a framework for connecting the micro-context of our everyday media practices to the macro-context of a changing media landscape, in particular as this relates to shifting concentrations of media power. This paper seeks to fill this gap by analyzing users' online news consumption in terms of 'media rituals.' Defined by Nick Couldry as formalized patterns of media-related practice that enact and naturalize the concentration of symbolic power in media institutions, the concept offers an important but underutilized touchstone for analyzing new media practices at a time when media power is supposedly challenged or at least redefined in a participatory landscape. A media rituals approach to media consumption requires going beyond identifying 'habits' and instead seeks to understand how particular practices occur within 'the ritual space of media,' which consists of various media-related categories (e.g. liveness, reality), boundaries (e.g. hierarchies of 'ordinary' and 'media' persons) and values (e.g. fame/celebrity). To begin to identify media rituals within a digital media environment, this research consists of a qualitative analysis of users' online news consumption and related practices. In-depth interviews were carried out with a convenience sample of ten people between the ages of 20 and 30. Participants were asked to track their web browsing and app usage over a period of a week, and this data was used to loosely structure the interviews and aid in identifying common patterns of action. Although such a small sample cannot be representative, it does allow for a level of familiarity and depth that would be very difficult to achieve otherwise. Three broader categories of news-consumption rituals emerged from the analysis. The first is 'presence/absence,' characterized by embodied rituals such as checking for news in certain public settings but also negating potential intrusions (e.g. using a phone's 'airplane mode'). The second is 'following/unfollowing,' which refers to regular rituals of aggregating and editing the stream(s) of information one receives. The third is 'scrolling/engaging,' which refers to the various relatively passive or active 'states' users enter while consuming news online. As we argue, the various individual and collective rituals identified here can be seen to resonate with and legitimize various digital media categories (e.g. connectivity), boundaries (e.g. the lack of hierarchy supposedly created by social media) and values (e.g. participation). However, as the themes' labels suggest, these rituals do not simply affirm the categories and values suggested by social media, but also points to their constructed nature by highlight contradictions and indeterminacy.

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## Sharing the News – Facebook Shares as Relevance Indicators

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In recent years, social media have become an important source of information. For example, during this year's US primaries, Americans name social media as the second most helpful source to learn about the upcoming election (PEW, 2016). This increased importance as a news source not only affects the production routines of journalists. By offering a platform for users to immediately share information social media has changed the process of distribution of mass media content between citizens as well (Olmstead et al. 2011). Therefore, news diffusion in social media should be understood as a two-step selection process. Research on the motives of sharing information indicates that users tend to share information that seems relevant for themselves or their peer-group (Bobkowski 2015). In the tradition of news selection research news factors explain journalistic attribution of relevance towards issues or events; this holds true for recipients as well (Eilders 2006). Studies show a significant positive relation between several news factors and perceived relevance of news stories (Weber/Wirth 2013). Since news media provide buttons to directly share news content from their original websites, we are able to measure non-reactively how often articles are not only read but also shared with someones facebook friends. We thus ask, which news factors and news article characteristics influence the amount of shares. Furthermore we discuss whether facebook shares can be understood as indicators of relevance within the online context. To answer this research question, we conducted a content analysis of news coverage and the amount of shares on eight far reaching journalistic news websites in Germany. Therefore, we analyzed the amount of shares from the information displayed on the original news websites not from facebook. Our sample contained the websites of two national TV news shows, two quality daily newspapers, one local newspaper, one weekly newspaper, one tabloid newspaper and the news section of an e-mail provider, as an original online news site. We analyzed the news on politics during six weeks in the years 2011, 2012 and 2013. Altogether we analyzed 4.177 online news articles. About half of these articles contained buttons that displayed the total amount of shares. Our results, first, show that news factors tend to influence the amount of shares. Negative-binomial regression analysis reveals that news factors such as personification and negativism determine the tendency to share news articles with your facebook friends. Thus, facebook shares can be interpreted as relevance indicators, since factors that have been identified as influencing the attentiveness of recipients also empirically determine the amount of shares. Second, our analysis shows, that multimodality determines the likeliness of shares. Articles that contain e.g. pictures are shared more often. This indicates the need to consider formal context characteristics as boundary conditions when analyzing shares as relevance indicators. Methodically, when analyzing relevance indicators on the basis of shares, it needs to be taken into account that not all media allow sharing for all articles and that far reaching media articles are generally shared more often.

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## Political Discussions on Social Media Accounts of Ukrainian News Websites: Facebook vs. Vkontakte

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The Post-Soviet space currently represents a worldwide unique case of a highly competitive social networking market with several dominant platforms, such as Facebook, Vkontakte and Odnoklassniki that gravitate to different social milieus (Brand Analytics 2015). The previous research on social networks in Russia (Bodrunova&Litvinenko 2013) shows significant difference in the average user profiles of the users of Facebook and Vkontakte, in features of dominant discourses, and in the general perception of these SNS among the Internet audience in Russia. Our research aims at comparison of two major SNS in the post-war Ukraine, where the Russia-based VK remains the leading SNS with more than 27 Mio users (Yandex 2014), despite of a major 'migration' of users from VK to Facebook since Maidan protests. We analyze accounts of 10 leading Ukrainian news media in Facebook and Vkontakte, comparing the content and discussions in the comment sections of the same media in different SNS. The methods of research include qualitative content analysis, focus-groups with users of the two platforms and semi-structured in-depth interviews with experts. The results show high level of platform dependence in terms of how the same media organize their content and moderate discussions in SNS, with pro-Russian media being more active in VK and pro-government outlets closing their comment sections in this SNS. The comment sections in most of the cases may be considered as part of transnational multilingual (Russian and Ukrainian) public sphere (Fraser 2014), with tendency to a high level of polarization of discourse, especially on VK. The presentation will highlight the correlation between the functional possibilities of the two networks, their audience profiles in Ukraine, and the features of discussions on political news in VK and Facebook.

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## Continuity and Transformation of the Freedom of Communication Discourse in Online Technologyjournalism: (Re-)Claiming Internet Freedom

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Using Kelty's (2008) public sphere theory of the Recursive Public, this study analyzes German and English language ICT platforms' contributions to the ongoing public negotiation of the freedom of communication principle. Focusing on argumentation patterns in the debate over Internet Freedom in journalism specialized on communications technology, it determines the process of a (re-)construction of the meaning of this principle in a digitally networked media environment. Technology journalism is an especially relevant discursive segment within this discourse because it represents a constitutive part of the Recursive Public – a public "concerned with the ability to build, control, modify, and maintain the infrastructure that allows them to come into being in the first place and which, in turn, constitutes their everyday practical commitments and the identities of the participants as creative and autonomous individuals" (Kelty 2008: 7). This study asks: How is Internet Freedom defined and negotiated in this segment of the Recursive Public? Which argumentation patterns of the classical liberal freedom of communication debate are revitalized and which new patterns emerge in this context? The methodology of the Discourse Semantic Analysis of Argumentation Topoi, as developed and practiced e.g. by Wengeler (2003, 2013), Eilders (2005) and Tereick (2013), is adapted to answer these questions. First a larger discursive segment of 274 articles in total is compiled and structured according to key topics, within which Internet Freedom is defined and discussed, in their temporal development, as well as references to other dimensions of freedom of communication that are used to define the meaning of this new dimension. The articles are retrieved from the open archives of heise online and netzpolitik.org (influential German language ICT media), wired.com and boingboing.net (influential English language ICT media). This is followed by the argumentation analysis of 60 highly argumentative articles from authors who are prominent in the respective topic field. The analyzed time period starts with the first mentioning of the term "Internet Freedom" in 1997 and ends 04/2015. Eight out of ten identified argumentation topoi are revitalizing already existing elements of the liberal freedom of communication discourse, two bring in new patterns that are strongly related to the ICT environment. Internet Freedom is generally perceived as an extension of established dimensions of freedom of communication. Works Cited: \*Eilders, Christiane (2005): "Amis brauchen Umerziehung" – Erkenntnisse und Argumentationsmuster der deutschen Medienkritik im dritten Golfkrieg. In: M&K 53 (2-3), 333-351. \*Kelty, Christopher (2008): Two bits: The cultural significance of free software. Experimental futures. Durham: Duke University Press. \*Tereick, Jana (2013): Die "Klimalüge" auf YouTube: Eine korpus-gestützte Diskursanalyse der Aushandlung subversive Positionen in der partizipatorischen Kultur. In: Fraas, Claudia/ Meier, Stefan/ Pentzold, Christian (Hg.): Online-Diskurse. Köln: von Halem Verlag, 226-257. \*Wengeler, Martin (2003): Topos und Diskurs. Begründung einer argumentationsanalytischen Methode und ihre Anwendung auf den Migrationsdiskurs (1960-1985). Tübingen: Niemeyer. \*Wengeler, Martin (2013): Historische Diskurssemantik als Analyse von Argumentationstopoi. In: Busse, Dietrich/ Teubert Wolfgang (Hg.): Linguistische Diskursanalyse: neue Perspektiven. Wiesbaden: Springer, 189-215.

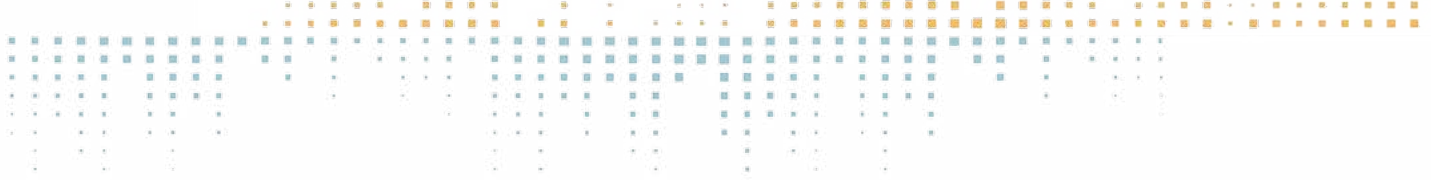
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## How Journalists Perceive Digital Surveillance. A Comparative Analysis in Europe, China and South Korea

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In 2015, the Parliamentary Assembly of the Council of Europe adopted a resolution stating that digital surveillance endangers fundamental human rights such as the right to privacy, freedom of information and expression. The Snowden revelations represented a watershed and a moment of discontinuity in the way citizens inhabit the Internet and in the definition of the current digital media environment. Moreover, the 2013 NSA surveillance scandal sparked also a lively debate around digital surveillance as a threat for journalists, their work and their sources. The discussion is taking place not only in the US but also in Europe, China and South Korea, where instances of digital surveillance targeting journalists are a concrete threat against journalists' safety and the practice of news-making. In order to analyze different contexts and territories, this paper compares how European, Chinese and South Korean journalists define surveillance and how they perceive it in the activities of their work, focusing also on the practices and technologies they adopt in order to protect themselves from potential threats. As a first layer of analysis, the paper investigates surveillance, in the analyzed countries, on a theoretical level, both



from epistemological and historical perspectives. In the second part, instead, the paper looks at the journalists' visions and concerns on surveillance and the technological strategies they enact. The paper methodology is based on semi-structured in-depth qualitative interviews with 12 journalists working in the field of digital rights or who are experts in digital security in Germany, Italy, United Kingdom, China and South Korea. Interviews have been conducted over voice (1 hour long), email or online encrypted chat applications. The paper aims at shedding light on European, Chinese and South Korean journalists' different approaches to digital surveillance and digital security tools through the lens of cultural and media systems comparisons. Moreover, the paper offers a historical perspective on the evolution of surveillance from an analog to a fully digital environment, analyzing which are the new threats and challenges journalists have to cope with during the practice of their work in different countries and territories. Essential reference list: Brunton, F., & Nissenbaum, H. (2015). *Obfuscation: A User's Guide for Privacy and Protest*. Cambridge MA: MIT Press. Di Salvo, P., and Negro, G. (2015). Framing Edward Snowden: A comparative analysis of four newspapers in China, United Kingdom and United States. *Journalism*, doi: 1464884915595472. Hallin, D. C., & Mancini, P. (eds.). (2011). *Comparing media systems beyond the Western world*. Cambridge: Cambridge University Press. Lyon, D. (2015). *Surveillance After Snowden*. Hoboken, NJ: John Wiley & Sons. Schneier, B. (2015). *Data and Goliath: The hidden battles to collect your data and control your world*. New York, NY: WW Norton & Company. Schneier, B., Seidel, K., & Vijayakumar, S. (2016). *A Worldwide Survey of Encryption Products*. Berkman Center Research Publication, (2016–2).

## Feeling and Desiring Numbers: Emotions in Engagements with Data

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Datafication – the quantification of aspects of social life previously experienced in qualitative, non-numeric form, which are then tabulated, visualised and analysed – is increasingly ubiquitous (Mayer-Schönberger and Cukier 2013). The main way that people get access to the data that increasingly circulate in this context is through their visualisation – that is, their visual representations in charts, graphs and other less common forms. As Gitelman and Jackson (2013) put it, 'data are mobilized graphically' (p. 12, emphasis in original). This paper focuses on the role that emotions play in engagements with data and their visualisations, drawing on two studies. The first is an empirical study of how people relate to data visualisations circulating in the everyday, which revealed a wide range of emotional engagements with diverse aspects of data and their visualisation. Emotions were evoked by visualisations themselves and their aesthetic form; data presented within them; their subject matter; and the source or original location of the visualisation. The second example is a study of what happens when social media data mining becomes ordinary, which traversed a range of sites (Author 2016). These included social media analytics companies, museums, councils, universities and media organisations. The study found that as datafication expands, as data and visualisations circulate and become more and more ubiquitous, a pervasive desire for numbers takes hold. I characterise this desire for numbers as a convergence of Porter's ideas about the trust that numbers inspire because of their apparent objectivity and facticity (Porter 1995), and Grosser's more recent argument that the metrification of social life on social media platforms produces a 'desire for more' (more likes, more followers, more retweets, more shares (Grosser 2014)). Bringing ideas about datafication together with the emotional dimensions of engaging with data and their visualisation suggests that it's not only data and numbers themselves, but also the feeling that numbers provoke that matter in these new visual-digital arrangements. The paper provides examples of the phenomenon it describes from the two empirical research projects. It then proceeds to reflect on how we might theorise the ways in which people relate to data/visualisation emotionally, not just cognitively and rationally, how to think about the inextricable entanglement of data and visualisation and about the possibilities opened up and problems ushered forth by feeling and desiring numbers.

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## Inhabiting Governed Communicative Spaces: Examining Urban Participation Using Geolocate Data and Ethnography

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Previous research on governance of communicative spaces (authors 2014, 2016) has shown that the relational space of interaction composed by the mesh of digital and physical communication flows during urban cultural events is unevenly established. The systematic analysis of the communication geographies of protests reveals the presence of significant and contested plurality of representations of place, numerous structures that define and steer the information flows, contextual architectural features that nuance the symbolic values of the urban activities, and a virtual network of connections that provide a view of the spatial possibilities of communicative interaction. These four modes of configurations of space and place identify critical forms of spatial inequality, and thus underpin the analytical framework that empirically examines the notion of communicative space. Moving away from the conflictual context of urban protest, this paper applies the same framework to the exploration of the configuration of communicative spaces during the Tramlines Festival, a commercial city music festival set up around public and private city venues held in July 2016 in Sheffield (UK). The festival, planned, with entry fees and spread across the wide urban space, assumes the intentional setting of the available communicative spaces. In our analysis we introduce the findings obtained from the combination of ethnographic reports and geolocate data produced via tracking applications in the mobile phones of volunteer participants. The four mode model of analysis will be applied to the data as an empirical test of the possibilities and limitations of recording and analysing the communicative space from within. Previous research has built on the analysis of information such as the space and place represented on social media (authors 2014, 2016), or the identification of the structures of space. In contrast, this study intends to contribute to the methodological and theoretical discussion on governance of the communicative space, by considering the position of those inhabiting it. Amongst the extensive cultural and digital production emerging from social interactions (including media accessed from mobile devices, staged music and fenced zones), the live action of the participants might pass unnoticed. This project examines and integrates the digital, cultural and social meanings of space and of circulation, the network capital underlining inequalities and power relations, and the conditions defining the (absence of) freedom to move and to interact across and within the fenced urban space. The complex virtual and physical spaces of interactions are embedded in the city geography, and this work aims to identify the complex apparatus that governs the features of this communicative space intervening in the four modes: in the multiple representations of place, in the structures that frame the information flows, in the textures that symbolically add to the social activity and in the overarching conditions of interaction of the connections. A thorough critical analysis from within should contribute to the understanding of the mechanisms involved in the governance of the communicative space, helping to identify the complex machinery that renders these interventions powerfully invisible.



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Civic technologists develop tools that aim to solve civic problems by improving government services or by empowering citizens, for example with parliamentary monitoring websites or tools that help citizens to submit freedom of information requests. Even though the civic tech sector has grown substantially in recent years as it has been embraced by foundations, companies and even some governments, we know very little about the practices and values promoted by civic tech applications, and how they might influence the relationship between citizens and their governments more broadly. This paper will provide answers to these questions by presenting findings from a qualitative case study (interviews and content analysis) about the practices and values of civic tech at mySociety ([www.mysociety.org](http://www.mysociety.org)), an NGO from the UK. mySociety is one of the oldest and most influential civic tech organizations today that has pioneered many civic tech applications which are now considered standard, for example the parliamentary monitoring website TheyWorkForYou.com or FixMyStreet.com, which helps citizens to report issues to local governments. Using detailed examples from this case study, it is suggested that civic tech is primarily about resolving problems of scale through structured data. It aims at making civic engagement easier and more straightforward for citizens by 'translating' the bureaucratic and legal procedures followed by governments into user-friendly interfaces and accessible language. This translation does not only depend on the affordances of structured data, i.e. on the ability to reorganize information through granular filtering, but on structuring data, on developing a structure to organize information and on putting data into that structure. This process requires careful negotiations between the structure of the data and the real-world processes this structure is supposed to represent. Drawing on Scott (1998), I will show how the data structures created and utilized by civic tech applications are not just technical or static, but social and performative: they do not merely aim to describe but to shape the relationship between citizens and their governments. I suggest that the type of citizenship promoted by civic tech comes close to what Schudson (1998) has described as 'monitorial citizenship'. I will provide some reflections on how civic tech supports monitorial citizens, but also how it emphasizes the more problematic aspects of this type of citizenship. This paper offers new insights into the growing phenomenon of civic tech and shows how researching civic tech is important for understanding how publics are being reconfigured with the 'datafication' of social life by demonstrating how civic tech applications are facilitating civic engagement through data. It also provides a useful starting point to further explore and compare civic tech communities around the world by focusing on one of the oldest and most influential civic tech organizations. References Schudson, M. (1998). *The good citizen: A history of American civic life*. New York: Martin Kessler Books. Scott, J. C. (1998). *Seeing like a state: How certain schemes to improve the human condition have failed*. New Haven: Yale University Press.

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The emergence of digital communication systems opens the door for tracking everyday activities. This leads to the so called era of Big data [1]. Terabytes of data created by real life users in their everyday life activities that can be analyzed to understand human behavior. Big data is used in marketing, political, communication and technological studies among others. However, it is not exempt of privacy, ethical and political concerns. Big opportunities and big challenges come with. Tracked data are often seen as more objective data [3, 4], as they report what people actually do in their everyday settings. They are often used together with qualitative studies, as each kind of data complement each other [5]. While it is meant to provide information about what people do on their digital devices, they can not provide information about why people use them in different ways. In consequence, interpretations about what people do based on tracked data are also challenging and limited. We focus on smartphones as they have come to be the most relevant communication and entertainment device in Spain [6]. In addition, when smartphone's companies allowed the development of third part apps, the possibility to track smartphone activities became a research tool. However, all tracking systems depend on the information accessible in the operating systems, thus all of them have access to the same information in each operating system. We aim at a better understanding of the complexity of analyzing tracked logs, and discuss some guidelines both to understand and face big data studies. We base our analysis on a) our failures in previous studies pretending to analyze smartphone logs, b) a literature review of papers reporting studies with smartphone logs, and c) the analysis of our own experience with tracked smartphones. Our analysis highlights two issues related with the validity and reliability of the data. On the one hand, the valid interpretation of the time an app is used—because an app can remain open when the user is not interacting with it. And on the other, the need of a reliable systematized approach to categorize apps—as categories should be meaningful and replicable. Smartphone logs are easy to access but complex to use in human behavior studies. They can be used in comparative statistics but possible biases must be taken into account. Conversely, logs seem to be less problematic in technical studies because the focus is mainly on how the system works than on how individuals use digital devices. References 1. Boyd, D., Crawford, K.: *Critical Questions for Big Data*. *Information, Commun. Soc.* 15, 662–679 (2012). 3. Karikoski, J., Soikkeli, T.: Contextual usage patterns in smartphone communication services. *Pers. Ubiquitous Comput.* 17, 491–502 (2013). 4. Möller, A., Kranz, M., Schmid, B., Roalter, L., Diewald, S.: Investigating self-reporting behavior in long-term studies. *Proc. CHI '13*. 2931–2940 (2013). 5. Ormen, J., Thorhauge, A. M.: Smartphone log data in a qualitative perspective. *Mob. Media Commun.* (2015). 6. Clarke, J., Montesinos, M., Montanera, R., Bermúdez, A.: *Estudio Mobile*. (2015).

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## Not Just a Number? NEETs, Data and Datalogical Systems

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This paper draws on a four year empirical research project with NEET populations (16–24 year olds not in education, employment or training), in order to engage with issues around identification, data and metrics produced through datalogical systems. Our aim is to bridge contemporary discourses around data, digital bureaucracy and datalogical systems with empirical material drawn from a long-term ethnographic project with NEET groups in Leeds, UK in order to highlight the way datalogical systems ideologically and politically shape peoples lives. We argue that the contemporary arguments around data and big data in particular are part of a long-term trend towards digital bureaucratisation (a term borrowed from David Graeber 2015) and datalogical systems (see Clough et. al 2015, Thrift 2007). At the same time, juxtaposing empirical material with theoretical and conceptual considerations also articulates what is at stake here in terms of digital inequalities and the reach of these systems ideologically and politically as they shape peoples lives. Taken together, our research raises a number of questions about the politics of datalogical systems that are used to measure and capture experiences and activities of certain populations in particular ways and that also generate normative and ideological behavioural standards and practices. Our research also demands that we consider and question our own roles in the long-term normative constitution of data not least because our research also implicates us as digital researchers and raises a number of epistemological issues around the politics of research and digital methods. In the end, we ask about our own (active) roles as digital researchers in the long-term trend towards digital bureaucratization and datalogical systems, as well as our complicity in constructing the values of those systems as normative. We argue that if we are to seek interventions that move us beyond our own complicity in being primarily and ultimately reconfigured through the values of that datalogical system, maybe we need to start much closer to home.

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Embedded in the transformations and acceleration of social, cultural and political life after the end of the Cold War, nostalgia remains very close to what it used to be: a longing for a home and an identity that can be turned into an emancipatory practice and mobilized for the present and the future by re-engaging in a prospective and creative way with the past. This positive potential of nostalgia and its relation to memory and media has been explored by various recent studies, pointing out its different social and historical meanings. This work has identified the potential of media content and media devices to trigger nostalgia, their tendency to encode nostalgia in their representational content and by providing opportunities for nostalgic modes of engaging with the past through their use. At the same time this body of literature has increasingly moved away from a straightforward notion of either media or their users 'being nostalgic' to a sense of how media and their users are intertwined in a performative process of 'nostalgizing'. Despite this move towards an examination of the processual dimensions of nostalgia, the identification and exploration of 'online communities of nostalgia' as their hybrid relations to home and identity making has not yet been undertaken. We do not yet have an adequate explanation for why people engage in nostalgic remembering of shared and controversial pasts online. It is not clear whether nostalgia is a common framework or mode of engagement which leads to the creation of online groups and communities, nor whether members of these communities, although geographically separated, negotiate the meaning of their various pasts using nostalgia as a common, shared mode of connecting the past to the present, in the sense of a universal feeling and practice. This kind of remembering practice at once seems to involve the pleasurable processes of cultural consumption associated with mediated nostalgia alongside a more profound search for identity and 'home', intermingling the playfulness of pastiche and the fulfilment of consumerist desires with a search for temporal moorings, mnemonic connections and narrative identities. This panel aims to explore the extent to which performing these negotiations online offers opportunities for and imposes limitations on these processes. Across the five papers the methodological footings for the analysis of nostalgia are explored, current conceptual and theoretical frameworks are challenged and reworked for online contexts, and a range of media modalities that comprise online nostalgia, from popular music to advertisements are considered. The panel goes beyond the textual representation of nostalgia to explore the role of online nostalgia in the performance of community online. It addresses the similarities and differences concerning the structure, function and uses of diverse nostalgic online communities and the range of motivations, interests and reasons for which the consumers (and producers of nostalgia) participate in online nostalgic platforms. In dialogue with one-another, the papers give an insight into the extent to which nostalgic web groups and sites offer tools for constructing new kinds of communal identity and new modes of social engagement.

We submitted for the Digital Culture and Communication Section, but Communication History is also very close, so feel free to include us in the latter if this is more convenient for you. The panel balances in between both.

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## Between Exploitation and Agency: Towards a Political Economy of Nostalgia

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Emily Keightley, Loughborough University There has been a burgeoning of theorisation and a small but nevertheless increasing body of empirical work on nostalgia as a mode of mnemonic engagement with the past in the last ten years. This research has rehabilitated the concept of nostalgia as a critical tool for the analysis of a particular kind of remembering which is bound up with the cultural politics of consumption and in many cases these analyses have served to rehabilitate nostalgia from a conservative rejection of the present and a sentimental longing for the past, as a potentially progressive way of using the past in the present for orientating oneself to the future. While there has been considerable discussion of how we should conceptualise nostalgia this has not, to date, been accompanied by an equally concerted methodological reflection. This has made research which utilises the welcome conceptual reappraisal of nostalgia somewhat (and perhaps inevitably) piecemeal in its approach and limited in its explanatory power. Textual studies of nostalgic cultural content have provided compelling insights into the representation of the past as an object of desire, and in some cases this has been combined with an analysis of the practices, the processes of their production and circulation and (much more rarely) an analysis of audience engagement and reception of them. What is largely missing from this body of research however, is a sense of the political economic dimensions of their production: what relationships between the state, capital and civil society are implicated in any given instance of mediated nostalgia? In failing to address this it has become possible for nostalgia theorists to vacillate between utopian characterisations of nostalgic engagement as a creative reworking of the present and future, or to dismiss it as a crass or trivial commercial use of the past. The question left unanswered is how do we methodologically account for both faces of nostalgia when they are simultaneously in play? In an online environment where the production, textual content and reception of nostalgic culture has become increasingly intertwined this is even more difficult to answer. This paper argues for the addition of a political economic approach to empirical explorations of nostalgia and suggests that it will invite us to confront the contradiction between exploitation and agency which are intrinsic to nostalgic remembering and to find ways of accounting for them. If we are to understand how nostalgic cultural forms can offer us tools for the construction of communal identities and the articulation of social relationships online, this is essential. Emily Keightley is Senior Lecturer in Communication and Media Studies at the Centre for Research in Communication and Culture at Loughborough University. She is author and editor of several books that focus on media, memory and time in everyday life and she is Associate Editor of *Media, Culture and Society*. Her most recent book, *Photography, Music and Memory: Pieces of the Past in Everyday Life* which she co-authored with Professor Mike Pickering was published in autumn 2015.

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# “Twin Peaks Lives on. In Our Minds. As a Thought, a Mood, a Feeling”. The Process of Nostalgizing Within the Online Community “Welcome to Twin Peaks”

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The website “Welcome to Twin Peaks” was launched on January 20<sup>th</sup> 2011, in order to gather the fan community of David Lynch’s TV drama Twin Peaks and share all kind of news or stories related to it. Since 2011, this online community (51,201 members) increased also thanks to social networks such as Facebook (119,606 followers) and Twitter (28,500 followers). In my proposal, I aim at exploring the reasons why people engage in nostalgic remembering about Twin Peaks through a website and I suggest to analyze this process of nostalgizing not just as a matter of “fan community”. I will argue that “Welcome to Twin Peaks” allow people to negotiate their individual life experiences by sharing a nostalgic mood about a past they did not necessarily live, but they dreamt of. In order to study the relation between nostalgia and media, I will analyze the project launched by the website “Welcome to Twin Peaks” consisting in asking followers to take the cover of their Twin Peaks soundtrack album and try to blend the image into the surroundings of their city. Then, they take a picture of the spot and share it on the “Welcome to Twin Peaks” Facebook page, Twitter or Instagram, using the hashtag #welcometotwinpeaks and mentioning their location (city and country). The way the project is described is noteworthy in relation to the nostalgic practice that we propose to explore: “Twin Peaks is not only a ’90s television show. It is not just North Bend and Snoqualmie, WA. And it’s not limited to what David Lynch and Mark Frost created. It transcends all that. Twin Peaks lives on. In our minds. As a thought, a mood, a feeling. And to prove that it is very much alive and out there, we’re inviting fans around the world to discover Twin Peaks in their own towns and cities”. The community depicts Twin Peaks not only as a TV show but as a place where people yearn to get back to and the “mood” they talk about is a nostalgic one. According to Niemeyer, “nostalgia would be not only an expression of a feeling, but something you do, an act of speech that can potentially turn into a pragmatic creative process”. Thus, the “Welcome to Twin Peaks Project” seems to be an attempt to act on the fleeting present by performing an idealized past. That being said, the (creative) process of nostalgizing is visible in the website layout (wood texture), the merchandise (the tape recorder case for iPhone named Diane) and the older aesthetic forms of some media production. I think that this “digital return” of an analogue aesthetics, also based on the digital reproduction of some objects or textures represents a way to bring the present back to the past and to compensate some models of offline communities and some past models of experiencing the fiction. Giuseppina Sapio holds a PhD in Cinema Studies at the University of Paris III (Sorbonne Nouvelle). She teaches at the Pantheon-Assas University, Paris II.

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# The Heritage of Live Popular Music Making in Merthyr Tydfil 1955 to the Present Day: How Do Musical Memories, Mediated Through Technology, Impact Identity and Nostalgia?

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The relationship of popular music to memory, identity and nostalgia is now well established in popular music studies, with academics such as Schulkind, Hennis and Rubin (1999) outlining how music, in particular from ones youth, can have strong nostalgic impact – evoking both general and specific memories of life events. Most importantly, the research of Schulkind et al. found a correlation between more general emotions and memory: suggesting the more emotion a song produced, the greater the likelihood it has to trigger associated memories. As I have documented in other published materials (for example Carr 2010, 2013, 2016), the relationship between music and emotion has been long contested from the time of Eduard Hanslick (1825–1904), with the polysemic nature of music meaning that a song with great emotional significance for one individual, will have little attachment for another, even if both individuals are from the same generation. Additionally, recent research from the likes of Janata, Tomic and Rakowski (2007) and Barret, Grimm, Robins, Janata et al. (2010) have attempted to understand the means through which music can evoke memories and the conditions through which nostalgic responses occur. This paper proposes to build upon this research, although from a distinct methodological angle. As opposed to incorporating an ethnographic approach, where the researcher uses an often-anonymous community as the focus of their research, this project will overtly position the participants as ‘prosumers’ (consumers and producers) of a heritage based digital archive, which aims to establish an online collaboration and co-authoring space with the local community to accommodate and nourish collective musical memories in the town of Merthyr Tydfil, between the years 1955 to the present day. This multifaceted project, currently in its early stages of development, aims to investigate how memories of engagement with local, national and international popular music activity in the town, facilitates audiences and artists to negotiate their individual and shared identities and emotional responses, while also attempting to understand issues associated with articulating it. As the digital archive project develops, the community will learn how to engage with their musical history and locality, in addition to preparing their own digital stories and materials (such as music files, newspaper cuttings, visual footage and photos). This emphasis on the interrelationship of emotion (including nostalgia) and memory, mediated through technology and musical activities such as performing, attending concerts and listening to music, is the focus of the project and the paper.



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In today's digital era we find segmented online public spheres that exist next to and often interrelated with the established mass media driven public sphere. How the past is negotiated seems to be reconfigured to a significant extent under these circumstances. Depending on the media specificity, the process of memory work can be more open, fluid or inter-exchangeable to various degrees. Nevertheless, while communication on some platforms provides space for dialogue others might stir the discussions in the "needed" direction. Often the same platforms might contain both dialogical narrations and more authoritarian variants. Yet, mediated communication on social networking sites does not replace dominant historical narratives but rather allows for re-interpretations of the past by bringing them with individual memories of people's personal life-worlds. The overlapping of individual mnemonic narratives with the grand narratives creates situations where the past can be reciprocally reframed with consideration of both the official versions of the past dominating mass media and the ones produced among the people. In our presentation, we explore the democratic potential of digital cultural memory production and shed light on possible political uses of nostalgic representations of the past. Nostalgia shapes narratives of individual and collective memories in social media and contributes to the construction of collective identity. At the same time, due to its immense affective appeal, nostalgia is politically exploited in official historical narratives aiming at national identity building. Therefore, we analysed Russian online communities, such as "Born in the USSR" and "Encyclopaedia of our childhood" (hosted by the online platforms Vkontakte and LiveJournal respectively) where users share memories about life in the former Soviet Union. By applying qualitative content analysis, we investigated how people shape their memories aligned to the official Post-Soviet narratives dominant in contemporary Russia and thereby are able to show how counter-memories challenge its uncritical nostalgic re-production in digital public spheres. We will demonstrate in which ways media and mediated communication account to the connectedness of temporally and spatially dislocated groups by the construction and communication of collective memories. We argue that even initiated from below by the participants of past events, the mediated collective memories do not provide the "true" past. The image of the past becomes a calibration between the members' memories and the historical narrative about the former Soviet Union provided by the state. We want to elaborate on this process that comes with a normative conflict: the comfort of nostalgic romanticization of a shared past and the common historical narrative are often incongruent. Longing for aspects of one's former life-world, e.g. lost social relations and cultural traditions, is often understood as a glorification of the state. This reveals that many historical narratives are state- or politics-centric and are not representing the variety of life conceptions within such states, even though most of them were clearly limited by suppressive systems. Ekaterina Kalinina is post-doctoral researcher at the University of Copenhagen Manuel Menke is research and teaching assistant at the Department for Media, Knowledge and Communication (imwk) at Augsburg University, Germany.

*H. Kennedy<sup>1</sup>*

<sup>1</sup> *University of Sheffield, United Kingdom*

Discussant: Prof Helen Kennedy (University of Sheffield) New media and communication practices of collecting data with the use of mobile phones, apps and other smart devices change the ways we think about the social, about culture and everyday life. This panel is placed within the emerging field of critical big data studies and everyday life, and addresses the important themes of continuity and discontinuity in relation to imagining livable futures. It has been suggested that datafication can be understood not only in relation to surveillance and the collection of data by third parties, but also as a means of enabling users to make sense of the world in new ways (Poell, Kennedy and van Dijck, 2015). The empirical and theoretical enquiries of this panel critically reflect on how metrics may help us think about the future, or may create discontinuities between today and imagined futures. We consider different areas of everyday life, science and policy, such as smart cycling; scientific labs and apps; aging and care by design; everyday sharing practices and resistance to big data; and feminist approaches to the quantified self. By locating the continuities and discontinuities brought about by big data and digital media technologies, we examine the wider contexts that contribute to how the future is mediated and imagined.

PN 219

### Ruthlessly Imagined Communicative Futures

*R. Burns<sup>1</sup>*

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This paper analyses future-making practices in the adoption and consumption of tablet computers by lab-based academic scientists. The paper shares ethnographic research findings that examine the role of everyday communicative practices in the formation of imagined futures. Participants framed their use of tablets as a process of 'bringing about' an imagined future, in which big data approaches would allow instant (even automated) communication of results and ideas, improving teaching and research. Participants explicitly drew on discourses of past, future and progress to construct and define an imagined future characterized by this automated, datafied model of communication. Participants adopted tablets with the aim of changing their everyday communicative practices in the present, on the basis that this would help to bring about the imagined future. As such, tablets represented a 'future in the present', a discontinuous temporality which, this paper argues, led to the ruthless adoption of tablet computers in a self-fulfilling process of future-building.

PN 220

### Active Ageing: Data, Technologies and Age Relations

*M. Sourbati<sup>1</sup>*

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'Active ageing' is a concept that emphasises health, participation in social activity and fitness to work, based on well-being across the life course. Established as a global policy response to population ageing (WHO 2002, 2015), active ageing can be measured through public and corporate health and wellness monitoring, and self-tracking data. Use of digital ICTs is an indicator of capacity for active ageing (EC, 2015). Thus, active ageing is about continuities and discontinuities in imagining people's past and futures to make ageing governable. This paper examines trends in the interfacing of older age through website design and mobile apps, drawing on a content analysis of older people's images in digital social care websites (Sourbati, 2015) and age metrics in a popular fitness app. It makes a case for sensitivity to cultural understandings of age; these often echo 20<sup>th</sup> century life course normativities and constructions of old age as a period of dependency, frailty and technological 'deficit'.

PN 222

### Imagining Data Futures: Feminism in the Era of the Quantified Self

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Reproductive control has been a key issue for feminism, and women have always logged their data in some way. However, it is with digital technologies and smart phones that data collection carries a promise of significant life changes. There is currently an explosion of tracking apps, used to monitor fertility and reproductive hormones (Lupton, 2015). This use raises some critical questions around data ownership and power, labour and exploitation, at the intersections of the digital with the biological. What form might feminist politics around reproductive rights take with these new practices, and more generally, what might a feminist critique of data collection look like? How can "self-knowledge through numbers" open up new spaces for feminist politics and interventions in health policy, personal data, reproductive rights and technologies? This paper examines the Hormone Project and other online campaigns and projects that aim to influence innovation in biotech and personalized health. It draws from content analysis of Quantified Self meet-up video recordings, specifically around hormonal tracking, by 'smart, geeky, talented' women involved in sensor hacking. Through frameworks of biopolitics and reproductive labour (Dickenson, 2007; Franklin and Lock, 2003; Thompson, 2005), I discuss how feminist and data futures are imagined, and how far data collection has the potential to make the voices of women heard, beyond the articulation of consumer demands about digital health.

PP 426

### Infrastructuring Fanfiction: How Platforms Keep Fan Cultures Running

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Contemporary fan cultures take advantage of digital media in manifold ways: as media of interpersonal and public communication, networking, multimodal (self) expression and articulation. The significance of digital media in terms of access to fan communities, acceleration of fan communication, translocalization of fan cultures as well as for transforming, circulating and spreading (fan) artifacts is widely acknowledged (Booth, 2010). Where some scholars focus on the role of digitally mediated fan cultures in processes of identity work, communitarisation and the societal and cultural differences within, others are more interested in the emergence and production of fan 'texts' and phenomena of inter- and transmodality. Important starting points for sociological discussions are concepts of (post) subculture, in line or against the Birmingham School tradition (Buckingham, Bragg & Kehily, 2014), and (popular) capital theory. Discussions of text production practices often refer to the concept of transmedia storytelling (Jenkins, 2007). Both lines of research have to deal with overarching questions on digital culture, i.e. regarding the meaning of produsage (Bird, 2011), creativity, amateurism and professionalization (Gauntlett, 2011; Hills, 2013), copyright (Lessig, 2008), hybridization of online and offline spaces, and tensions between commodity culture and normative ideals of collective intelligence (Jenkins, 2006) or gift economy (Scott, 2009). By and large less attention is paid to the infrastructural work behind the production, publication and distribution of fan content and the symbolic use and negotiation of these texts. In this respect the paper presents the results of a preliminary study in the field of Fanfiction. First and foremost, Fanfiction is about transformative works, world building and (collective) storytelling (Jamison, 2013; Hellekson & Busse, 2006, 2014; Parrish 2013). However, in digital environments fan (fiction) cultures depend just as much on keeping archives, platforms, groups, networks, forums etc. running. The study currently being conducted compares the well-known fanfiction platforms "A03 – Archives of our Own", "FanFiction.Net" and "FanFiktion.de" (German) with regard to (1) organizational structures (e.g., form of financing, administration), (2) features enabling/restricting communication and interaction (e.g., profiles, blogs, chats), (3) practices of archiving, sorting and classifying fan content (e.g., tagging), and (4) formal and informal rules of conduct (e.g., terms and conditions, disclaimer). The objective of the study is to grasp fan fiction-related infrastructuring processes 'in the making', respectively sediments of these processes. It is assumed that unquestioned standards as well as controversies about the technological shape of the platforms and the spirit of the communities reveal additional aspects of fan cultures beyond symbolic appropriation and remixing of texts. Ethnographic data suggest basic commonalities (e.g., overlapping tagging practices) as well as significant differences (e.g., in terms of content regulation) and infrastructure-related issues and discourses (e.g., usability). By contrasting similarities and differences the paper wants to contribute to a better understanding of socio-technical infrastructuring of fan fiction and mediated fan cultures. This preliminary study is part of a practice-oriented media and socio-legal research dealing with copyright practices in relation to practices of creating derivative works and publishing in digital environments.

PP 427

### How Fan Activism Can Save a TV Series in the Transmedia Era: A Case Study on 'Fringe'

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As representatives of a specific type of consumer, television fans have a long history of activism, their claims being largely motivated by networks' decisions to cancel the shows that constitute the fans' object of fandom due to low ratings (Jenkins, 1992; Brower, 1992). Classic examples of 'Save Our Show' campaigns such as *Star Trek*, *Hill Street Blues*, or *Twin Peaks* made use of well-organized campaigns in which the mass mailing of letters and telegrams, phone calls to the networks and studios headquarters, and word of mouth were the basic *modus operandi* in which fans sought to influence the executives' decisions. Nowadays the aim remains the same, but the methods have changed and the balance of power readjusted. An increasingly convergent and participatory media ecosystem have impacted the way 'Save Our Show' campaigns are being conceived and implemented in similar fashion to those endeavors carried out in political and social contexts. In these arenas, contemporary activists and grassroots have already appropriated of social media tools – particularly Twitter – to raise awareness of specific situations or conflicts. This paper aims to contribute to the debate around fan activism by focusing on the following aspects: the way fans make the most of Twitter's affordances to organize successful 'Save Our Show' campaigns; the shifts in audience measurement; and the changing relationship between fans and producers. To do so, we rely on three main theoretical foundations: the evolution of viewing measurement techniques (Webster, Phalen & Lichty, 2006); the media changes that have affected the development of fan campaigns (Savage, 2014); and the concept of Twitter activism in the transmedia context (Lindgren, 2013; Jenkins, Ford & Green, 2013). Based on the ethnographic methods of participant observation and qualitative interview, we delve into the renewal campaign for the science fiction series *Fringe* (FOX, 2008–13) deployed on Twitter by the fan organization 'Fringenuity', illustrating a collaborative scenario between producers and fans, far from embodying the antagonistic positions of the past. Two main conclusions can be drawn from this study. First, the simultaneous presentation of Twitter as a vehicle for and object of fan activism. In this regard, 'Fringenuity' used the platform to spread a self-referential message that defends Twitter's value as a reliable indicator to measure the actual engagement of television audiences against an outdated system based on measuring massive audiences, leading to unusual partnerships between producers and fandom. Second, the condition of fan communities as early adopters of the constant transformations in the media industry, a situation fans are exposed to through their intense consumption of media products and deep knowledge of the television market rules.

PP 428

## Turning the Inside Out: Social Media and the Broadcasting of Indigenous Discourse

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This paper analyses what happens on social media (Twitter) when a local issue specific to a certain Indigenous group spreads out to a wider network of actors. We look closer at the process where emic (inside) discourses are enabled, through social media, to reach a broader audience and become part of translocal debates. In a case study of information sharing, network building and support on Twitter in relation to a series of Sámi anti-mining protests in 2013, we address questions about the dynamics, flows and process of Indigenous communication on Twitter. First, we analyse in what ways and to what extent the posts are used for inreach communication or outreach communication. Second, we analyse the role of tweets that contain links to web resources for broadcasting Indigenous concerns to a wider, more diverse audience. Finally, we assess how different types of actors interact in order to shape the circulation of content. Our analysis shows even though communication went beyond the core community, Sámi actors still appeared to own and control the discourse and agenda on the issue in social media. Obviously, online communities are not secluded communities. For geographically localised groups and for marginalised communities, the use of global social media does not only enable communication with actors in more distant groups and places; social media also makes visible common interests and goals on a global scale. The possibility of addressing multiple audiences at the same time increases the potential of reaching an audience outside one's set of "followers" or one's tight-knit communities of like-minded people.

PP 429

## Fans or Followers? The Changing Relationships Between Celebrities, Artists and Audiences

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This paper reports some microanalytic research on the Twitter interactions between a selection of emerging crime authors and their followers. The focus of the study is on the changing relationship between celebrities/artists and their audience(s), exploring how this relationship is now acted out in social media, where the subject positions taken up by celebrities and fans are more ambiguous than in traditional (broadcast) media. The research draws on communication theory (parasocial relationships) and fan studies as well as positioning theory (Harré & Van Langenhove, 1999), discursive psychology, and performativity (Butler, 1990). Traditional studies of fandom have tended not to problematize the relationship between individual fans and the fan object. Scholars have studied specific communities organised around the shared understanding that they are fans of that particular object (e.g. a rock group or a TV series). This reflects the way fandom was performed in the last century: a rock group had a hit record, or a TV series attracted a significant viewing audience, and a fan community emerged accordingly around a number of enthusiasts, becoming a coherent institution with a clear identity (a fan club, or stand-alone website). For artists and entertainers embarking on careers in recent years, social media have created a very different experience. Any aspiring celebrity will necessarily have several accounts on social media with a modest number of 'followers', and this number will grow as their career unfolds and they become increasingly popular. They will typically go through a stage of 'micro-celebrity' (Marwick, 2013, although the vagueness surrounding this concept is a reflection of the ambiguity surrounding digital culture and traditional celebrity). While that aspiring celebrity's initial followers are unlikely to identify as 'fans', new followers will increasingly perform fandom, having no previous connection to the celebrity and no obvious professional relationship. This study explores ways we might distinguish between the social media followers of emerging celebrities: what kinds of identities they perform (fans, industry figures, etc), what kinds of interactions they have with the fan object, and what subject positions are available within the social dynamic framework of the medium. The 'fan objects' in this study are emerging crime authors whose first novels have been published in the current decade, who are regular users of Twitter with at least 1000 followers. The data illustrate the complex relationships the authors have with their followers. Some of the biggest fans, for example, are 'book bloggers' who sometimes have more followers than the authors they review, and yet who perform fandom in a traditional way, posing for selfies with favourite authors and articulating their excitement at potential encounters. Those identifying as peers (writers, authors) encompass a subtle and elusive range of subject positions depending on their authorial status. Finally I consider the authors themselves, and how their own performance of celebrity is managed as a function of the interaction with their followers.



PP 504

## The Art of Practice of Mobile Music Listeners

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With the advent of MP3, listening takes place with a technical device that is more portable than ever. This technical specification has some effect on the use of the device and the practice. It takes place in various situations where the individual can listen to a personalized music program. Digital interfaces also afford new possibilities of navigation and organisation of a large music collection. Research on mobile music listening lacks empirical data to provide a good understanding of the practice. My ethnography investigates how mobile listeners construct their practice by taking into account the affordances and constraints of the situation and the technology. Results show that listeners' actions on their environment and their device participate in their experience of "good listening". My interpretations, based on Antoine Hennion's and Sophie Maisonneuve's research consider mobile listening as a "performance" of the listener, as it already was for the 1930's gramophiles. Listening is a product of the ecology in which it takes place and of the listener's actions to configure it. Far from the idea of a passive listener of background music, I propose a typology of listening practices that underline the role of the listener in the composition of his listening. The idea of a creative practice of listening is discussed.

PP 505

## International Standardization of Audiovisual Heritage Metadata Systems and Their Local Effects on Cultural Memory and Innovation Curation

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New initiatives are emerging throughout Europe to digitise audiovisual heritage collections. Related high costs are deemed worthwhile not only in terms of preserving the heritage, but with regard to repurposing heritage to tell new stories that may also reshape the cultural memory. What affects such re-utilisation is that metadata standards for AV-heritage are in the early era of standards fragmentation. This paper responds to this challenge by analysing the related challenges in Estonia – a country that has finalized its 6-year plan to digitize most of its audiovisual cultural heritage and to grant public access to it. This is paralleled by the development of an elaborate meta-description system by Estonian Film Database (EFD) for turning everything about the heritage films, including what these films depict, findable. Findability is expected to promote heritage reuse. Different kinds of internationally oriented institutions that design and operate digital audiovisual archives and develop related international standards for metadata have rather different understandings with regard to what should be found, who should be searching and how metadata should guide the usage processes. For instance, while librarians have been concerned about standardised access to descriptors, content producers are interested in efficient asset management (IPR, access controls), online service providers (YouTube, Netflix) are developing proprietary recommendations systems motivating further consumption, and newly created dedicated public databases (Europeana, EUScreen) are seeking public value in service interoperability. The 'multileveled' dialogues and power struggles among these institutions are influencing metadata standardisation. Since the national archives such as the EFD are forced into dialogues with the international platforms this relationship is crucial also for the national cultural memory curation. Furthermore, people in different localities who search for content may have different motivations, needs, contextual awareness or ideological understandings and some of these may be in conflict with the internationally standardised meta-description systems. These conflicts constitute the central topic of this paper. In terms of Juri Lotman the various methods of heritage meta-description could be understood as forms of cultural auto-communication that have the ability to fix the heritage in a culture in specific ways. The new metadata systems are useful for facilitating heritage recycling, but they unavoidably also attach concrete meanings to content that may have an effect of fixing that heritage in a culture. The globally varying metadata systems present a question on the influence of some of these locally and therefore their ideological effects to the structuration of also local cultures – i.e. in Estonia. Relatedly, the question raises, what are the strategies to turn these systems and description processes more dialogic? Should the global standardization of audiovisual metadata standards be governed with regard to enabling dialogues between different stakeholders? In Europe, could this be regulated in the context of the new Digital Single Market strategy? Our paper relies on our recently launched large scale research project and discusses these questions by analyzing the existing metadata standards (using methods developed in software studies) and the positions of different stakeholders in this process (using documentary research and interviews with their representatives).

PP 506

## VKontakte – An Expression of a Post-Recorded Culture

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VKontakte (VK) is a Russian social networking site (SNS) and a blueprint of Facebook, though one striking difference is the centrality of music on the site. It is the biggest SNS in Russia and was not planned as a platform for music but has become such because of its users and the weak attention to copyright questions in Russia. The widespread music piracy has also turned it into the enemy no 1 for the big global music companies. The fact that VK is an SNS makes music use intertwined with self-presentation and social networking. VK is an environment where music is just one of many different activities and one among other resources for social interaction. Of interest in this study is how piracy, file-sharing and VK being an SNS influence the ways the user encounter music on the site. In contrast to commercial streaming services music found on VK is user-generated. However, the site complicates a simple distinction between user-generated file-sharing and a commercial streaming service. It is fully possible to use VK as a streaming service for music without contributing or downloading any files. However, the absence of control by the music industry can be put in contrast to what Rothenbuhler (2006) has called "recorded culture". This culture, formed and controlled by the music industry, is based on fixity, repeatability, and a constant search for better sound quality (cf. Clarke 2007). This study aim at, with departure from how the recorded culture has been described, investigate a context – VK – which is seen as a threat to the mu-

music industry. The recordings that circulate on the site often emanate from the music industry but how they are used and organized is beyond that industry's control. By analyzing significant ways of sorting, selecting and presenting music on VK the study point at both continuations and breaks with the recorded culture. The study especially deal with four different expressions this take on the site: 1) the long list of unsorted sound files the user encounter when searching for a song, 2) the salient role music communities have in the organization of music, 3) how music (sound files) become one of many resources on personal walls, and 4) music collections in users' archives. The expressions music finds on VK open for understanding the site as constituting a post-recorded culture. It is a situation where recordings and the forms invested in by the music industry is still important but where a lack of control and vernacular use of recordings break with how music is sorted, selected and presented by the industry and therefore has several similarities to the musical culture before recordings. References Clarke, Eric F. (2007), "The impact of recordings on listening", in *Twentieth-century Music* 4(1). Rothenbuhler, Eric W. (2006), "For-the-record aesthetics and Robert Johnson's blues style as a product of recorded culture", *Popular Music* 26:1.

PP 507

## Noise Under-the-Radar: Local Musicians, Abundance, and Cultural Work in Digital Media

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Digital media platforms afford musicians the possibility to share and circulate music to potentially large audiences. The possibility to 'get music out there' directly is particularly attractive to under-the-radar musicians (i.e. enthusiasts, aspiring professionals, local musicians), and the do-it-yourself musical pathway is filled with cultural entrepreneurs in search for novel schemes to get noticed. However, when it comes to music, the affordances provided by musician-oriented platforms create a paradox for seriously minded users: with so much music available, how does one stand out from the crowd? The sheer volume of music available online contributes to what can be described as a 'cacophony' made up of (arguably) 'bad music' – that is, music made under conditions that do not foster good practices for musicians and audiences. The situation these musicians face stimulates the questions: how are these under-the-radar musicians responding to the changing landscape of digital media technologies, specifically in user-generated content and social media platforms. This paper explores these issues from the perspective of local electronic dance music DJs and producers, in large part because as early adopters of technology they stand at the vanguard of the crossroad between music and technology. As such, these musicians are able to provide rich information and experience about how users respond to changes in the technological realm, as well as the deeper socio-economic arrangements that sustain music practices online. The argument of the paper is constructed in three parts: 1) it shows how user-generated content posted on the platform SoundCloud reflects the tensions between the three main parties involved, namely users (creators of content), the platform (and its business model), and audiences; 2) it explores how musicians' use of social media – namely Facebook – uncovers increasingly more powerful underlying issues of user (self)promotion that operate akin to branding as practiced by the advertising and marketing industry; and 3) argues that the conditions of cultural production embedded in online music practices reveal intricate user strategies about artistic authenticity and the drive to commerce that are characteristic of cultural work in post-industrial societies – when work and leisure feed off each other through a 'connected' culture. The paper follows the suggestion of Feenberg (2009) – who defends the potential of social resistance through online communities – and analyzes musicians' practices and digital media affordances using the concept of "good work" (Hesmondhalgh and Baker, 2009). The resulting view attempts to reclaim the potential for social resistance by way of critically informed perspectives about the challenges and opportunities of social practices and digitally mediated communication. Feenberg, A. 2009. *Critical Theory of Communication Technology: Introduction to the Special Section*. The Information Society. 25(2), pp.77–83. Hesmondhalgh, D. and Baker, S. 2011. *Creative Labour: Media Work in Three Cultural Industries*. London ; New York: Routledge.

PP 508

**"Click Like if You Remember This": Social Memory and Technonostalgia on Facebook**L. Klasturp<sup>1</sup><sup>1</sup> *IT University at Copenhagen, Culture and Communication, Copenhagen S, Denmark*

There are still few studies of how older generations use Facebook and for which purposes (see however Nef et al 2013, Bowe and Wohn 2015). In order to remedy this lack, this paper will present a research project which examines how the generation of now middle-aged adults, who grew up in the late 1970's and 1980's, use Facebook to socially share and reminisce on now outdated technological artefacts. I will refer to this practice as "technonostalgia", a concept previously introduced by Svetlana Boym (2001), but used in another sense here, in that it describes a nostalgic shared "longing for" past technology, and not the recreation of the past through technology (Boym's conceptualisation). Examples of digital technonostalgic artefacts are photos of analogue media devices and storage formats, such as cassette tapes, cassette tape holders, floppy discs, public pay phones etc., and when shared often presented with catchy text overlaid on the photos. By focusing on the networked sharing of a pretty long gone past, this paper connects to the conference theme, in that it points to the fact that adults also use social network services to share mundane memories, which are not connected to political or historical events. Rather in this case memorising serve the function of simple entertainment and of allowing fleeting social bonding across personal networks, by letting people "remember together" (Simon 2012). Thus technonostalgia describes the practice of tapping into a shared past media repertoire, which includes media technologies which are now obsolete. In this context, it is important to emphasise that temporal nostalgia is not used here in the more negative sense of "a search for ontological security in the past", but as a "desire for engagement with difference", which is also a reflection on a present now (Pickering and Keightley, 2006, 921), in which our own children can no longer relate to the media technologies which were such an important part of our own adolescence. In order to understand the technonostalgic sharing practices at work, the final paper will draw on studies of cultural memories and popular culture (such as van der Hoeven 2015), social media and public memory (Zerubavel 2006, Simon 2012) and modern conceptualisations of nostalgia (Pickering and Keightley 2006, Boym 2007), in combination with literature focusing on online sharing practices and motivations (f.i. Jenkins, Ford and Green 2013, Alhabash and McAlister 2015). In terms of data, the project will analyse comments and shares related to three particular photos, shared between December 2015 and February 2016, in total comprising more than 350 comments, and 3000 shares. In addition, it will draw on findings from an explorative survey to be distributed in March 2016, in order to examine more closely the rationale behind the sharing of these artefacts and the memories related to them.

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**The Epic Life of the Web : An Examination of the Mythical Narratives on the History of the World Wide Web and Its Inventor**P. Bory<sup>1</sup>, S. Natale<sup>2</sup><sup>1</sup> *USI Università della Svizzera italiana, IMeG Institute of Media and Journalism, Lugano, Switzerland*<sup>2</sup> *Loughborough University, Department of Social Sciences, Loughborough, United Kingdom*

The narratives about the emergence of the World Wide Web have become key components of the way we imagine and conceptualize its impact on our societies and cultures. Scholars in media and technology studies have showed that ideas and cultural representations inform not only how technologies are imagined, but also how they are designed and adopted (Flichy, 2007; Mosco, 2004; Nye, 1994). In the case of the Web, narratives about its "birth" and development have played a paramount role in orienting the public's imagination towards positive elements such as plurality, openness, and creativity, which in turn facilitated its insertion into broader narratives of political, social and cultural change (Lesage & Rinfret, 2015). This paper employs the notion of biography of media (Natale 2016) in the analysis of the history of the Web, claiming that both the biographies of Tim Berners-Lee and its invention follow a specific narrative structure. Indeed, narratives regarding the invention, the diffusion and the institutionalization of the Web can be framed through the hero "monomyth", as described by Joseph Campbell in his seminal book *The Hero with a Thousand Faces*. Drawing on Campbell's model, the analysis of the biographies of Tim Berners-Lee and the Web are compared with three specific phases of the hero's journey (Vogler 2007). 1) The departure or call to adventure that coincides with the first period of Berners-Lee at CERN in Geneva which is represented as the ideal context in which the new technology could take shape. 2) The initiation stage that coincides with the invention and the first promotional phase of the WWW. This stage includes the hero overcoming several trials and finally completing his quest, for which he might receive a reward. Translating this pattern into the biography of Berners-Lee, this phase corresponds to the invention of the World Wide Web and the initially uncertain pattern of institutionalization and diffusion for the new invention. 3) The last phase is the return and reintegration with society. In Berners-Lee's biographical narrative, the foundation and governance of the World Wide Web Consortium corresponds to the return stage in Campbell's monomyth. Once the Web has spread globally new responsibilities and trials emerge as the hero struggles to protect his invention from new powers threatening the public domain of his invention, as well as to preserve the message that the Web conveys through the mythological narrative inscribed in its biographical path. Following familiar narrative patterns such as Campbell's monomyth, the authors argue that biographies of media provide a trajectory through which we represent and imagine the impact of media in our societies and everyday lives. In this respect the imaginary associated to the biographies of the Web actively contributes to the shaping and institutionalization of the role of specific media in our society.

PP 510

## Mourning to Fail, Failing to Mourn: A Derridean Approach to the Archivology of Mourning on Digital Media

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This aim of this paper is two-fold: first, to offer a fresh, theoretical approach to the important contemporary work on death, loss and mourning on social and digital media (Walter, 2015, Graham et al., 2013; Lingel, 2013; Church, 2013, Brubaker et al., 2012; Pantti and Sumiala, 2009); second, to instigate discussion – at least at this stage – on the need for a philosophical framework in social media theory informed by Jacques Derrida's work on 'mourning' (*Mémoires*, 1989; *The Work of Mourning*, 2001) and on the concept of the 'archive' (*Archive Fever*, 1995). Existing work on digital mourning tends to draw a distinction between the real (offline) and the digital (online), whilst conceptualising mourning mainly as a private and/or public process which nevertheless begins after the coming of physical (offline) death. However, I argue that, following Jacques Derrida's work on the topo-nomological nature of the archive (1995), social actors who subscribe to the various digital platforms we have come to call social media and social network sites (SM/SNSs) (boyd and Ellison, 2008), enter into a consignatory relationship with said platforms, at the very heart of which lies an all-encompassing yet seemingly unconscious reconciliation with mourning as an absolute condition of participation. In other words, the conceptual and performative parameters of mourning on SM/SNSs ought to be theorised not only in the realm of contingency, but as an absolute condition which, as Derrida would say, always already structures the relationship between social actors and SM/SNSs. Beyond the obvious designation of the relationship between archive and subject as one in which the former ineluctably survives the latter, in Derridean terminology consignation specifies the absorption of social actors' relation to the archive – here, to SM/SNSs – into an at once 'sequential' and 'jussive' order where the law of the archive – the archontic prerequisite – holds sway not only, and simply, over social actors' public and private lives but, to be sure, over the political, constitutional and onto-theological dimension of their social existence. This presents a number of important problems which my paper proposes to scrutinise; if the consignation of our so called archontic identity rests entirely with (and within) the bounds (and boundaries), laws, regulations and (why not) convergent capabilities of the archive, where does that leave the question of agency, citizenship and/or dissent? How do we reconcile liberal democracy's fascination with autonomy with the ostensibly digitally determined (convergent) notion of self? And, more pertinent to my thematic preoccupation here, if 'successful' mourning is that which, according to Derrida, ultimately ought to fail, and if memory (anamnesis) permeates the process of mourning with the more often than not violent transcendence qua introjection of the lost subject (1989), how do we then reconcile the inevitable continuation of archontic 'life' with the deeply human need for grief (when faced with the end of physical life)? Reflecting on these questions, my paper sets out to formulate a theoretical framework predicated on what I propose to call the 'archivology of digital mourning'.

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## Online Tributes to Greek Popular Fiction of the 20<sup>th</sup> Century: A Plexus of Childhood Memory and Digital Public History

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1. Argument: From the beginning of the 2010s, a new and increasingly spreading phenomenon had been observed in the Greek-speaking websites. A growing community of webpages, blogs, social media groups and fora are dedicated to the recollection and revival of Greek popular literature of the 20<sup>th</sup> century, namely the prosperous tradition of pulp magazines and dime novels, especially the ones that were directed exclusively to children and teenagers. These internet gatherings have been created and are being operated by amateur researchers, old writers, publishers and even more by old readers, who nowadays are on the average age of 45 to 65 years. Thus, most of these internet communities focus on the popular literature from 1950s to 1970s. However, it is very interesting that Greek academia still shows a remarkable indifference or even more an underestimation for this rich material of indigenous popular literature of the 20<sup>th</sup> century, especially for its second half. More specifically, Greek academics seem to leave these current internet communities underutilized. Therefore, in my announcement I would like to discuss the diverse and sometimes contradictory role of these online communities dedicated to popular literature in Greece. More particularly, my aim is to present and interpret this plexus between childhood nostalgia and amateur historiography, a representative phenomenon not only of digital public history, but also of current popular culture. 2. Sources: a. The various webpages, blogs, fora and social media groups and pages dedicated to the past periods of Greek popular literature and Press. b. Interviews with people who participate on these internet communities. They can be classified in three categories: - Amateur scholars and journalists - Retired professionals in the field of popular publishing industry (writers, translators, publishers) - Old readers. c. The publishing revival of popular literature magazines and books, which is carried out during the last five years. 3. Theoretical Framework: a. The concept developed by Svetlana Boym, about the contradiction between two types of nostalgia, the restorative and the reflective one. Although the nostalgia in our occasion contains the idealization of the restorative type, is mainly reflective, because "this type of nostalgic narrative is ironic, inconclusive, and fragmentary" (Boym, 2007). b. A combination between oral history and digital history studies. These two academic fields focus on the idea of the expansion of the formal and academic historical sources, which can be achieved both by oral testimonies and the internet. (Thompson, 2000). In particular, this phenomenon of Greek websites dedicated to popular fiction is a depictive paradigm of Segre Noiret's term "Digital History 2.0" (Noiret, 2013). c. A sociological view on popular culture studies, which suggest that via the circle of production, distribution and consumption of popular literature, we can perceive the ideology and mentality of a historical era (Eco, 1976) and finally approach the certain "structure of feeling", which Raymond Williams quotes as "this felt sense of the quality of life at a particular place and time" (Williams, 1961).

- Boym Svetlana, "Nostalgia and its Discontents", *The Hedgehog Review*, summer(2007): 7–18- Eco Umberto, *The Superman of The Masses* (Greek translation by Kallifatidi Efi), Athens (Gnosi) 1988 (first Italian edition, 1976)- Filippaios Nikos, *Greek popular literature magazines for children and teenagers (1950–1968)*, 2015. Available at: [https://www.academia.edu/14109199/Greek\\_popular\\_literature\\_magazines\\_for\\_children\\_and\\_teenagers\\_1950–1968](https://www.academia.edu/14109199/Greek_popular_literature_magazines_for_children_and_teenagers_1950–1968)- Noiret Serge, "Digital History 2.0", C lavert, Frédéric & Noiret, Serge (dir./eds.): *L'histoire contemporaine à l'ère numérique - Contemporary History in the Digital Age*, Bruxelles, Bern, Berlin, Frankfurt am Main, New York, Oxford (Peter Lang) 2013, 155–190.- Thompson Paul, *The Voice of The Past, Oral History*, (3d ed.) Oxford (Oxford University Press) 2000- Williams Raymond, *The Long Revolution*, Cardigan (Parthian) 2013 (first edition, 1961)



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The growing ubiquity of digital media has nourished changes in political culture and power structure around the world and, in particular, in authoritarian regimes. There have been growing discussions of how digital media in general and social media in particular have emerged as a means against authoritarian rule, a resource of dissident movement, and a tool for political change in contemporary China. This chapter explores the influence of social media on the (re) formation of social memory and the production of historical knowledge in the society. It takes weibo, one of the most widely used social media, as a case to investigate how social media enable people to articulate their previously unspoken experiences and memories, question the authenticity and accuracy of official history, and shape social remembering in contemporary China. This study investigates several contested debates on weibo over historical event and figures in the Mao era as cases. It argues that social media embraces wide and diversified subjects to various mnemonic practices, facilitates the crowd-sourcing and aggregation of alternative narratives of the past as counter-hegemonic discourse, and cultivates the production of historical knowledge as an easily retrievable and re-activatable process. We conclude that the integration of fragmented, individual memories into the historical knowledge and the facilitation of diversified mnemonic practices on weibo re-construct the maintenance and production of historical knowledge in the long run in contemporary China.

PP 578 Creative Citizens and the Spheres of Political Agency in Placemaking: Tensions on Claiming and Performing Rights Through the Mediation of Place

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This article explores the intersections of creative and digital citizenship within wider domains of urban culture. Drawing on insights from a two-year long participatory action research with urban activists in London it sheds some light on the ways in which people enact creative citizenship in politically contingent ways: to influence place-making policies and practices by subverting formal rights conventions and by performing novel claims of rights through the city, in physical, digital and hybrid spaces. It extends notions of creative citizenship, which draw on notions on humanistic perspectives of self expression, affect and self determination to propose a re-specification of the urban citizen subject with wider spheres of civic culture and digital activism; such spheres put forward tensions around political agency and symbolic recognition. Combining approaches from the circuit of 'civic culture' (Dalgren, 2003; 2009) with digital citizenship acts framework (Isin and Ruppert, 2015), I devise a model for providing evidence about the interlinking conditions through which creative acts and citizenship acts can be manifested through modalities of 'creative placemaking', expressed through alternative visualizations of contested buildings/markets and by 'affective story-telling'. Combining visual analyses with a close reading of commentary in co-created social media platforms and qualitative interviews with activists, residents and traders, the paper offers insights about, the co-construction of space, and the affect of the site in the wider area on community. Working with (and often against) within this specialized social media architectures, through distinct types of use, citizens created a shared space for symbolic recognition, contention, memory, aspiration and advocacy that was often inter-mediated through the official realm of action. While not always able to overcome anxieties about disrepair and displacement, pre-existing networks of solidarity and trust among participants were fostered through personal modes of engagement and personal commentary online and offline. These micro-processes of recognition through architectural and social space enabled the building of wider advocacy beyond the digital platforms. By offering these insights the paper contributes to an investigation of architecture and belonging through space and diverse modalities of civic planning. It offers key insights which aim to contribute to debates surrounding the ecologies of urban protest and urban planning advocacy, particularly in relation to the hybrid realms of affect and uncertainty they produce, and the re-surfacing of tensions about 'DIY', 'smart-' and 'creativity-led' urbanism.

PP 579 Digital Media, Symbols, Memory and the Case of the Shahbag: An Attempt to Study Organizational Forces Behind New Social Movements

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This paper will study the role of digital media platforms in creating a discursive context where history and memory could be evoked through a symbol in an image. The paper will suggest how a symbol can be important to trace a new social movement's socio-historical context. New social movements and mass gatherings on the street these days are accompanied by an abundance of images. Whether it is newspaper coverage, or electronic media's attempt to add dramatic narrative to the coverage of a specific moment through spectacular images captured by the protesters or bystanders, images seem to declare the ontology of physical movements: It is hardly controversial to assume that movements are pivotally perceived through vision. Thus, clothing and bodily gestures, images and symbols posters and videos are not only crucial forms of movements' representation but also potentially reach materials to answer central research questions in social movement studies. (Doerr, Mattoni, Teune, 2014, p. 557) However, can these symbols within images be effective in suggesting forces crucial for organizing a new social movement? To address this question, in this paper, specific photograph that triggered mass mobilization during the Shahbag movement Bangladesh in 2013 will be analyzed. This photograph shows accused war criminal Kader Molla making a 'V' sign after the decision of life-imprisonment, made of International Crimes Tribunal in Bangladesh in 2013. This paper will also refer to the studies on the importance of symbols in images to facilitates people's engagement with history and politics. In the case the of Shahbag movement, this paper will argue that 'icon' and symbol in the visual and the agency of digital media work together to gather memories of a cultural struggle. This memory of cultural struggle for identity and nationhood here emerges as one of the organizational factors involved in this movement. In this paper, I used some aspects of virtual ethnography methodology and used visual analysis for the discussions of the image. While a photograph or visuals are circulated during a new social movement, visual analysis could underline not just the how the past was captured, but how a captured moment mediate memory, nostalgia, and public's reception of them. Therefore, the visual analysis is crucial to trace what is beyond the content of a photograph. Even if there is a symbol in the image, the visual analysis in this paper focuses more on narratives around that symbol and meaning making processes that open up the possibilities participation. Reference: Doerr, N., Mattoni, A., & Teune, S. (2014,). Visuals in Social Movements. D. Porta and M. Diani(eds.) Oxford Handbook of Social Movements. UK: Oxford University Press.

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## The Aesthetics of Net-Activism in Portuguese Digital Social Networks

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In times of social media, the space for protests - being it past, present of future - has ironically become distant from the big communication corporations and from political and state control, existent in traditional media. Via digital social-networks, such as Facebook, Youtube and Twitter, net-activists from different parts of the world develop their network actions in order to defend their causes. The range of causes is wide and include: ecological concerns, gender issues, criticism of the political and economic system, consumer rights, demands for free software or other metalinguistic causes regarding internet itself. In order to understand the net-activism scene and the collaborative actions in contemporary network, the aim of this article is to analyse this phenomena in the context of Portuguese digital social networks. We intend to investigate forms of net-activism developed around the aesthetic nature theme, related to the field of arts and expressions of subjectivities of the members of the digital activism networks selected. Thereunto, we will make a historical overview of net-activism stages in the world, followed by a current mapping of net-activism cases in the country in which the research is developed. For this purpose, an exploratory research will be developed in the digital social networks mentioned above, dedicated to list the four most relevant cases of aesthetic net-activism in Portugal, between October 2012 and February 2016. The cases selected for the study will be investigated based on a typology of atopic dynamics of network interaction (DI Felice, 2012) in order to verify if the quality of the actions approaches to a frontal interaction model, immersive, dialogical or ecosystemic. According to the typology, the levels of interactivity proposed can range from minimal developer interaction with information published on network until a key role in building a collaborative model, more ecologic, that integrates living and non-living beings, technologies and informative territoriality, in a reticular and connective form. In sum, compared to the theoretical-methodological perspective presented, this article questions: what is the net-activist aesthetics in Portuguese digital social networks? From an overview of activist movements in the current most relevant network, the research intends to focus on the aesthetic, artistic or subjective nature of net-activism - among many existing issues in the huge Global Village that net-activists helps to build in every post.

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## "We Hear You": Social Media and Celebrity-Driven Social Change?

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Social media have become a relatively direct platform (compared to the "traditional" media outlets such as magazine interviews) through which celebrities communicate with the public. Focusing on this form of celebrity-based social media practices, this paper explores how celebrity's functions as reference points in society is formed and spread through media as a part of mediatization. Specifically, this paper looks at the dispute between the American Singer Taylor Swift and Apple in 2015 over the tech company's policy on not paying artists royalties during the free trial period of its newly launched music streaming service, Apple Music. As her action against this policy, Swift posted an open letter directly addressed to Apple on her social networking sites, and argued that she was withholding her latest album from the service. Within 20 hours, Apple announced, on its senior executive's Twitter, that it had decided to amend its policy and thereby would pay artists during the free trial period. Apple's policy change in turn led to Swift's prompt decision to release her album on the service, as well as to the exclusive partnership between both sides month later. This paper examines how Swift's celebrity capital (Driessens, 2013) is employed, accumulated and converted into other forms of capital and different media's functions in this incident. While Swift urged Apple, through her social media accounts, to change its policy, she framed her action as "the echoed sentiments" of the music industry rather than as personal complaints ("not about me"). Ironically, however, the way the singer exploited her public self and public private self (Marshall, 2010) in her employment of social media seemed to make her action in effect as much individualistic as collective. By announcing "we hear you @taylorswift13 [Swift's Twitter handle]", Apple made its policy change appear (individual) celebrity-driven, and in turn contributed to Swift's own gain of celebrity capital. This is most evident in the following three aspects: 1. The way in which the incident was widely described and simplified by media not so much as "musicians vs. Apple" but as "Taylor Swift vs. Apple" and the singer's triumph over Apple; 2. How Swift and Apple partnered in releasing the singer's concert film months later, as Apple Music's biggest exclusive deal to date; 3. The way in which the Taylor-Apple dispute and reconciliation was turned into an exclusive interview with Swift being released on Apple Music for the company to promote its platform as well as the singer's concert film. Together these aspects enhanced the symbolic power of Swift and Apple as to their capacities in constructing a social value that defines a seems-to-be-morally-proper model for the future music industry ("the platform that gets it right" quoting Swift). Moreover, while mass media undoubtedly helped draw the public attention to, and widen the debate on, the Taylor-Apple negotiation, their function as the mediated center on this matter was inevitably challenged by the fact that the dispute, negotiation and reconciliation were initiated and largely performed and unfolded on social media.

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## Migrants as Translocal Political Actors: Digital Public and Political Media Practices of Spanish Migrants in Berlin

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Nowadays, we are witnessing the emergence of a new intra-European demographic process: a new, highly skilled labor migration to Germany. As a result of the financial crisis that shakes Europe, young and highly qualified population from the most vulnerable areas of the continent is moving towards European regions with enhanced professional development. In this context, we look at the new Spanish migration to Germany (González-Ferrer 2013), characterized by its high qualification and media literacy. In a period of profound social, economic and political instability in Europe, the Spanish case provides a great example of translocal belonging with an increasingly politicized population (i.e. emerging platforms and citizen activism since the 15M-Movement, Marea Granate or rising political parties such as Podemos (Toret Medina 2015; Cano Cuenca 2015)). With regard to these new types of migration and their communication infrastructures, we will develop the concept of 'digital migrants' to describe the new modes of translocal embeddedness. Our paper is based

on qualitative and ethnographical research focusing on the digital public and political participation of the Spanish community in Berlin, defined as the one formed by the Spanish population living in Berlin, who left its country due the economic crisis. According to the complexity of the object of study, it will be applied a combination of qualitative interviews on identity and media appropriation/media practices for public and political engagement and non-participant observation of communicative environments. The aim of the paper is to identify different forms of digital public participation and media practices (Postill 2010) which turns migrants into translocal political actors, recognizing the across-border influence of migrants. We see a public participation that transcends structures and dynamics of integration to a much more complex translocal scenario, connecting individuals and movements like 15-M or Marea Grante not only with the countries of origin and destination, but at the same time with other destinations. A shared recognition of the Spanish diaspora is generated within this information exchange as an extension of translocal networks (Hepp et al. 2011). During the last national elections these networks have become relevant in Spain itself proving for the increasing political importance of translocal communication networks. This perspective implies therefore not only to leave behind assimilation approaches and methodological nationalism (Anthia 2009), but rather the recognition of new digital geographies and borders, as well as the translocal character of the migration process. This paper will provide insights into the new ways in which migrant communities use media technologies for public engagement and organize themselves politically in order to keep informed and be represented, enabling them to have a positive and active role in the society. Moreover, it proposes the development of new forms of social capital and performative belonging in the process of migration, challenging the lack of research on the deterritorialized public and political participation of migrants. Key words: Spanish migration, media practices, social movements, political participation, translocality



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## 'We Trust You to Do the Wrong Thing': The Paradoxes of Teenagers' Digital Engagements

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Young people's everyday life experiences are now characterised by a complex interplay between regulation and active 'choice'. As a number of scholars note, young people's time is colonised by extensions to the school day and, as their public presence is increasingly problematized, teenagers are being pushed back to their homes, where many will remain domicile well into adult life (Christensen and Prout, 2005). Therefore, as young people move from the care and protection of their families towards the autonomy and self-determination of adulthood, digital spaces are becoming a crucial means for them to establish their own identity and membership(s) of peer group sub-culture. Simultaneously, as youth are being encouraged and incentivised to develop their own identity and exercise their right to be heard in a range of digitally mediated settings, they are also being watched, controlled, and warned by anxious by parents and authorities (boyd, 2014, Livingstone, 2009). In this paper we present the findings from an in-depth qualitative study of young people (from a range of socio-economic backgrounds) in two schools in the UK. We explored how young people as active agents respond to the adult norms and expectations that are built into or produced by the technology they use. Through 50 interviews with 12–18 year olds we examine how and why young people exercise agency by adapting to, challenging, or subverting existing socio-technical cultures. Practices explored include: avoiding monitoring and control, bypassing/circumventing age restrictions and parental controls, testing boundaries, managing parental anxieties, being provocative, inventing/managing multiple identities, dealing with contamination and intrusions – including advertising and educational initiatives, using backdoors such as proxy sites and onion routers, dealing with threats and engaging with misinformation. By operationalizing the concept of socio-technical agency this paper extends the existing important literature on youth in the digital era, which moves beyond simplistic description or obvious essentialist claims; and offers insight into how young people's media and communication practices help to navigate and make sense of their past, present, and future.

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## Young Creators in Open Spaces: Doing Digital Ethnography

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The goal of this presentation is to analyze the creative processes present in a community of teenagers participating in entertainment workshops to develop digital literacies. We focus on their own perspective about the process of giving meaning to their own practices, as generators of digital contents online, by exploring the physical space. The SPECIFIC OBJECTIVES ARE THE FOLLOWING: 1. To define strategies supporting digital literacies for young people participating in social media, oriented to the acquisition of innovative ways of thinking and creating. 2. To analyze the creative processes, from the creators' perspective, as generators of specific audiovisual contents uploaded to Instagram and Vine, mediated by material objects in the open spaces of a community art center. 3. To examine the awareness of multimodal discourses involved in young people's creative practices, paying special attention to digital photography and video production. A TRIPLE-LAYERED THEORETICAL FRAMEWORK SUPPORTS THE RESEARCH. First, the concept of creative collaboration (Connery, John-Steiner et al., 2010), by considering that young people in specific online and offline communities require collective creation processes to become active participants. The second is the concept of participatory culture and spreadability (Jenkins, Itō et al. 2015), by considering the meanings assigned to new media generated from specific online practices. Finally, we look at the concept of literacy (Gee, 2013) as a way of engaging young people with specific discourses (Livingstone, 2008) by being aware of the processes behind them in order to control the communication situation. ADOPTING AN ETHNOGRAPHIC AND ACTION PERSPECTIVE (Brennen, 2013; Pink, Horst et al., 2015), we explored the creative process during 13 workshops designed to introduce creative practices among young people from a critical perspective. The participants used iPads as tools for creation and participation. They were young people aged between 8 and 14, and the maximum number of attendees per session was 28 while the minimum was 5. A total of 155 people attended the workshops. The sessions took place on Sunday mornings and lasted two and a half hours. The children produced 5,030 photos and 616 videos. All the sessions were video-recorded. CONSIDERING THE ANALYSIS, the methodological challenge is to combine narrative reconstructions, with an analytical approach supported by computer software for qualitative analysis. We used NVivo for Mac (11,1,1) and specific commercial software to organize, analyze, and interpret the photo and video productions: Lightroom (Adobe) and FinalCut Pro (Apple). According to the main goals, THE RESULTS GAVE US THE FOLLOWING CONCLUSIONS FOR DISCUSSION: 1) The participants, young people who at first understand Vine and Instagram as social networks designed for leisure, discover new ways to look at them after they reflect on their own practices. 2) The specific audiovisual contents are dependent on the context provided by each of the sessions and the interactions that young people establish with either adults or peers. 3) In relation to the awareness of multimodal discourses, the difficulties appear when they try to integrate images and sound. Their awareness of discourse is conditioned by the type of applications used.

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## Locating 'the Digital' in Teen Television Fandoms

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This paper draws on empirical research from my PhD thesis, to explore fans' participation in three young women's popular cultures: teen drama series *Pretty Little Liars* (2010–present), *Revenge* (2011–2015), and *The Vampire Diaries* (2009–present). Specifically, the research considers how, and where, we can locate 'the digital' in teen television fandoms. My findings suggest that fandom permeates multiple and overlapping spheres of fans' everyday lives, including in social, domestic, and work-related spaces. Furthermore, fandom is largely enacted through online, networked, and data-driven technologies, which are themselves deeply embedded within these ordinary and everyday spaces (see Hine, 2015). This process of embedding ultimately destabilises the digital technologies, which means that pre-existing binaries like online/offline, public/private, and leisure/work are disrupted. In this paper, I will argue that teen television fans construct spaces like leisure and work, online and offline, and public and private, not as binaries, but as frameworks to move around, as a way of negotiating their pleasures in derided feminine media texts. My research thus draws upon longstanding and well-theorised feminist debates around pleasure, specifically thinking about fans' pleasures in (young) women's – and therefore culturally derided and devalued – popular media texts (see also Radway, 1984; Ang, 1985; Brunsdon, 1997, 2000; Baym, 2000; Thornham, 2008, 2009, 2011). Moreover, although a plethora of literature exists around fandom and digital cultures, such as online communities (see Baym, 2000; Bury, 2005; Hellekson and Busse, 2006), and digital fan labour and the political economy of online fandom (Baym and Burnett, 2009; Jones, 2014; Stanfill and Condis, 2014), this paper will also open up a discussion about how fandom can enter into recent debates around data and society (see Gittleman, 2013; Clough et al., 2014; Kitchin, 2014; van Dijck, 2014). Thus, in this paper, I will also suggest that fans construct (and collapse) these frameworks in order to facilitate identity performativity in online spaces; their participation within which is often characterised by anxieties about privacy, the risks of visibility, and a deep distrust of data-driven digital media technologies. Finally, and most crucially, I will consider how 'the digital' can be located and situated in enactments of, and discussions around, fandom, thinking specifically about how the embeddedness of 'the digital' in fans' everyday lives drives their practices and perceptions of fandom.

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## Adolescents and Audiovisual Sexual Contents: Analysis of the European Policy

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The aim of the paper is to present the contemporary implementation of European policies related to the use of audiovisual sexual contents by adolescents on the Internet. The study wishes to answer to the following question: "Over the last twenty years, how do stakeholders have been tackling potential online risks, especially the ones related to audiovisual contents?". The exposure of children and adolescents to online risks has raised a public debate between libertarian positions – more favourable to a free use of the Internet – and protectionist approaches – highlighting the need to control cyberspace from potential damages. Apart from this simple opposition between pro- and con- views, several stakeholders are actively involved in applying and experimenting technical, regulatory and educational solutions. The results presented are based on the content analysis of the European parliamentary debates concerning three thematic areas: media literacy, children protection and cybersecurity. These discourses have been compared with the actions put in place by main European stakeholders, such as self-regulatory, co-regulatory and regulatory practices, promoted by the European Commission. The choice of focusing on adolescents and pornography has resulted as the most appropriate for surveying both online freedom and ethics in post-modern society. The research has been carried on within the PhD in Sociology (Sorbonne University, Paris) under the co-supervision of Prof. Olivier Martin (sociologist) and Michela Marzano (philosopher) and within a Bluebook Traineeship at the European Commission (DG CNECT, Luxembourg), by working for the Better Internet for Kids programme and taking part to the high-level meetings amongst the stakeholders.

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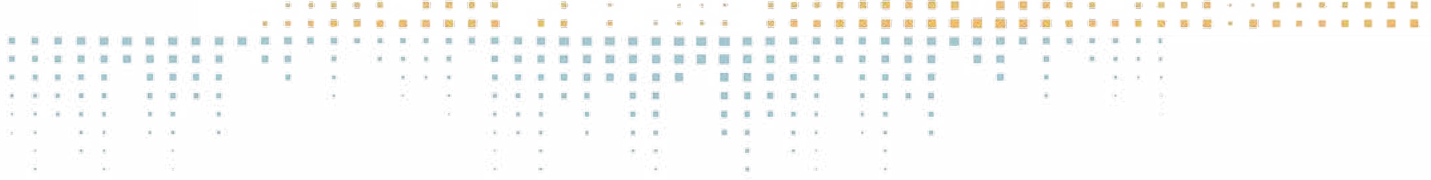
## 'The Tablet Is My BFF': An Overview of Young Children's Engagement with Digital Technologies

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Our research explores the way young children (under 8 years old) engage with digital technologies in the home, looking particularly at the family dynamics. Our approach is qualitative and combines grounded theory with a theoretical framework including contributions from Education Studies, Psychology and Communication Studies. The engagement with digital media is explored along two dynamics: a) between the child and the family; and b) between uses and practices and self-reported. Thus, we address four research questions: 1) How do children under the age of 8 engage with new (online) technologies? (individual use); 2) How are new (online) technologies perceived by the different family members? (family dynamics); 3) How do parents manage their younger children's use of (online) technologies? (parental mediation); and 4) What role do these new (online) technologies play in the children's and parents' lives? (awareness of benefits and risks). This proposal presents national results that integrate the wider project "Young Children (0–8) and Digital Technologies", that in 2015 will include 180 qualitative interviews to families with children aged 6 or 7 years old. The methods used are a set of interviews with three moments – an icebreaker activity and simultaneous but separate interviews to the parents and children – and observations collected with multiple activities – a schedule with stickers about daily routines, a card game about favorite activities, a grid for identifying apps, a digital tour given by the children, a chart of digital media use built by the parents and several photos. Regarding practices, the favorite device is the tablet. The main activities are playing games and watching videos on YouTube, and the choices mirror offline preferences, as children tend to choose games related to their favorite activities/sports and fictional characters/toys. Children's choices are gendered: boys like adventure and fighting games with superheroes while girls like dressing, nails and make-up, princesses and taking care of virtual pets. Children know more about digital media than parents think, as they observe the parents and mirror their behavior. Also, children are resourceful and savvy with digital technologies, experiment and explore alone, and only ask the parents for help when



everything else has failed. Older siblings often teach the younger ones, but the roles of teacher and apprentice can be interchangeable. Concerning learning, both children and parents regard the tablet as a “toy” or “entertainment”. In fact, for parents, the tablet is often a “babysitter” or an “SOS”, a strategy to keep children entertained when they are busy. This means that children play alone for most of the time, and are often exposed to advertising and inappropriate content on YouTube. Thus, the potential of this tool for learning is largely under-explored or even ignored. Another limitation is the lack of variety of pedagogical content available in the national language. Parents do not feel the need to monitor activities – they monitor time spent playing and occasionally monitor the game selection – or protecting/explaining about digital risks. Also, parents believe that dialogue is more effective than restrictions.

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Media technologies and all they enable are crucial elements of everyday life. Here we will approach digital culture and communication on the basis of a life course perspective. The focus will be on how experiences, understandings and expectations of different life phases in various ways co-shape daily digital media usage, and thus, digital cultures. In some cases because these practices occur at very particular stages of human life that call for reflections about existing strategies or the development of new ones. In other cases because being at a specific life stage frames media usage in certain ways. Importantly, we do not invoke the notion of "life course" as a formalised sociological or psychological typology that indicates an idealised and clearly defined trajectory. Rather, the conception provides a basis for directing attention to the intersections between daily media practices and the "cultural beliefs, structural arrangements, policies and practices" (Mortimer & Moen, 2016, p. 211) that inform different stages of life. Note also, that life phases here are not necessarily or only understood in terms of chronological age. Presenting five different Danish studies, the proposed panel will discuss how a variety of digital media are used during particular stages of life as well as how the media users understand and negotiate this usage. Namely, during childhood, certain transitory stages of adult life, and close to or after retirement. In one sense, age and life phase is a reoccurring theme within all Media Research. However, we will argue that the focus is often implicit or a question of target groups and study demographics – apart from in relation to children and adolescents. Yet, even though children and adolescents receive special attention, the expectations and framings governing much research within that area may lead to blind spots and questions that remain unasked. Moreover, as the implied media user of the majority of Media Research, the practices of adults are rarely understood in a way that centres on the expectations and understandings related to particular life phases. The tree, so to speak, disappears in the wood. Likewise, at the other end of the life course, older adults are still rather under-prioritised in research. We hope to demonstrate with our panel that foregrounding matters of life course and age is, indeed, a fruitful avenue to take in seeking to understand digital media practices and cultures. References Mortimer, J., & Moen, P. (2016). The changing social construction of age and the life course: Precarious identity and enactment of "early" and "encore" stages of adulthood. In M. Shanahan, J. Mortimer, & M. Johnson (Eds.) *Handbook of the life course*, vol. II. Cham: Springer.

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### Uses of Media in Everyday Practices of Grief Among Bereaved Parents

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Ubiquitous media is not just a matter of (digital) media being everywhere and embedded in various objects (clothing, household hardware, buildings...). Using the practices of bereavement and commemoration as displayed by parents on children's graves and online memorial sites as a case, this paper claims that ubiquitous media as a concept also relates to processes of mediatization (Cf. Hjarvard 2008, Lundbye 2009, Hepp 2013); to the 'thingification of media' (Lash & Lury 2007) and to everyday practices through which we (re)appropriate and change existing media 'to suit our needs' (Cf. Jensen 2010). Based on observation studies and qualitative content analyses of both children's graves and online memory profiles (Christensen & Sandvik 2013, 2014a), this paper demonstrates how bereaved parents perform practices on children's graves and through other media practices such as online memorial sites continues the bonds (Cf. Walter 1999) to the dead child so that the bereaved can re-integrate the dead into their everyday life. This perspective implies that grieving is not allocated to a specific period of time (a time of mourning) but that grieving and the uses of social technologies like media related to it are embedded in everyday life practices. Here, small-scale (compared to institutionalized periods of mourning) ritualizations and repetitions are central as are the convergence of deathstyle and lifestyle since the ritual responses to death are not outside ordinary life. This paper presents insights into the uses of media in everyday practices of grief and commemoration primarily related to stillborns and the death of newly born and young people. The complexity of everyday practices of grief vouches for developing a corresponding complex media concept in which media characteristics and affordances (the functionalities that are specifically fit for a certain use) may be understood as a matter of dimensions, as complex systems of communication whether we see this in the use of objects on children's graves embedded with media affordances (Christensen & Sandvik 2014a) or social media used as communicational tools for creating online memorial profiles (Christensen & Sandvik 2013). Inspired by multidimensional concepts of media and communication (e.g. Meyrowitz 1973 and Jensen 2010), concepts are developed that can describe the way in which media and media uses are entwined in the everyday practices but not solely in a one-way cause-and-effect way implying that media produce new practices. The paper argues that at the same time we can observe how people turn objects into media or create new ways of using existing media employing them as new tools for communicating with or about the dead (see Jensen 2010, Christensen & Sandvik 2014a; 2014b). What is suggested in the concluding part of this paper is a method and an analytical apparatus for studying how existing or invented media enable, facilitate and shape practices related to death and loss and at the same time how existing media are appropriated and modified to fit the need of these practices.



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Recent studies document how digital media permeate family life and contribute to change everyday practices and patterns of social interaction (Clark 2013; Livingstone & Das 2010). The focus, however, has primarily been on children, youth or family life structures. We know little about the significance of digital media's intertwinement with one of the most profound changes in an individual's life course: the transition to parenthood (Bartholomew 2012). Today's new parents have access to information and communication resources with a volume, speed, and scope that is unprecedented in history and provide vast new opportunities for engaging in and displaying family life: websites and online communities for parents, pregnancy apps, and social network sites. Moreover, mobile technologies have extended the communicative possibilities and made the plentitude of media types constantly available. This paper addresses the role of digital media in the transition to parenthood: In what ways and with what consequences are digital media entangled in this pivotal life phase? And what characterizes this perhaps increasingly mediatized life transition? The paper analyzes and discusses these questions on the basis of findings from a comparative multiple-case study among Danish first time parents (2013–2015). The study is focused on how new parents use digital media in their new social role. Data comprise 56 questionnaires, and 24 qualitative in-depth interviews (16 individual, 8 couple) with eight new co-living parent couples and include observations of the informants' media environment (during home visits), and their Facebook feeds from nine month before till four months after the birth of their child. The paper employs the concept of mediatization as theoretical background while the core empirical analysis is informed by family sociology and Internet studies. Mediatization addresses the interrelation between media-communicative change and sociocultural change and is conceptualized as the process where media, enhanced by their increasing entanglement in almost all spheres of culture, become indispensable (Jansson 2015) and condition core elements of a social or cultural activity (Hjarvard 2013; Hepp 2013). Based on the empirical analysis, the paper argues that digital media contribute to frame and shape cultural practices and social interaction in the transition to parenthood. Findings show that key practices in the transition to parenthood are closely entwined with digital media practices e.g. announcing pregnancy and birth, sharing news from the new family life, building parental family ties, seeking advice and guidance - in short managing the new social role as parents. Consequently, digital media are involved in producing and shaping expectations, social roles and rituals. The paper discusses how the media entanglement relates to the increased individualization of the family institution (Beck-Gernsheim 2002) and the need for not just doing but displaying family life (Finch, 2007). On this basis the paper concludes that digital media have become an indispensable part of this pivotal rite of passage. This mediatized condition entails new possibilities, but also fosters a new communicative pressure on the social integration, as new parents need to deal with the curating of family life online, and the specific consequences of opting in or out.

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Digital games are increasingly a mainstream medium used by wide range of people. Not only do those who have grown up with digital games often continue to play into adulthood, first time players are also not necessarily all children. While research some years back counted those over 35 or 40 as "older players" (Pearce, 2008; Quandt, Grueninger, & Wimmer, 2009), statistics from Scandinavia show that (varying amongst the countries) between 10–20% of the population over the age of 65 play digital games daily or nearly daily (Bak et al., 2012, p. 131; Carlsson, 2014, p. 124; Vaage, 2015, p. 72). Research suggests that the ways digital games fit into players' lives often change as they move from one life phase to another (Juul, 2009). Here I will discuss the different meanings digital games may have in the post retirement lives of 14 Danes aged 65 and above. The basis for analysis is 14 qualitative interviews with four men and ten women from the age of 65–92. Three of the interviews have been carried out via email, while the rest of the informants have been visited in their homes. Similar to the reading of women's magazines, analysed by Joke Hermes in 1995, nearly all informants describe the playing of digital games as something insignificant in their incredibly activity-filled lives. Yet, as the conversations unfold it is clear that the playing of digital games is deeply embedded in their everyday routines. The different ways that the informants make sense of their own use of digital games will be discussed here in relation to notions of active ageing and productivity (Fagerström & Aarsten, 2013; Katz, 2000; Pike, 2011), as well as the ageing body (Tulle-Winton, 2000).

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## Children as Media Users – In a Life Course Perspective

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Children as media users are most often examined and described as either vulnerable or active and their media use is similarly understood as either problematic or emancipating. Either way, children and adolescents are most often framed as different from adults, and described as for instance 'digital natives' (Prensky, 2001), 'generation touch' etc. By approaching children's use of media in their everyday life through a lense related to life course new insights emerge. A more relational, constructive, and constructivist, approach to media use and audience studies could add new nuances to our knowledge of media use in everyday life (Givskov & Johansen, 2015) and put further emphasis on similarities, rather than on differences between age groups. This could be done by applying a broader, ethnographically inspired practice perspective, drawing on theoretical concepts of mediatization to grasp both the individual meaning making processes and the structural frameworks offered by media platforms and texts. As such, media use in a life course perspective should be seen as continuums of concrete practices instead of as absolute phases and as related to individual practices instead of to group generalizations. In doing so, research could take important steps away from 'othering' media users and focusing instead on common and general patterns of use. Drawing on Hepp, Hjarvard & Lundby (2015) the point is to take the cultural practices and materialities into consideration - to describe both the individual artefacts and the related practices and to grasp and understand their interrelations and connections. Recent studies on children's media practices show how children nurture their fan cultures, identity building, learning, and play through a massive range of different media products and practices. All in all, these practices form the basis of identity- and network-building processes in which children themselves act as both active practitioners and more passive audiences of media content, forming a participatory, everyday media culture (Jenkins, 2006; Willett et al., 2008). In this presentation, I will draw on recent and on-going empirical projects to nuance the discussion of children's media usage and practice, presenting a framework for children's media use, in which I attempt to overcome traditional dichotomies (good/bad, digital/analogue) as well as essentialistic understandings of children as media users.

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## 'The Florals': Ageing Fans and Online Lives in the Sherlock Fandom

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In an interview from 2014 Benedict Cumberbatch, the actor playing the lead in the popular BBC drama Sherlock (2010-) refers to two middle-aged fans as 'the florals': "Oh lord, here we go, here we go." He indicates two middle-aged women in flowery dresses sitting at a table across the room. "The florals over there," he says, eyes averted (quote Out Magazine). Cumberbatch's statement became a topic of debate within the Sherlock fandom and it reflects a prevalent public discourse: fans are understood to be screaming, hysterical teenagers and adults and older people 'should know better'. This study analyses the online fan lives of mature and elderly fans through interviews and discussion of their online interactions on Twitter, Tumblr etc. But Sherlock Holmes originated, over a century ago, in 1887 when Arthur Conan Doyle published his first story and the fandom have reveled in the numerous adaptations since. As such, the Sherlock fandom has a significant representation of fans that are middle-aged or elderly. Previous studies by Harrington and Bielby (2010, 2014) have focused on ageing in fandom in a life course perspective, but this study aims to look specifically at the role of being 'older' in a fan community. In this study, I analyze email interviews with a group of 50+-year-old Sherlock fans in order to discuss the meanings that ageing have in the Sherlock fan culture community. In particular the interviews focus on the role of ageing and old age when these fans participate on online social media. Ageing in fandom, I argue, is both considered indecorous, but also brings authenticity and legitimacy to the fan and the fan community in different ways.

## PP 649 Infographics as Post-Political Art or Aesthetic Form for a Global Politics?

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Infographics and information visualizations are popular media formats, ubiquitous both on- and offline, for information, education and aesthetic purposes. Infographics and information visualizations are also increasingly used for policy-directed storytelling and as formats for political activism. This paper draws on a diverse range of examples in order to analyse the characteristics of the medium from a critical perspective. The argument moves in two steps. First, we elaborate a theme that is familiar from other critical discussions of the cybernetic legacy in contemporary (post-)digital culture, placing the medium of infographics within a political imaginary of control and transparency (Halpern 2014; Drucker 2014). The transformative power of infographics, to take seemingly chaotic data and produce an image of the world that is ordered and surveyable is arguably one of the main reason for the medium's recent popularity. As a consequence however the narratives produced through this medium seem to reduce politics to administrative problems, by removing signs of conflicts, contradictions and ambiguities. In this guise infographics becomes a post-political aesthetic that not only produces a reductive image of the world, but also reduces the very notion of the political. Going beyond this initial interpretation requires an understanding of the political context that the recent wave of information design and visualisation have sprung out of, which is the topic of the second part of the paper. Infographics arose in a post-war environment and is both a product of and a means to reproduce an ethos of social planning (Halpern 2014). We argue that part of the appeal of this kind of infographics lies in a nostalgic invocation of an imagined past. But there is also a utopian impulse, towards a global institutional politics that is capable of addressing critical and global political issues. Understood in the proper context this should not be interpreted as a naive or dangerous longing for a more well-ordered society, but more positively as the longing for a reconstituted politics after a period of neoliberal deregulation and withdrawal of the state. Infographics is a contemporary example of the mimetic impulse (Cubitt 2015). But instead of holding up its mirror to the "self", or in a self-reflexive manner towards its own mediality, as so many other instances of information art does, and in directing its mirror towards "society", it can act as an effective counter-aesthetic in the contemporary political moment.

## PP 650 Platform Politics? Age- and Platform-Specific Photo Sharing Practices

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Showing and sharing photos has become an everyday mode of visual communication. The smartphone as networked multimedia device is at the heart of current changes not only in personal photography, but in the mediatization of our everyday lives. Social bonding and communication, the demonstration of identity and belonging, and the preservation and retention of memories have always been important social functions of personal photography. However, digital sharing practices became more entangled with computer technologies, social media and specific cultures of connectivity (VanDijk 2013) through accelerated convergence. In our paper, we aim to analyse and compare photo-sharing practices of three age-groups with an emphasis on how specific platforms are used for sharing personal photos via the smartphone. We argue that the analysis of pictures and practices that are embedded in software such as WhatsApp, Facebook, Instagram or Snapchat has to be contextualised and related to the structure of these environments. We draw on recent fieldwork in Vienna and qualitative data (interviews, pictures, screen shots) from three age groups (14–19 years old; 30–40 years old; older than 60), and 44 participants in total. A preliminary qualitative content analysis (Mayring) shows that apps co-construct processes of editing, distribution, sharing and affirmation among users, and that users are practicing photo-sharing within these integrated environments of affordances. Differentiating between platforms that push publishing (Instagram, Facebook) and those that enable messaging (Snapchat, WhatsApp) is meaningful in regard to visual communication (Villi, 2015). While the first two stimulate showing (off) classically beautiful pictures towards a semi-public audience, the messaging apps provide frameworks that enforce conversational practices that are very indexical and aimed at exactly defined audiences. Choosing which platforms to communicate through becomes integral to the management of relationships (Madianou 2014). In our explorative study this has become especially visible with teenagers, who tend to use a broader range of platforms. Older users are also avid photo sharers, but they mainly use WhatsApp as a messaging app to stay connected with their families, and they tend to be less interested in other platforms. Platforms that seem to be especially attractive for fulfilling the teenage need to play with identity and self-thematization are less attractive to older users, who seem to prefer more private and reciprocal platforms of mobile visual communication. The differentiation of publishing and messaging remains important across generations, and we were able to further investigate different kinds of individual platform politics and cultures of sharing, especially in regard to how privacies and connectedness are constructed through photo sharing. Madianou, M. (2014). Smartphones as Polymedia. *Journal of Computer-Mediated Communication*, 19(3), 667–680. doi:10.1111/jcc4.12069 Mayring, P. (2010). *Qualitative Inhaltsanalyse; Grundlagen und Techniken*. Weinheim [u.a.]: Beltz. van Dijk, J. (2013). *The culture of connectivity; a critical history of social media*. Oxford [u.a.]: Oxford Univ. Press. Villi, M. (2013). *Publishing and Messaging Camera Phone Photographs : Patterns of Visual Mobile Communication on the Internet*. In K. Cumiskey & L. Hjorth (Eds.), *Mobile Media Practices, Presence and Politics: The Challenge of Being Seamlessly Mobile* (pp. 214–228). Routledge.

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## Selecting the Audience and Managing the Visibility Rules: Gender Differences in Privacy-Related Practices on Facebook

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Within a relatively short time span, social media applications have intruded into all parts of life and have come to play a crucial role in contemporary culture and society. They have not only reconfigured and transformed older forms of human communication but have become integrated into daily life, affecting the way we work, study or shop and reshaping social, political and economic relationships. In this paper, we focus our attention on the most popular social networking website, Facebook, and analyse the strategies of online self-disclosure and privacy management. In particular, the study investigates the attitudes toward privacy on Facebook among young Italian people (ages 18–34) by means of their strategies of voluntary self-disclosure, management of the visibility rules and audience selectivity. The research was conducted in Udine, Italy, and involved a convenience sample of Italian college students. With a structured online survey, we collected 1,125 responses and decided to analyse a subsample of 18 to 34 year olds (N=813). We specifically investigated the respondents' main privacy concerns, exploring to which degree personal information is disclosed (i.e., what information is protected, how information is shared, who has access, etc.), whether or not privacy concerns are differentiated by gender, and if they are more against other users than against Facebook as a company or against third-party partners. Our results show that students have just slightly more privacy concerns against other users than against Facebook and much less against third-party partners. However, women are consistently more concerned about privacy-related risks than men. We suggest that these results may account for different perceptions of online risks between men and women.

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## Mediatizing the Naked Truth – A Re-Conceptualisation of the Ideal Beach Body in Contemporary Media

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This theoretical paper aims to deliver a new and enhanced definition of the ideal beach body based upon an extensive interdisciplinary literature review. It argues that the beach body theoretically comprises of two basic forms: (1) The real beach body as it appears on the beach and (2) the mediatized beach body, i.e. the one that prevails in the media. An extended interdisciplinary perspective on this topic is relevant to inform future research as the ideal beach body commonly appears as a somewhat self-explaining, repetitively, and pervasively mass-communicated term on multiple channels. Past research has predominantly discussed the beach body's traditional function in the context of holiday and tourism consumption, while its prevalence in the media and impact on body image concerns is also noticed (e.g. Pritchard et al. 2007). Still, a lack of understanding exists regarding the growing usage of digital media and advanced communication technologies, which provide endless opportunities for women both to consume and actively communicate information and images regarding the beach body (Aguayo & Calvert, 2013). In order to further conceptualize the real and the mediatized beach body in an interdisciplinary way, this paper proposes three dimensions that are based upon existing theories and findings in the broader fields of digital media, tourism and body image: (1) Exposure/nudity, (2) controllability/measurability, and (3) seasonality/temporariness. First of all, when discussing the real beach body, its exposure occurs to a limited live audience on the beach. Secondly, its controllability is considered limited, as the beach can indeed be chosen, but it is also a public place of body reality, where nothing can easily be hidden or concealed (Joye, 2013). Likewise, physical exposure necessarily complies with women's actual self (Higgins, 1987). Thirdly, existing literature limits the beach body season in real life greatly to pre-holiday preparations and the duration of stay (Jordan, 2007). In contrast, the mediatized beach body is one that both individuals and marketers expose to a mostly unlimited media audience. It allows for higher degrees of controllability as pictures can be intentionally chosen and digitally altered before exposing them to the public. This enables particularly women to present an idealized appearance to others (Manago et al. 2008) and is often cultivated by socio-cultural standards of beauty (Hughes, 1980). Moreover, digital tools like self-tracking apps facilitate quantifiable measurements of the beach body and can also reinforce processes of social comparison (Lupton, 2015; Lupton, 2013). Finally, especially in the online media, no seasonality exists, as beach body discussions are always and anytime accessible. While this paper presents a purely theoretical approach, further research may test the applicability of its conceptualization using primary data, e.g. by means of qualitative approaches to investigate women's beach body behaviour both on the beach and in the digital world.

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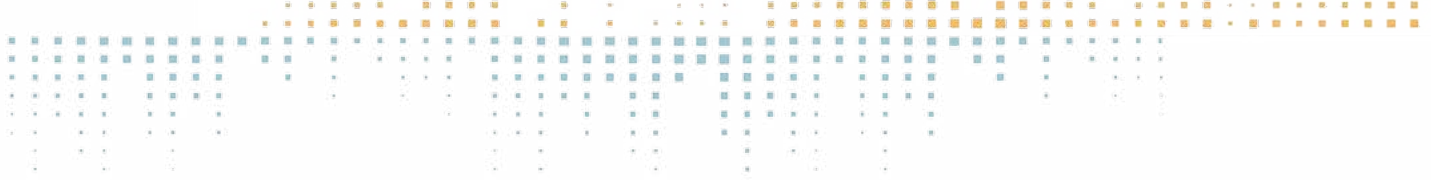
## On the Curation of Digital Born Materials? What if Digital Culture Corpora Are Worth to Be Preserved?

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Culture is increasingly enacted on digital media platforms. The cultural heritage of today is often born digital. While digitization of former cultural heritage is a means to ensure and vitalize memories of the past, the issue how to pass over born digital memories of contemporary cultures to future generations raises new questions. The presentation will focus on one particular aspect: what the transition to digital media means for the notion of a corpus? Historically, a corpus (and the equivalent notions of a work, and an oeuvre) denoted an idea of organic wholes, but developed in modernity to an idea of compositional wholes (OED 2015) e.g. a complete collection of writings, or the whole body of literature on any subject. More recently it is used for collections defined according to external criteria as extracts from something. The 'wholeness' is not an intrinsic property of the materials, but specified by the collector due to some sort of purpose and criteria for inclusion. Thus in Corpus Linguistics, a corpus is defined simply as 'The body of written or spoken material upon which a linguistic analysis is based' (OED 2015). The consistency and validity of the corpus is not a matter of completeness, but of the criteria for inclusion specified by the creator. Thus new elements may be added continuously to any given corpus as in a database. In both meanings the materials are supposed to be well ordered and clearly delimited. Today we are increasingly confronted with corpora, which do not fit previous definitions. In corpus linguistics many web materials can only be included by admitting 'notions of non-finiteness, flexibility, de-centring/re-centring, and provisionality' to be added to the established notion of a corpus as a 'Body of text of finite size, balance, part whole relationship, and permanence' (Gatto 2014: 211). The web however facilitates even





more complex corpora, because of the variety of creators and because the materials may include scripts, links combining multiple sources involving different time scales and spatial constellations (Brügger & Finnemann 2013, Kitchen 2014). Such corpora are widespread, some being temporary and personalized as a google search, some being public and eventually cumulative e.g. edited news sites, and social media sites (Finnemann 2015). Some types of net-art are script-based, non-cumulative and fast disappearing corpora (Paul 2008), others are complex due to researcher defined goals as for instance climate corpora which incorporate data of social behavior in climate models (Steffen et al. 2015) while others are ever-changing due to a variety of hypertext configurations allowing distinct updating frequencies for any delimited fraction on a screen interface as in the case of finance systems (Knorr Cetina 2014). Assuming that some of these corpora represent a significant contribution to the cultural heritage of today they may deserve to be preserved and utilized in future studies. The question then is raised how they are identified and described by whom and how to further analyze and curate such new types of digital cultural corpora. (Full references will be included in the full paper).

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### Hoping for, Protecting from: Parental Imaginaries of Children's Digital Media Futures

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From the days of early films and comics to today's social networks, tablets and multiplayer online games, the spectre of 'futuristic' technology has always entered into the imagination of parents – raising hopes about what media might offer and fears about the dangers they might introduce. Yet the pace of recent advances in digital media – think of wearables, educational apps, micro-chipping or sexting – leaves many parents and carers anxious about what these changes will mean for their children, now and in the future. In this paper we present initial findings from our research on Parenting for a digital future, funded by the MacArthur Foundation's Connected Learning Research Network, drawing on ethnographic fieldwork in digital media and learning sites, and in-depth interviews with parents, carers and children in the home. We understand parenting to be iterative and future-oriented: how parents imagine the future might unfold shapes their practices in the present; how children's lives unfold in the present may in turn impact on their future. Yet rather than viewing 'the future' as a utopian space of possibility, much of the cultural and academic commentary on post-modern 'parenting culture' (Lee et al 2014) posits that parents view their role in preparing their children for the future as a 'risky burden' (Furedi 2010). Some parents, notably those with relative privilege, seem to confront the future through highly 'intensive' parenting practices (Hays 1996), 'cultivating' (Lareau 2011) their children's skills and aptitudes in order to ensure what they hope will be future social, emotional or financial success. Although these practices extend far beyond digital media, as media and communications scholars we are struck by the ubiquity with which 'the digital' becomes focal in parental imaginings of either children's future possibilities or problems. From parents enrolling primary school-aged children in coding clubs or investing in digital devices for home learning or, by contrast, forbidding teenagers from using social media to avoid 'cyber-bullying' (Livingstone et al 2012), these actions show how being a parent often means making choices about how to manage, or encourage, children's digital media use. To make these determinations, parents are sometimes guided, though not always aided, by the often-polarised policy and popular media discourses about online dangers or the detrimental effects of 'screen time' on the one hand (American Academy of Pediatrics 2015), and a vision of digital media as opening up radically-new pathways to academic achievement or self-expression, on the other (Ito et al 2013).

PP 729

### Camera Drones in Education: First Nordic Experiences of Two Pilot Courses

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More than ever the world needs communication professionals with expertise in emerging visual technologies. During the last five years the use of camera drones for civilian purposes has rapidly increased in many countries, and the media industry is working hard to keep up with the citizen access to, and application of, camera drones of all sizes and shapes. This paper discusses in what ways innovative and responsible uses of camera drones might be successfully integrated in communication education. A comparison of the two first Nordic pilot courses on camera drones suggests that small drone technologies are well suited for teaching and exploring creativity in journalism. The first pilot course conducted at a Finnish university in 2015 focused on adopting camera drones for video production, and was tested by journalism students. The second pilot course explored interfaces for journalistic uses and was carried out by new media students at a Norwegian university in 2016. It emerged that a main challenge experienced by the educators was to find the best ways to teach creative uses of camera drones in journalism. Creativity is defined in this paper as the ability to produce work that is novel and unexpected as well as appropriate, useful, and adapted to task constraints. The project followed the principles of innovation pedagogy where students were challenged to become more innovative or creative by being given responsibility for a development process. The comparative analysis of the two Nordic pilot courses is based on observations and interview data supplied with written reports provided by the participating students. The paper also provides a brief overview of camera drones in the media industries, especially in journalism, including the first drone journalism lab created in the US in 2011. There is a growing recognition of responsible research and innovation (RRI), and the authors consider journalism to be a neglected, but very important aspect of the RRI paradigm. In conclusion, the paper suggests some advice for responsible camera drone education in the future. (357/500) Keywords: Camera drone, education, journalism, innovation pedagogics, RRI, qualitative interviews.

PP 730

### Digital Literature as Means of Integration: Building an Open Educational Platform on the Basis of Estonian Novel

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For a 25-percent Russian minority, Estonian school system provides a crucial possibility for understanding and absorbing foreign culture. Digitalization of the novel Old Barny or November (2000) by Andrus Kivirähk aims to deepen the cultural and linguistic experience of non-natives. Serving as a model of culture, the text reflects a dynamism between center and periphery: on the one hand, it is deeply rooted in the Estonian context and makes use of historical events, folk language and traditional narratives; on the other hand, it belongs to the postmodern genre, therefore gives place to heterogeneity and innovation. The similar balance is to be established in the system of literary education: literary discourse needs to be acknowledged as a specific but inseparable part of the wider media landscape (Koskimaa 2007). In line with this, the redundant notion of literacy should be expanded by multimodal literacies reflecting the semiotic systems that young people use (Jewitt 2006). Digital means allow rendering the openness and fluidity of contemporary communication through challenging the conventional design of books. The values of specialist knowledge, authority and authenticity that are inherent to "older" logocentric pages, are being replaced by new principles that grant readers with agency and promote the use of nonverbal sign systems (Jewitt

2006; Kress 2010). Being transformed into an interactive environment, Old Barny is seen as a product of readers' design: by employing non-linear reading strategies, users augment the original text by gaining information from explanatory pop-up comments, multimodal profiles of characters, interactive map of the location etc.. Digital adaptation becomes a qualitatively new kind of text that integrates the prototext with metatexts. The enjoyment of reading arises not only from following a story from the beginning to the end, but from mapping the fictional storyworld as an integrated system. Despite some concerns related to the efficiency of multimodal features and navigational freedom of digital texts (Ohler 2006), it is clear that the usage of technologies renders any material more attractive to young learners and thus facilitates making texts more relevant to pupils' everyday cultural environment. Moreover, research (e.g. of Gorski 2005) has also shown how networked digital resources can strengthen inclusive and collaborative learning in multicultural classrooms, which concurrently supports the argument for their fruitfulness for the integrational goals set for our project. The coherence that may be brought to heterogeneous texts through their creative digitalization is seen as a promise of a higher integrity - on the level of society. Gorski, Paul 2005. Multicultural Education and the Internet: Intersections and Integrations. Boston etc.: McGraw Hill. Jewitt, Carey 2006. Multimodality, "Reading", and "Writing" for the 21<sup>st</sup> Century. Discourse: studies in the cultural politics of education 26 (3): 315–331. Koskimaa, Raine 2007. Cybertext Challenge. Teaching literature in the digital world. Arts & Humanities in Higher Education 6(2): 169–185. Kress, Gunther 2010. Multimodality: A Social Semiotic Approach to Contemporary Communication. Routledge: London. Ohler, Jason 2006. The world of digital storytelling. Educational Leadership 63 (4): 44–47.

PP 731

## Communication and Partizipation with Digital Maps – An Educational Approach

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Based on the concepts of a (geo) digitalized society (GISociety) and the rising mediated world this contribution discusses the possibilities to communicate and participate with/through GeoMedia. GeoMedia is media that combines information and communication technologies with geographic information. An increasing pervasion with media technologies, emerging Geoinformation (GIS) technologies, the upcoming web 2.0 and an increased individual mobility reinforced by and with new „smart“ spatially enabled mobile devices have led to dissolved boundaries between consumer and producer of (geo)information in our society. Besides that in recent years an increasing number of easy and open source mapping tools promoted emerging research domains such as Citizen Science, Volunteered Geographic Information, Neogeography and Open Government Initiatives. Those research domains underline the perspective that mapping is easy and possible for everyone explicitly for lay people (Haklay, 2013). According to such an optimistic perspective maps can be seen as a tool for (self-)expression. Furthermore it is assumed that the (geo)web leads to more participation and more democracy (Haklay, 2013). Nevertheless the rise of critical cartography, which assumes that cartographers do not produce "objective" maps that show "accurate reality" imply that lay people are able to become (specialist) cartographer of local and regional geographies. In fact maps that imply hegemonic power relations become with the rise of GeoMedia tools for empowerment since the consumer of maps becomes the producer of cartographic information and visualisation (LESZCZYNSKI & ELWOOD, 2014). Furthermore, GeoMedia are part of the significant and fundamental changes in our communication and visualization of (geo)information and have an important impact in decision making processes in our mediated society. Education needs to adapt to these developments of a (geo) mediated world. The concept of Education for Spatial Citizenship offers the adequate theoretical framework and is rooted in the emancipatory domain of education, linking geoinformation to secondary education. An Education for Spatial Citizenship aims to empower lay users in their everyday appropriation of space through GeoMedia. (Gryl & Jekel, 2012; Gryl, Jekel, & Donert, 2010; Jekel, Gryl, & Schulze, 2015) Aiming to change hegemonic power relations the importance of an integration of diversity and gender dimensions (and hence inequalities in general) in educational approaches in geography and media education seems to be indispensable. At the University of Salzburg an interdisciplinary project between communication science and geography links science topics, pedagogies and school practice for students in teacher training. This contribution provides an example of learning and teaching with GeoMedia. The approach is based on everyday GeoMedia use and its implications for the construction of feminine/masculine fear vs. feel-good-spaces. The developed learning environments have been tested and evaluated in school.

PP 732

## Digital Literacy and Multimodal Practices of Romanian Young Children (4–6 years)

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As part of a broader research initiative, our exploratory study aims to identify the digital literacy characteristics and multimodal practices of Romanian young children aged 4–6. Mobile technologies are challenging the efforts of parents and educators in supporting their young children's learning, therefore it is crucial to map the array of new digital skills (COST, 2014). While age group 9 to 16 years old has been studied by European projects (EU Kids Online, 2006–2009, 2009–2011, 2011–2014; Net Children Go Mobile, 2014), younger children's digital practices and skills have been less covered by systematic research (Marsh, 2015). We conducted a descriptive case-study research and applied qualitative methodologies for data collection. The qualitative research was implemented in a Romanian kindergarden located in a small town (Miercurea Niraj, Mures County, Romania, around 3500 inhabitants). We selected in the research ten children aged 4–6: five girls and five boys. We collected qualitative data using the following methods: visual research – we asked the children to draw two drawings: a/ their favourite digital device and b/ their most preferred application, c/ we asked them to interpret their drawings; interviews – a/ we interviewed the children regarding their digital practices in the presence of their kindergarden teachers, b/ we made interviews with the parents about the children's digital practices at home, c/ we made interviews with the kindergarden teachers about the children's digital skills; direct observations

– we observed each child using a tablet for 30 minutes. We respected the ethical rules applied for projects with children, and have gained the consent of children's parents and kindergarden's principal. We propose to present preliminary results of the empirical research carried out during January-February 2016. References COST (European Cooperation in the field of Scientific and Technical Research)(2014). COST1 10/14. Memorandum of Understanding. Brussels, 14 November 2014. [http://w3.cost.eu/fileadmin/domain\\_files/ISCH/Action\\_IS1410/mou/IS1410-e.pdf](http://w3.cost.eu/fileadmin/domain_files/ISCH/Action_IS1410/mou/IS1410-e.pdf) EU Kids Online (2009, 2011, 2013). <http://www.eukidsonline.net/> Marsh, J. (2015). Young Children's Online Practices: Past, Present, Future. Global Conversations in Literacy Research, 2014–2015 Series. Webinar, 8 February. <https://www.youtube.com/watch?v=Gw9WOZ93okA> Net Children Go Mobile (2014). <http://www.netchildrengomobile.eu/>



PP 733

## The Ethics of Privacy in Sharing Culture: New Concepts and Practices

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Social media platforms may have equipped users with new, quicker methods of digital communications and socialisation, but they have also opened up new risks alongside those opportunities. This chapter draws on research looking at the ethical risks and challenges for young people operating within social spaces online, particularly in relation to their understanding and perception of privacy, the ethics of sharing and tagging user-generated and curated content. This paper seeks to add to broader understandings of what shifting ideas of privacy and related practices mean in digitally mediated environments. Many researchers have struggled to understand shifting notions of closeness and distance which suggest the emergence of a wider permissiveness around privacy, sharing personal information (Brake 2014) and even the emergence of a publicly accepted 'intensive intimacy' (Lambert 2013). In addition, questions about authenticity and meaning accompany almost every new platform, when they are new (Baym 2010, Marvin 1988), yet ideas of privacy appear to be shifting from control-based notions of privacy as defined by control oriented notions of privacy as 'the claim of individuals... to determine for themselves when, how, and to what extent information about them is communicated to others' to those shaped by public intimacy (Westin 1967: 7 as cited in Fuchs 2014: 156; Lambert 2013). While these shifts are associated with many more opportunities and risks (Livingstone 2008; Livingstone et al 2011), it seems that the meaning of privacy is being constantly rewritten through a variety of sharing practices: status updates, photos, social media profiles, sharing, linking, hashtagging, commenting, data control, the rise of increasingly global mega-platforms, the emergence of mass surveillance and the pervasive global power of sharing platforms. This paper examines what mass sharing practices mean for privacy, from the perspective of media users, practitioners and consumers, in order to develop evidence based and conceptually relevant insights on today's ethics of privacy. In particular, we ask what does privacy mean for people accustomed to sharing personal information across platforms? And how do people make decisions about private and public information? Based on qualitative (media diaries) and quantitative (survey) analysis of young people's (18–30) experiences of privacy and a range of everyday social platforms - from Facebook to Snapchat and from Vine to Twitter - we argue that for many there is a blurring of boundaries between what they perceive as private and as public (Fuchs 2014; boyd 2014). This mixed methods approach enables researchers to triangulate the findings from both data collection methods. Findings support established literature claiming that privacy in itself has a diverse range of meanings, applications and cultural implications (Ess 2015; Zimmer 2010). In addition, online social spaces are often an extension of real time spaces, and for a large proportion of respondents, many are unaware of the potential consequences in terms of online security, use of personal images and information and extension or reach of 'private' information.

PP 734

## "Trolling": Pathology and Ideology. The Labeling Of Deviant Online Behavior

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Some internet users seem to find pleasure in communicative practices others consider destructive and offensive. But how is their behavior to be classified and interpreted? Such people are often labeled "trolls", and their communicative practices designated as "trolling". Meanwhile, with many different forms of deviant online behavior being observable, trolling has become a very broad and general category. Based on the labeling approach of deviant behavior (Becker, 1973), the aim of this contribution is to theoretically analyze the construction of "trolling" as a label for different forms of deviant online behavior. Instead of defining some persons as trolls and studying them, we reconstruct two principal, ideal-typical conceptions of trolling we find in online contributions and media reports, and discuss their implications: 1. "Trolling" as pathological behavior: Persons communicate in a socially disruptive and insincere way, that is, they do not mean what they say. This concept refers back to the beginning of online discussions; these sometimes fierce but often fruitful and largely uncensored debates also attracted unproductive and antisocial behavior. It was sanctioned not with repression but by denying reciprocity (excluding those labeled as trolls from the discourse: "Don't feed the troll!"). Social-psychological research on CMC sometimes follows this realistic conception of trolling, treating it as a measurable personality trait or observable behavior. "Trolling" can also be appropriated affirmatively. It then describes the possibly insincere, but creative provocation of those who deserve to be unmasked or intellectually or playfully challenged. It does not conform with norms of rational deliberation, but is seen as useful or admirable (even by those who have been "trolled" well) because it serves a good cause or conveys an anarchic pleasure. 2. Ideology and group-focused enmity: According to this conception, trolling is hateful communication directed against groups or their (supposed) members. It is assumed to be sincere, inspired by real hate and to be shaped by a specific culture, milieu, or worldview (e.g., racism, sexism etc.). Partly, this moral condemnation blends into resentment to the mere style of the "troll's" utterances and tends to exclude those who do not comply with some ideal of civilized discourse. Emotionality and aggressiveness then seem to show the falseness of a claim. If the reasons for deviant behavior are located at the personal level, lack of education, experience, or intelligence is seen as a basis for the vulnerability to inhuman ideologies. However, this conception is sometimes perceived as ambivalent or even avoided because it can appear to belittle extremely offending behavior and its social or political background. Both conceptions delegitimize and serve to discipline deviant online behavior, either by means of pathologization or referring to ideology, culture, or norms. We consider our contribution a starting point for systematic collaborative research studying the conceptual history of the "troll" and labeling processes. Our study could be part of a research program investigating the discursive construction of behavior and social structures related to the internet.

PP 735

## Norms, Trolls, and Commerce: The Challenges of Online Boundary Work in Stigmatized Groups

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The anonymity of communication in the online environment affords a safe place for stigmatized individuals to convene. Theoretical approaches used so far treat the Internet as a place for marginalized people to escape from offline stigma, mostly ignoring the ways group members maintain group boundaries in these public spaces. To address this gap, these study inquiries about online boundary work in stigmatized online communities. In particular, how group members erect boundaries while interacting with out-group members and maintain forum etiquette with group members. Drawing from stigma, computer-mediated communication, and boundary work this study examines the way Israeli childless women maintain group boundaries in online communities. Israel is a distinctly pronatalism (the practice of encouraging the bearing of children) case. Childbearing is highly valued in Israeli society while childlessness is exceptionally stigmatized and carries negative social consequences. To examine how stigmatized groups maintain boundaries in online communities, this study compared two online groups – one for Israeli voluntary childless women and another for Israeli women with fertility issues. Using quantitative content analysis data and interview data, this study identified two types of boundary work practices: protection of forum boundaries from interruptions by outsiders and maintenance of forum etiquette among group members. Looking at these particular communities provided insights into how the two groups differed in their online boundary work. Members of the fertility forum, in particular the forum admins, forced strict behavior norms and actively filtered and removed users who did not belong to the forum. Voluntary Childless admins, on the other hand, were less concerned about the influence of outsiders and commercial content. When they did feel group boundaries had to be maintained because of trolls and flammers, they invited forum members to contribute to these practices and approached it as a cathartic activity. Findings from this study suggest that the public nature of the online support groups and the need to protect forum boundaries create challenges for group members. Group members benefit from the anonymity in the online space but interruptions by outsiders can disrupt communication among members. The complex nature of boundary work suggests that unlike in face-to-face support groups with defined boundaries, online groups face challenges of organization and cooperation on anonymous yet public space.

PP 736

## Under the Bridge: An In-Depth Exploration of Trolling in Online Games

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Asocial behaviour online, also called “trolling” in cyberspace, is a common phenomenon. It is, however, also a subject of apparent academic confusion; the few studies conducted thus far yielded a variety of conflicting definitions regarding what constitutes trolling behaviour (Buckels et al., 2014; Fichman & Sanfilippo, 2014; Shachaf & Hara, 2010; Thacker & Griffiths, 2012). In addition, very few of these studies have involved actual online community members in the research (Herring et al., 2002; Luzón, 2011), and those that did either examined only the victims’ or bystanders’ perspective (Maltby et al., 2015; Shachaf & Hara, 2010) or presented trolls as a largely homogeneous group with one personality type and limited motivations (Buckels et al., 2014; Thacker & Griffiths, 2012). As a result, it is unclear exactly which behaviours constitute true trolling and why it is trolls act the way they do online. In order to shed further light on this phenomenon, the present study has three primary aims: 1) determine which behaviours actual trolls consider as trolling, 2) explore the motivations behind trolling, and 3) examine the influence of the online community on trolling behaviour. To do this, we have chosen to use a qualitative approach. We will report on 25 semi-structured interviews conducted via Skype with self-confessed trolls over the age of 18 who are active in the online gaming community. This study focuses on trolls within the online gaming context because the game setting allows for more types of trolling, namely behavioural (i.e., playing the game in such a way as to aggravate others) and verbal trolling (i.e., swearing, intentionally provoking conflict, name-calling, etc.), while other settings will only allow for verbal. Interview questions cover trolls’ own gaming habits and preferences, their observations of the gaming community at large, and their own trolling experiences as perpetrator, bystander, and victim. By examining trolls’ community views as well as their personal experiences, we work not only to build a substantive definition of trolling upon which future theories can be built, but also to present a multi-faceted view of an often stereotyped online subculture. Results will be presented upon selection for the conference.

PS 050

## Experimental Documentary Films: Communicating Social Discontinuities in Contemporary Cinema

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There is a clear proliferation of documentary films whose boundaries are blurred and transfigured because of the evolutive process that affects every artistic and social creation. As a consequence of this confusion of genres, a new interpretative approach arises and gives social scientists the necessary freedom to develop their job according to their necessities without emulating any particular scientific model. Regarding to experimental cinema, the requirement of moral objectivity and neutrality disappears, as well as the strict separation between theories and real data. From a transdisciplinary perspective, experimental language might imply a representation mode that allows the exploration of numerous possibilities considering the challenges and complexities of the representation of these realities. In this paper we set out the development of avant-garde and experimental cinema as a possible answer to the narrative challenges imposed by an increasingly complex society: How can we understand this discontinuous world that surround us from a determined mentality riddled with prejudices that were formed in a former social context? This theoretical work is based on documentary analysis, as well as on the authors' international professional experience and on teaching innovation in the field of audiovisual communication, which has been founded by institutions such as Santander Bank and Complutense University of Madrid. We provide a solid study of social-political documentary films in its experimental form. As a main result we highlight the bigger freedom for questioning social continuities, allowing the development of new perspectives from a holistic approach. In addition, the limited budget that is required for these films, that are usually self-produced, may result in a bigger autonomy to transmit a discourse with political critique. Moreover, from the receiver point of view, experimental documentary cinema breaks the mechanistic media consumption and expands the audience's aesthetic experience, so they become more aware of the limits of perception and representation that are outside and inside them. Finally, we tackle the best practices and challenges of this mode of representation that combines experimental language and socio-political documentary cinema. In the current context, when mass-production and mass-diffusion media are accumulated in powerful minorities, independent discourses that are diffused by collaborative and non-commercial circles and that evade the control of the industry, gain greater and greater importance. The questioning of social reality can be done from numerous perspectives, however, the documentary cinema and the open-mindedness of its experimental form, really can foster a critical thought, a complementary and diverse point of view facing the continuous and unifier one. In conclusion, a society of human beings which are slightly freer and more aware of themselves and of the outside environment where they can apply their innate capacity of transformation.

PS 051

## Stéphane Brizé and the Dardenne Brothers: A Portrait of Contemporary Loneliness in a World Alienated by the Power of Economy

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Stéphane Brizé and the Dardenne Brothers are part of the new Social Cinema because of the humanism of their work which is also espiritual since they always raise questions about the possibility of somebody being able to go beyond his (her) own materialism (the loss of ego for the love of the other in *A Few Hours of Spring* (Brizé, 2012) and the forgiveness in *The Son* (Dardenne, 2002)). The themes of their films are about people who struggle to integrated themselves in a (european) socio-economical system that alienates one's values. While refusing to play the game, they feel excluded but find a strenght and freedom when they choose to keep their integrity. If Brizé and the Dardenne use the cinematographic realism to creates a "documentalistic" effect on the viewer, they also express the inner world of their characters, between movement and stasis, wide shot or close up of day to day gestures. As Jacques Rancière showed, many times film is a tension between a construction and a portait of a world. That is why ethics of representation are at stake since the character's loneliness is at the heart of the narrative. The directores never cross the line, they never turn the suffering into a "beautiful" image nor a show (Susan Sontag - *Regarding the Pain of Others* (2003)). Therefore, for this communication, we are facing three challenges: first, based on practical examples of the new European Social Cinema we will analyse the way loneliness is expressed through the atmosphere of the cinematographic space (we will propose a definition and a small taxonomy of the concept of filmic atmosphere) and we will compare it with other examples from a "social stylized cinema" in Portugal as Pedro's Costa *Colossal Youth* (2006) or André's *Eyes* (2014) by António Borges Correia. After, we will reflect about the ways the directores use visual and acoustic senses to create identification and intimacy to engage the viewer with, many times, an effect of distanciation that allow him (her) to keep his (her) capacity of interpretation (Didi-Hubermann - *Le Danseur des Solitudes* (2006)). At last, we will understand why Brizé's and Dardenne's representation of human suffering is a true expression of social and inner solitude, that "looks at us", expression used by Serge Daney, in his essay *The Tracking Shot in Kapo* (1992).

PP 048

**Beyond Escapism, Compensation and Dependency – Understanding the Role of Gaming in the Lives of Longtime Players***S.L. Richter<sup>1</sup>, C. Ortner<sup>2</sup>*<sup>1</sup> *University of Applied Science Upper Austria, Hagenberg, Austria*<sup>2</sup> *University of Salzburg, Department for Communications, Salzburg, Austria*

For a long time playing video and computer games has been seen as an entertaining pastime of young people which can affect them negatively in various ways. Although there is a growing body of literature dealing with positive effects of gaming e.g. with potentials for learning or personal development, gaming is still associated with escapism, compensation and dependency. This is especially true when it comes to young people who play extensively over a long period of time. However, this paper argues that for longtime players gaming goes beyond fleeing from or compensating reality but is an integral part of their lives. Starting from this assumption it explores the meaning gaming can have for long time players taking into account their self-perceptions, priorities, expectations and individual circumstances in professional and private life. In order to get in-depth insights problem-centered interviews were conducted with ten well-educated young men and women (20–35) from Germany between December 2015 and February 2016. All of them are playing video or computer games on a regular basis since at least 13, most of them even 20 years. The analysis shows that the role of gaming is strongly connected to their overall expectations from lives. Success-oriented interviewees who focus on achievements and are ambitious in their career, use gaming to train competences, experience self-efficacy and strengthen self-esteem. For young adults who want to avoid obligations, responsibilities or problems gaming – on the contrary – can be an expression of their hedonistic lifestyle trying to have fun and keep efforts low. Finally, gaming can be deeply interwoven with the social environment of longtime player, which is especially important to young people who emphasize family ties and friendship.

PP 049

**Playing Alone Together: Participatory Culture in the Candy Crush Saga***K. Manzur<sup>1</sup>, P. Lacasa<sup>1</sup>, M. Laura<sup>2</sup>*<sup>1</sup> *University Alcala, Philology- Communication and Documentation, Alcala de Henares, Spain*<sup>2</sup> *UNED, Developmental Psychology and Education, Madrid, Spain*

Nowadays, the vast majority of players are video gamers. This Facebook social games phenomenon has become the paradigm of change in the video games industry. Social networks, as analysed by Henry Jenkins (2008), have had an impact on entertainment consumption behaviour. The aim of this proposal is to analyse how the boom of video games on Facebook has allowed for the creation of a new universe around them where players are not limited by the video game platform offer, they also are able to create a social architecture around the game (fan pages, blogs, wikis). These virtual spaces allow them to share their game experiences and elucidate strategies that help them to reach significant progress in the game (Pearce, Boellstorff, & Nardi, 2011). According to this, our main goals are the following: 1. To find the reason for the participation of gamers in groups and communities structured around a specific video game. 2. To examine the branded content activities through the information given in the gamers' posts and to analyse whether this content is useful to the members of the game community (Shaw, 2009). This research is based on a dual theoretical framework. Firstly, the definition of social game: A social game is one in which the user's interactions with other players help drive adoption of the game and help retain players, and that uses an external social network of some type to facilitate these goals (Fields & Cotton, 2014). Secondly, the definition of participatory culture by Jenkins (2006): The video players communicate to each other through the network and the limits between the sender and the receiver, author and spectator/reader, are too vague. They feel a sort of social connection and their game progress are a reflect of this knowledge organization skill and guide the action toward a common goal, particular skills in a collective construction. By adopting a virtual ethnographic approach (Boellstorff, Marcus, Nardi, Pearce, & Taylor, 2012), our data comes from different sources. On the one hand, Facebook community players, more specifically Candy Crush Saga Friends, with 900,000 members. Using Grytics, the top members were selected in order to analyse their contributions to the social network. On the other hand, the players' interaction of the players and also the King's Official Blogs were also analysed. The research team followed participants for six months. Online interviews and the participants' conversations as social exchanges in this group were analyzed according to a discourse analysis approach. (Gee & Hayes, 2011) Considering the results, it is noteworthy that playing hours help to develop skills such as logical-thought development and problem-solving skills. (Steinkuehler, Squire, & Barab, 2012). Video gamers use audiovisual strategies in order to spread their knowledge beyond the game space. Here is where social networks emerge as a place that allows for the exchange and dissemination of wisdom. A group of players bound by emotional ties creates a stronger interaction than one of unknown people. Candy Crush offers a game experience based on playing alone, together.



## A Question of Culture? A Comparative Study of Motivations to Watch Digital Game Live Streams Among American, British, and Chinese Users

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Watching live streams of other people playing digital games and comment on them in text-based chats has become an increasingly popular element in gaming culture. For example, the digital game streaming platform twitch.tv attracts more than 100 million unique viewers per month (twitch.tv, 2015). Such platforms can be categorized as hybrid medium combining broadcasting, game experiences and social media functions (Hamilton, Garretson, & Kerne, 2014). Researchers have just begun to explore the uses and gratifications (Katz, Blumer, & Gurevitch, 1974) of watching digital game live streams (e.g., Sjöblom, 2015). Due to their exploratory nature, these studies tend to focus on users of one single country and did not account for cultural differences that may shape both the motives for using hybrid media (Kim, Sohn & Choi, 2011) and gaming culture at large (Shaw, 2010). Our study addresses this lack of research and investigates, whether the motives for watching gaming live streams differ across cultures. Among the many cross-cultural differences (Hofstede, 2011), we focused on the way individuals of a culture are integrated into groups. Collectivistic cultures (e.g., China) are characterized by strong in-group membership. In contrast, ties in individualistic cultures (e.g., U.K. or US) are rather loose (Hofstede, 2011). Consequently, collectivistic cultures should score higher on social motivations, while entertainment motives should be more important in individualistic cultures. To investigate our assumptions we conducted a bi-lingual online survey in May and June 2015 in the U.S. (n=1,352) and in the U.K (n=362), as well as during November and December 2015 in China (n=335). Users' motives to watch gaming live streams were assessed with 27 items derived from past studies on digital game streaming (e.g., Sjöblom, 2015), eSport broadcasts (e.g., Lee, An & Lee, 2014), online videos (e.g., Haridakis & Hanson, 2008) and sport programs (e.g., Raney, 2008). Several measures were taken to prevent bias in the cross-cultural assessment – including check of construct equivalence by experienced local researchers and translation-backtranslation (Esser & Hanitzsch, 2012; van de Vijver & Tanzer, 2004). Results indicated that the motives for watching digital game streams are very similar across the countries. Factorial analysis resulted in the same three factors for each country: information, social involvement and habitual entertainment. However the composition and weights of these factors differ across the samples. Regressions of these motives on the average daily use of streams revealed the assumed cultural-differences: Hedonistic entertainment motives are by far the strongest predictors of streaming use in both collectivistic cultures, the U.K. and the U.S.. In Contrast, in the collectivistic culture of China social motives are rather dominant. Consistent with past findings (e.g. Sjöblom, 2015) our results show, that digital game live streams offers rich potential for a multitude of gratifications. Moreover, similar to past studies (e.g. Kim, Sohn & Choi, 2011) we found that cultural contexts – especially the distinction between individualistic and collectivistic cultures – are essential to understand viewers' motivations. This stresses the importance of future cross-cultural analysis to understand digital game live streams and gaming culture at large.

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# Between Resistance and Resignation: Children's Experiences of Advertising in Mobile Games

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Mobile games have become popular among a broad demographic, including women, men, adults and children (Hjorth & Richardson, 2014: 2). Many of these games are so called 'free-to-play' and use revenue models based on advertising and in-app purchases. These revenue models in different ways affect the content, structure and processes of mobile games, and, consequently, also the player's game experiences. In light of this, to gain a better understanding of digital game experiences, game research need to pay attention to how players experience digital games as advertising spaces, what consequences in-game advertising have for gaming activities, and how players relate to strategies used to make them purchase in digital games. This paper addresses some of these questions by focusing on how nine- and twelve-year-old children experience and engage with advertising in mobile games. Existing studies on children's experiences of in-game advertising - here defined as "explicit advertisements, such as banners, pop-ups, and streaming video-clip advertisements" (Tran & Strutton, 2013: 455) - deal with computer-based digital games (e.g. Marti-Pellón & Saunders-Uchoa-Craveiro, 2015). However, how children experience advertising in mobile games on touchscreen devices has not received attention in previous research. This study draws on group interviews (in total 46 participants) with Swedish children conducted in 2015. The children's descriptions of their experiences and engagement with advertising in mobile games were detailed, and similar experiences emerged in all group interviews. The theoretical framework draws on research into game experiences and motivations for playing digital games. To analyze children's engagement with in-game advertising the paper also draws on de Certeau's (1984) theory on practices of everyday life. The results show how advertising in mobile games mainly constitutes negative experiences for the children, as advertisements interrupt and alter moments of enjoyment, achievement and immersion during game play. The results also show how children engage in a haptic struggle with advertisements on the touchscreen, and how this struggle involves a sense of 'deception-in-the-hand.' Children feel lured when they accidentally press adverts that appear suddenly and direct them away from the game to App Store, and when they struggle with adverts that have tiny close buttons. The children describe how they in different ways try to resist advertising in mobile games by performing avoidance tactics, but also how they sometimes resign and watch adverts without wanting to. Based on these results the paper discusses whether mobile games, using advertising as revenue model, can be said to serve the interests of children. References de Certeau, M. (1984). *The Practice of Everyday Life*. Berkeley: University of California Press. Hjorth, L. & Richardson, I. (2014). *Gaming in social, locative, and mobile media*. Houndmills: Palgrave Macmillan. Marti-Pellón, D. & Saunders-Uchoa-Craveiro, P. (2015). "Children's exposure to advertising on games sites in Brazil and Spain." *Comunicar* 23(45):169–177. Tran, G.A & Strutton, D. (2013). "What factors affect consumer acceptance of in-game advertisements?" *Journal of Advertising Research* 53(4):455–469.

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# Teens and Digital Games: What Kind of Relationship and Practices?

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One of the major aims objectives of the European Project entitled "TRANSMEDIA LITERACY. Exploiting transmedia skills and informal learning strategies to improve formal education" (H2020-ICT-2014/H2020-ICT-2014–1) is to understand the cultural and social competencies that young people is developing in the current media landscape. Digital games and digital literacy are a specific area to be explored with and by adolescents within this project. Using a qualitative methodology, thirty students from 12 to 18 years old attending Basic and Secondary Public Schools in Braga, a city in the North of Portugal, were invited to participate in two Workshops centered on digital games. What kind of digital games they prefer and play; how they discuss their interests and practices; how they expand narratives of games; what are their perceptions on the importance of digital gaming for peer cultures; to what extent digital games are a significant cultural object for and about them, are some topics that this paper intends to present and to discuss. The Workshops succeed the administration of a questionnaire to a wider sample of students and precedes a set of semi-structured interviews. The results coming from Workshops are the material specifically chosen to be explored at ECREA Conference however the analysis will gather contributions from questionnaires and interviews whenever it is necessary. Based on a vast and rich set of qualitative data and multimedia information collected by the Portuguese team and analyzed using the qualitative data analysis software NVivo, this paper uses young people's own voices and words to explain different practices of play emerging from their media consumption habits and to understand how digital games are an expression and simultaneously an agent of peer cultures. As a paper presented in the scope of a Transliteracy research project, it is theoretically framed by media and digital literacy field.

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# Reframing the Theoretical Approach to Game Studies: Contributions from Symbolic Interactionism and Communication Studies to the Research on Social Interaction and Videogames

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Influential to current thoughts on videogames research are the theorists of play and game from the past. Remarkably, the works of Huizinga, Sutton-Smith and Callois are often cited as basis for contemporary definitions of game and play from Jesper Juul, Markku Eskelinen, Gonzalo Frasca among others. In this paper, I intend to delve further in the past in order to assess the utility of the symbolic interactionism framework to the field of videogame studies. There is scarce reference to some key authors that falls within the symbolic interactionism spectrum, especially Gregory Bateson, George Mead and Erving Goffman (Consalvo 2009, Juul 2005;2013, Frasca 2007, Giddings 2014, Friess 2012). However, the contributions given by these authors prove valuable to understand videogames as a medium and a culture, as having not only action but also interaction as its key modes of communication. Drawing on seminal texts from Mead, Goffman, Bateson and Blumer I intend to demonstrate how this perspective allows for a more complex understanding of videogames as a relation-

al medium. Following on symbolic interactionism and pragmatism, French sociologist Louis Quéré formulated a model to understand communication, the praxeologic approach, questioning the informational models that are still in use, for instance, in media effects studies. Therefore I propose an approach that distances from the limitation of media effects studies commonly used within videogames research field. From Quéré, I move to the writings of Brazilian researcher Vera França on the applications and contributions of symbolic interactionism, pragmatism and the praxeological approach to an understanding of people relationship with media. Her approach deals with the "subjects in/of communication", how we engage in a mutually affective relationship with language, the other, and the symbolic. To summarize these contributions I propose a reconceptualization of videogames that moves beyond the limiting, formalist categories of ludology and narratology, considering videogames as a social and cultural inscribed practice of sociability, as a configurative medium. I argue that configuration does not limit itself to the cybernetic loop of gameplay moment, as argued by Dovey & Kennedy (2006 : 109), but is rather a phenomena that occurs previous to and after play as well. Configuring is not only action, but a series of interactive processes in which the videogame-medium is the materiality that allows for gaming to emerge; gaming moment is the unique interactional affordance of videogames, the action-based process that differentiates this practice from others; and videogames culture is responsible for a series of configurative practices that shape our relationship to gaming as it belongs to a wider network of relations. These processes are constantly in a triadic relationship in as much they are simultaneously independent, correlated and inscribed in each other.

## PP 110 The Enjoyment of Shooting Games: The Role of Perceived Realism

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Understanding the enjoyment of (violent) digital games is a complex topic, with various social and psychological processes at its foundation<sup>1</sup>. A recurrent theme throughout various conceptualizations<sup>2,3,4</sup> is that players experience more enjoyment when they feel more present in the virtual world<sup>5</sup>, for instance through high audiovisual quality or through similarities with the real world<sup>6,7</sup>. Recently, studies from a moral psychology perspective have suggested a reverse argumentation: the more players succeed in mentally distancing themselves from virtual acts of violence, the more they experience enjoyment<sup>8</sup>. This would imply that increased realism limits game enjoyment, as it becomes more difficult to remove moral objections towards in-game violence when it is perceived as 'more real'<sup>9</sup>. This study explores how perceived game realism, as a multidimensional concept, can operate as an underlying factor, allowing to reconcile the findings of both perspectives. Ribbens<sup>10</sup> distinguishes six dimensions of perceived game realism: simulation realism, freedom of choice, social realism, character involvement, audiovisual pervasiveness, and authenticity. In relation to the theoretical perspectives above, we hypothesize that: (1) 'Perceptual pervasiveness' and 'freedom of choice' will positively influence digital game enjoyment of virtual violence (2) 'Social realism' will negatively influence digital game enjoyment of virtual violence. Furthermore, we question whether the other dimensions (character involvement, simulation realism, and authenticity) will influence the experienced digital game enjoyment of virtual violence in a positive or negative way. An online survey was conducted among 240 players of 'Bioshock: Infinite' (2013) and 'Call of Duty: Ghosts' (2013), incorporating the following measurement scales: perceived realism ( $\alpha$ : .79 – .89), enjoyment ( $\alpha$ : .91), Game Experience Questionnaire (GEQ) ( $\alpha$ : .79 – .93), and motivation ( $\alpha$ : .78). A stepwise regression model was built with enjoyment as dependent variable ( $F/df$ : 31,31/10,  $R^2$ : .600) and the following independent variables (with corresponding standardized beta values and significance): step 1 – background variables (education:  $-.031, p < .001$ )

## PP 111 Relative Enjoyment Scale for Primary School Children (RES-C): Development and Testing of Reliability, Validity and Sensitivity

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This paper documents the development and validation of the Relative Enjoyment Scale for assessing game experience of primary school Children (RES-C). Research has shown that young children often lack the cognitive ability, mental energy or social independence to provide reliable and valid responses to traditional, verbal language-based questionnaires. Hence they often resort to providing likely or safe rather than accurate responses, referred to as satisficing in the literature. This is a huge problem when trying to assess player experience in relation to entertainment or educational games, for example when seeking evidence for the effectiveness of a serious game in terms of motivational power. In order to improve reliability of self-report experience measures by reducing satisficing in young children, a straightforward 8-item combined visual and verbal differential scale was developed. This new type of instrument aims to account for the socio-cultural embeddedness of experience by juxtaposing the stimulus with eight familiar activities in the lives of young children. The detailed procedure for identifying these activities is described and the resulting scale is validated in two experimental studies assessing the effectiveness of serious games for young children, one dealing with mental calculation and the other with foreign language vocabulary training (total  $N = 161$ ). Results indicate that RES-C provides more reliable, interval-level, normally distributed data when compared with current instruments such as the smileyometer and shows high content, concept and criterion-related validity. Furthermore, results indicate that it is more sensitive than existing methods by being able to detect variation in enjoyment between gaming and traditional learning experimental conditions where traditional methods failed to do so. Hence we believe that we have developed a new type of self-report instrument which is able to measure enjoyment with children more reliably and which shows great promise for other areas of experience research, also with other groups with specific needs.

PP 182 Games for Learning – A Research Methodology Review

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Information and communication technologies are playing an increasing role in our current social and cultural practices in a way that digital media are spread in all spheres and institutions of our society and it seems almost impossible to think and act in a world without media. Newly and emerging patterns, in the most diverse areas, are arisen as a result of these mediatization processes that are reshaping the current communicational environment. The way we communicate and make meaning in a mediated world demands a bundle of literacies, often referred to as media literacy, information literacy, visual literacy, multimodal literacy, computer literacy/ICT literacy, media and information literacy. Due to this increasingly complex digital media environment, the promotion of media literacy is of growing importance, endowing our children and youth of tools and expertise that will enable them to consciously interact in an ever more mediated society. The present paper reflects on media and information literacy and the potential of digital games as reflexive tools for education, more particularly, media education. This paper introduces a research project based on the value of game based learning, more particularly, for learning and promoting media literacy skills. The study is mainly focused on a literature and methodological review of recent empirical publications (2010–2016) in the area of digital games, learning and gamification, using content analysis to assess a sample of 60 papers. Peer-reviewed papers were analysed and coded for the use of theories and theoretical frameworks, main authors related key concepts, main methods used, common hypothesis and problems addressed, method strategies, data collection techniques, instruments, game models and design qualities. This study examines the state of the current research on the topics mentioned above and points out gaps in the existing literature, as well as the common ground ideas and concepts' definitions, providing an overview of the work done in this emerging field. Main results indicate the most referred theories and frameworks, as well as its definitions and the most common research questions and problems. Findings from this study provide an insight for future studies as well as for the best practices in designing meaningful learning experiences.

PP 183 A Validation-Oriented Approach to Persuasive Games

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Persuasive games have emerged as a category of serious games that are attracting increasing attention from the game industry as well as academia. This attention has not yet been translated into conclusive empirical findings on whether or not such games are viable tools for persuasive communication. The current article investigates the research into persuasive games and offers a new theoretical scope to guide further research. First, persuasive games are defined as games that are developed with the primary intention of changing attitudes towards a certain topic among their players. Theories from game studies and psychology are combined to construct a conceptual model for the mechanisms through which games can influence these attitudes. This model draws from the Elaboration Likelihood Model and focuses on the experience of the player by taking game, player and play session factors into account. The game itself is pictured as presenting a host of possible experiences in which the persuasive message can be embedded in different ways, including the procedural rhetoric of its systems and rules, its experience-level signs, and its narrative. Combining different persuasive dimensions to present a message in an idiosyncratic way, each persuasive game offers a unique attitude goal state; the group of attitudes it aims players to hold after play. Of course, players are not empty vessels ready to receive new attitudes. Multiple factors related to players' states and personalities need to be considered, chief among which are prior knowledge about the game's topic and its relevance to the players, as well as players' need for cognition. The former two can moderate the game's effects (for example through counter-arguing or lack of interest), while the latter can promote players' investment in the game's message. During play, player and game factors combine to form the psychological context of play. For example, players can get emotionally absorbed in the game's story, or grapple with its difficulty by trying different tactics. The psychological context is joined by a physical and often social context. Where and with whom a game is played can have extensive consequences with regards to its persuasive effect. If the game, player, and context factors are matched well, players will elaborate on the game's message. This elaboration can extend beyond the time players spend with the game, and can result in attitude change, ultimately leading to behavioral change. The model forwarded in the current presentation presents multiple areas of interest where little research has been performed, for example on how clear the attitude goal state is to players, and whether a clear attitude goal state is even required for persuasive effects to take place. The different avenues of research this model opens up are outlined with the ultimate goal of generalizable validation of the effectiveness of persuasive games.

PP 184 Contested Memories of War in the Serious Game Czechoslovakia 38–89: Assassination

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This paper considers how Czech historical memory of the Second World War is being presented through the serious game Czechoslovakia 38–89: Assassination. The aims of the paper are (1) to critically discuss the design challenges stemming from adapting the real-persons testimonies in order to construct the in-game narratives; and (2) to investigate the acceptance of Czechoslovakia 38–89: Assassination by Czech teachers and students. On a more general level, the paper critically discusses the possibilities and limitations of serious games to deal with contentious and emotionally-charged issues from contemporary history. Czechoslovakia 38–89: Assassination is a complex single-player dialog-based adventure game with a strong narrative, including interactive comics and authentic audiovisual materials. The game has been developed by Charles University in Prague and the Academy of Sciences of the Czech Republic.



lic. The game presents key events from Czechoslovakia's contemporary history and enables players to "experience" these events from different perspectives. It aims to develop deeper understanding of the multifaceted political, social and cultural aspects of this time period. Its content stems from historical research and personal testimonies. Emphasis is given on the diversified historical experiences of the population, including previously marginalized groups. Players in the game interact with the "eyewitnesses" in the present and "travel" back in time through these "eyewitnesses'" memories evoked during conversations. The individual testimonies are oftentimes contradictory, incomplete, or the "eyewitnesses" simply do not want to talk about certain aspects of their past with the players. As a result, players have to critically evaluate the gained information, exert social skills and empathy, and analytically approach the social constructions of history. The primary aim of this paper is to critically discuss the design challenges stemming from adapting the real-persons' – oftentimes emotionally and ethically loaded – testimonies in order to construct the in-game narratives. In particular, the paper discusses the intersections and tensions between educational aims and gameplay, authenticity and fictionality, and gaming and learning mechanics. The secondary aim of this paper is to investigate the acceptance of Czechoslovakia 38–89: Assassination by Czech teachers and students as a teaching tool for history education. The game has been evaluated in 40 Czech high school classes in 2014–2015. The evaluation's key results show that students perceive the game to be attractive, authentic and immersive. They self-report it enables them to develop a better understanding of the time period. For teachers, the game is a learning tool that motivates students to learn about Czech contemporary history, stimulates debates and inquiries, and provides multifaceted perspectives on historical events. Nevertheless, the experimental implementation shed light on several important issues, namely the discrepancy between the game and the existing educational practice in the teaching of history. On a more general level, this paper critically discusses the possibilities and limitations of serious games to deal with contentious and emotionally-charged issues from contemporary history, particularly in the Central and Eastern European context.

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## The Persuasive Roles of Digital Games: The Case of Cancer Games

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The persuasive potential of digital games has been proven to be useful to change, reinforce or shape the attitude and/or behavior of players in several fields such as advertising, pro-social communication or healthcare. However, if we pay attention to the different academic definitions used for the concept of persuasive games, and the different categories of persuasive goals studied within this field, it can be concluded that there is no consensus on what researchers mean when they refer to persuasion through digital games. While some researchers relate persuasion through digital games to their capacity to convey persuasive messages, others focus their attention on their capacity to trigger specific behaviors or facilitating specific interactions among players. The differences in the way persuasion through digital games is defined and studied are the result of the complex nature of this practice. This complexity is not only due to the wide range of possible applications but also due to the complexity of the process of persuasion itself and how the specificities of digital games have an influence in this process. For this reason, it is necessary to provide theoretical frameworks that can serve to analyze the use of different persuasive strategies in relation to different persuasive goals. In this study I use the conceptual framework of behavior scientist B.J. Fogg, who described the overlap between persuasion and interactive technology, to argue that it is possible to identify three different roles of digital games when used with persuasive intentions: digital games can be used as media for persuasion, as tools for persuasion and as social actors for persuasion. In their role as media, digital games can provide compelling meaningful experiences that persuade players by conveying specific messages. In their role as tools, digital games are designed to influence and motivate people in specific ways by making activities easier or more efficient to do. Finally, in their role as social actors, digital games can persuade players by applying persuasion principles that humans employ to persuade others. Fogg's framework, that is based on the role computer technology plays for users, does not explain how specific persuasive potentials of digital games can be linked to specific persuasive roles, question that I will address within this paper. In order to illustrate my arguments, I analyze how the three roles of digital games have been used in the field of healthcare, and specifically for the design of cancer games. Previous research has shown that digital games are an effective vehicle for cancer-related healthcare persuasive strategies. Furthermore, it is possible to find several research-based cancer-related persuasive games designed for this purpose. In this paper I use several examples of cancer games to show how this topic can be addressed from different approaches when different persuasive roles of digital games are used to promote desired health behaviors in cancer patients. My analysis is theoretical in nature and it is done to identify which specificities of digital games are acting as a tool, medium, social actor, or some combination of the three roles.

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Over the past few years, digital games about war and large-scale armed conflict have received a significant amount of attention. It mostly focused on entertainment games as part of a 'military entertainment complex', due to close connections between game developers and military advisors. However, a case like *This War of Mine* has recently drawn attention to another way of representing war in games. Arguably, immersing oneself in a war game amounts to a specific engagement with the past. Up to now, research about the cultural memory of war through playing is scarce. The critical assessment of the current representation of war and armed conflict in digital (entertainment) games provides the background for this panel that aims at answering questions in relation to game content, player activities, and the cultural memory of war through gaming. The contributors will present a set of innovative qualitative and quantitative approaches to games about modern armed conflicts, as well as new perspectives on player research.

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**"Experience World War II like Never Before!" A Quantitative Content Analysis of World War II-Themed Digital Games and Their Promotional Materials**

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Especially since the 1990s, World War II has been one of the most popular historical conflicts to be represented and simulated in digital games (Mobygames, 2016). Yet, in the current body of research about these games, mainly aspects of individual games or game types, such as the World War II-themed first person shooter (FPS), have been addressed. In addition, only fragmentary attention has been paid to ways in which accompanying promotional materials address, and try to respond to, the target audiences of these war-games. The materials could provide great insight into what both developers and player communities value the most about these games. The paper therefore offers a systematic and empirical quantitative content analysis of both 30 of the most popular World War II-themed games for the personal computer building on existing frameworks and their promotional paratexts such as press releases and official game-websites (e.g. Fernandez-Vara, 2015), in order to highlight their dominant themes. References Fernandez-Vara (C.). *Introduction to Game Analysis*. New York/London, Routledge, 2015. Mobygames, *Historical conflict: World War II*, in: < <http://www.mobygames.com/game-group/historical-conflict-world-war-ii-> >, consulted on 23.0.2016.

PN 140

**Taming the Nazi Evil Through Play. (De)Historicising National Socialism Through Video Games**

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The lasting prominence of World War II within the contemporary global memoryscape can in many ways be attributed to the crimes committed by the Nazi-regime, and the organizational 'Nazi matrix of war' (Kühne, 1999) underlying them. As a result of this, the process of historicising the war has in many ways come down to historicising National Socialism and its troublesome legacy itself. This is especially the case in Germany, where one of the main questions in the public debate since the 1980s has been whether, and to what extent, the crimes of the regime should be historicised at all (e.g. Nolte, 1986; Habermas, 1987; Walser, 1998). In that respect, some scholarly attention has been paid to the strategy used in postmodern German literature to transform the Nazi dread into playful signs, which has often been reflected upon and criticised as being inadequate to enable a true reconciliation with the Nazi past. It brings up the question to what extent this is also the case for narratives about National Socialism as portrayed in (American) video games, which are fundamentally centred around playability, but at the same time enable a more direct form of emotional engagement. This paper therefore tries to look at how the horror of the Nazi-regime ('Zivilisationsbruch'; see Diner, 1988) is being constructed in the American games *Call of Duty* and *Wolfenstein*, and to what extent these portrayals relate to the depictions offered in postmodern German literature. References: Appel (D.), Huberts (C.), Raupach (T.) & Standke (S), eds. *Welt/Kriegs/Shooter. Computerspiele als realistische Erinnerungsmedien?* Boizenburg, 2012. Bender (S.). *Virtuelles Erinnern. Kriege des 20. Jahrhunderts in Computerspielen*. Bielefeld, 2012. Diner (D.) (Ed.). *Zivilisationsbruch: Denken nach Auschwitz*. Frankfurt am Main, 1988. Habermas (J.). "Eine Art Schadensabwicklung", in: *Die Zeit*, 11.06.1986 < <http://www.zeit.de/1986/29/eine-art-schadensabwicklung> >, consulted on 28.02.2016. Kühne (T.). "Gruppenkohäsion und Kameradschaftsmythos in der Wehrmacht", in: Müller (R.-D.) & Volkmann (H.-E.) eds. *Die Wehrmacht. Mythos und Realität*. München, Oldenbourg, 1999, pp. 534–549. Nolte (E.). "Die Vergangenheit, die nicht vergehen will. Eine Rede, die geschrieben, aber nicht gehalten werden konnte", 1986, in: < [http://www.1000dokumente.de/index.html?c=dokument\\_de&dokument=0080\\_nol&object=context&l=de](http://www.1000dokumente.de/index.html?c=dokument_de&dokument=0080_nol&object=context&l=de) >, consulted on 28.02.2016. Ramsay (D.). "Brutal Games: Call of Duty and the Cultural Narrative of World War II", in: *Cinema Journal* 54 (2015), 2, pp. 94–113. Walser (M.). "Erfahrungen beim Verfassen einer Sonntagsrede. Friedenspreis des Deutschen Buchhandels", 1998, in: < [http://www.friedenspreis-des-deutschen-buchhandels.de/sixcms/media.php/1290/1998\\_walser.pdf](http://www.friedenspreis-des-deutschen-buchhandels.de/sixcms/media.php/1290/1998_walser.pdf) >, consulted on 28.02.2016.

## Digital War, Digital Analysis? The Benefits and Challenges of a Digital Humanities Approach for Analyzing War Representations in Gameplay Videos

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The aim of this paper is to explore the potential of using digital tools for humanities-informed game research. Digital war games are software-based products, which provide scholars the opportunity to study a variety of semiotic elements that relate to contemporary war representation. Through interaction, players become skilled at learning to decode signs to navigate through the game, interpreting elements in the audiovisual field and responding to specific challenges in the game (Huber, 2010). Drawing from research in human-computer-interaction (e.g. Gibson, 1977; 1986) and scholars such as Michel de Certeau (1984), the author examines the design strategy of the game in comparison to the navigational tactics of the player in the game *This War of Mine* (11 Bit Studios, 2014). To achieve this, the study triangulates material semiotic analysis with digital methods by examining gameplay video data. The data used are gameplay recordings from the author and gameplay videos published on Youtube. Using techniques such as video image processing to study gameplay data (Bovik, 2005), the study enables a thorough analysis of the representational elements of the game and how they function within the game's architecture. As such, it can provide new ways to answer the following questions: what kind of (visual) semiotic elements can be identified in the gameplay data? What type of play does the game afford? In what ways do they combine to frame contemporary armed conflicts? And how do players engage with the sign-systems to make sense of the game? Interesting points for discussions are the ethical considerations of data collection and a reflection on the role of the researcher in gathering and interpreting data. References Bovik (A.C.), ed. *Handbook of Image and Video Processing*. San Diego, Academic Press, 2005. de Certeau (M.) *The Practice of Everyday Life*. University of California Press, Berkeley, 1984. Gibson (J.J.). *The Ecological Approach To Visual Perception*, Psychology Press, Boston, 1986. Gibson (J.J.). "The concept of affordances." In: Shaw (R.) & Bransford (J.) eds. *Perceiving, Acting, and Knowing: Toward an Ecological Psychology*. Lawrence Erlbaum Associates, Hillsdale, 1977, pp. 62–82. Huber (W.H.) "Catch and Release: Ludological Dynamics in *Fatal Frame II: Crimson Butterfly*." In: *Loading... Journal of the Canadian Gaming Studies Organization* 4 (2010), 6, in: < <http://journals.sfu.ca/loading/index.php/loading/article/viewArticle/91> >, consulted on 28.02.2016.

## PS 052 The Popularity of Kawaii (cute) Culture in Japan: What Lies Beneath Kawaii

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Not only is kawaii merchandise and fashion very popular among Japanese, kawaii culture is widely known abroad by Japanese pop culture fans, especially in terms of "cool Japan phenomena." This popularity led the Ministry of Foreign Affairs in 2010 to appoint three so-called "Kawaii Ambassadors" to be point persons for the global promotion of kawaii. But why do Japanese cherish kawaii culture? The word kawaii has a wide range of meanings - tiny, little, cute, pretty, lovely, sweet, adorable, etc. This presentation will discuss the historical background of kawaii dating back to the writings of Seishonagon in the Heian Period (794–1185). It will also discuss the nonverbal, semiotic characteristics of kawaii, how young people perceive kawaii, the roles of girls' anime, the rapidly spreading kawaii culture overseas, and the advantages and disadvantages of kawaii culture. One of the disadvantages of kawaii culture, for example, is the way it does not seem to promote gender equality or question traditional framings of Japanese women's identities and social status. Though Japan is an advanced nation, the number of women in leadership roles and positions is much lower than that of either China or the Philippines. Kawaii culture encourages young women to become even more kawaii and to seek after words of praise for their 'kawaiiness' from both other women and men. Because of the declining population of Japan, women's social progress and participating in leadership roles are a must. Though kawaii culture will lead to the production of more and more kawaii merchandise, it will not help Japanese women strengthen their identities as social equals in the general society.

## PS 053 The Feminization of Journalistic Work: A Discursive Perspective

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In this paper, I draw on 22 semi-structured interviews taken with Romanian women journalists, and I explore how the feminization of work in news-media is articulated in their discourses. While the journalistic occupation in the Western context has been associated with the phenomena of underrepresentation of women, in the Central-Eastern European countries have been identified more balanced patterns of gender distribution across the different levels of professional hierarchy. At the same, a consistent part of the feminist research on media production has implicitly or explicitly operated with the assumption that a greater number of women journalists will contribute to the decline of sexism both in the newsrooms and in the content. With more recent input, from the same research area, this expectation has been critiqued and deconstructed. Whether there is a causal relation or not between the quantitative and qualitative advancement of women in the newsrooms, in this paper I suggest taking a discursive approach as a means to focus empirically on the experiences women have in the newsrooms. By putting temporally aside macro-level gendered patterns the aim is to concentrate on a more fine-grained type of analysis. To this end, I employ discourse analysis on my corpus, and I show how the journalistic work is being feminized by the participants in my research. Then, I point some of the implications that arise when corroborating these results with the feminist theoretical background that has underpinned studies on media production.

## PS 054 Discourses and Representations of Gender in Uses of ICT – Reflections from a Qualitative Project with Young People in Sao Paulo, Brazil

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In the context of achieving gender equality as one of the Sustainable Goals for 2030, understanding how ICTs and social media help reduce the gender gap for young people is an important undertaking. The ICT and gender for young people project (2016) conducted by CETIC.br in Sao Paulo, Brazil, aims to explore practices of access, uses and activities of young people online, as well as ways of self-expression and presentation on social media, socialisation of privacy in the context of learning about consent and boundaries, and technology-related violence (including sexualised violence). The project is interested in how dominant social representations and discourses around gender-specific uses of ICT are being reproduced or challenged among young people and adults. The fieldwork (conducted in metropolitan area of Sao Paulo) consist in 12 single-sex focus groups with young people aged 10–12, 13–14, 15–17, 12 individual interviews with parents of both sexes (mothers, fathers) and 3 interviews with teachers of children from each age group. In this presentation we will explore how young people from different socioeconomic backgrounds (classes C to E) think about privacy on social media and how their representations are linked to notions of consent and experienced online violence. Namely, we will explore gender-specific violence, including harassment, discrimination, verbal violence (including being called names), revenge porn/ dissemination of nude photos, slandering (e.g. being ridiculed online for not conforming to norms regarding physical beauty). As reported by Ringrose et al. (2012), sexting is often coercive and linked to bullying, harassment and violence. Furthermore, there is not enough evidence about how young people think about consent in general, in addition to the practice of spreading nude photos of girls, as noted by Livingstone & Mason, 2015. In our research, consent is a crucial component of how young people think about privacy, including on social media. In a culture like Brazil, still permeated by stereotypical views on gender identities and roles and rife with violence, including domestic violence - an intersectional perspective which takes into account social class and race will add relevant information to middle-class, white-centric research on young people and social media.



PS 055

## Labor Conditions of Women Journalists in Spain. Cross-Gender and Intra-Gender Determinants of Empowerment

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As part of the Worlds of Journalism Study (WJS) we carried out a survey with a random representative sample of 390 Spanish journalists (95% confidence) during 2014 and 2015. We explored labour conditions and journalistic cultures that affect Spanish women journalists considering two separate levels of analysis: a cross-gender analysis, in order to maximize differences between men and women; and an intra-gender analysis which provides several inferences with regards to women journalists empowerment within the Spanish media ecosystem. In the case of the cross-gender analysis, our first objective was to validate a series of hypotheses made by Hanitzsch and Hanusch (2012) about gender differences in journalists' professional views in 18 countries. This initial replicatory approach offers inconsistent results, as none of their claims is directly confirmed in the Spanish context, whereas some other are immediately refuted. Nevertheless there are enough communalities between both reports as to assure that national cultures may reduce the degree of generalization of assertions concerning the issue of gender-based differences among journalists. Indeed, our work confirms that women and men do not differ in their role conceptions, although gender segmentation analysis of Spanish journalists points at interventionism, power distance, market orientations, and ethics as explaining variables of relevant differences. With regards to the intra-gender analysis, our results suggest that women journalists that have achieved a certain level of empowerment — especially remarkable within on-line newsrooms — do reproduce gender inequality patterns, which delays the possibility of actually achieving the 'feminization of journalism' (Chambers et al., 2004) in Spain. Relating to the latter, it is particularly remarkable that regardless of the journalist's hierarchical rank, women have much fewer opportunities to take advantage of their higher educational qualifications. References Hanitzsch, T. & Hanusch, F. (2012): Does gender determine journalist's professional views? A reassessment based on cross-national evidence. *European Journal of Communication*, 27(3) 257–277 Chambers, D., Steiner, L., Fleming, C. (2004): *Women and Journalism*, Routledge: London.

PS 056

## New Cold (Sex) War, or Another Post-Soviet Feminism

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Punk and radical in its protest nudity, Pussy Riot's and Femen's activism claims its neo-feminist, post-porn, post-Soviet position. Formed in the context of total "autocratic" male dominance, these activists, often political refugees living in European countries, in particular in France, are in line with the political, cultural, social and religious crises that have taken place since the 90s in the post-Soviet countries. Their actions echo the revisited past of a Golden Age's radical political and artistic vanguards of the dawn of the 20<sup>th</sup> century and disrupt second and third wave European feminists. Their performances arouse in public space passions, emotions, infatuation and, especially, a lot of rejection. Their nakedness, their sextremisme and their public exhibition push the actors of political, intellectual and associative spheres to respond to this public denunciation against all forms of patriarchal domination. Faced with this post-Soviet « breaking wave », the ways to make feminism and to be feminist have become the central topic of debates in France which caused a shock wave and a new "sex war" inside of "old school" feminist collectives. The "western sexism" of European feminists regarding this "new wave" of « naked rebellion » disrupts the codes, creates a new sexual dissidence and divides the French feminist front. This talk proposes, through a double corpus of comprehensive interviews with activists from the former Soviet bloc and the French feminist front and the media monitoring corpus (including the web), to examine the issue of the trans-nationalization of feminist mobilization from Eastern Europe to France in the context of post-Soviet collapse. Far from assuming the existence of a "globalized feminism", this analysis looks at the ways in which these movements breathe new life into the forms performed in the past in Pussy Riot's and Femen's commitment, as well as highlighting the fault lines of these militant practices using the "body" inside public arenas of French feminists. Name: Inna BIEI About: PhD at the French Press Institute, the Department of Information and Communication, Panthéon-Assas University. Name Valérie Devillard About: University Professor at the French Press Institute, the Department of Information and Communication, the Panthéon-Assas University.

PS 057

## The Reclined Female Body – from de Masters Painting to Media: Memory, Challenge and Social Innovation

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This communication discusses the poses, figurations, poetic and body metaphors, electing as a singular case the reclined female body, analysing the different occurrences of this pose in its pervasive and timeless existence under the sign of the anachronism, in search of unexpected relationships and another, non-linear, temporality. The reclining pose we found in artists like Giorgione, Palma Il Vecchio, Tiziano, Manet – Dresden Venus, 1510, Giorgione; Ruhende Venus, 1518, Palma Il Vecchio; Venus of Urbino, 1538, Tiziano Vecellio; Olympia, 1863, Edouard Manet –, survived and is still very much alive as we see in media, particular in advertising. The pose remains, but it is never the same. It did not have the time of image, it made itself the image, the same and always one another. Journeying on the image and the word, the image and the body, and the body-image – full body and the fragment –, we travelled this path, aiming to study and analyze this pose in reminiscence and sovereignty, from painting, sculpture and photography to media and advertising. We propose, therefore, to inquire, dissect and equate the reclined pose as an enigma and to determine its power of continuity and survival, in the tension between the Past and Hereafter, gaining strength and dynamism while searching for its own direction. It is our objective to rescue the images, free them from the historical dust, unravel the thread that holds their migration, the permanence of memory, where the body takes shape, and wings.

## PS 058 Violence Against Women by Internet and Mobile Phone. Prevention Through the Media

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Violence against women is showed as physic, psychological or sexual aggressions (UNO, 2006). New technologies had supposed the apparition of new kind of violence with new digital forms as the "cyberstalking". Through Short message service (sms), WhatsApp and social networks, some actions are making to have power over or isolate the woman, as well as to shame or embarrass her, producing a big psychological and/or emotional harm. This paper presents an analysis of the content of institutional campaigns in Spain showed in different media, and available on the Ministry of Gender, Social Services and Equality website, which aims is to raise awareness about cyberbullying as a form of violence against women. The variables analyzed were year of issue, broadcast media, campaign goal, target, characters, visual aids (color, music, etc.), tone, etc. Additionally, message type and persuasive changing attitudes and strategies implemented have been analysed. We conclude on the importance of the media for public awareness against gender violence and these new manifestations and empowering women victims of such attacks. Finally, effects of advertising in an attitude change are highlighted.

## PS 059 Gay Surrogacy in Media: TV News Representation of a Reproductive Method for Homosexual Parenting

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The media representations play a part in shaping audience perception and judgment about social concerns. While on the one hand TV news aim to produce objective and informative content, on the other hand they also construct discourses about reality that might lead to promote certain normative practices. In our study we analyse a TV news story about a gay couple who resort to surrogacy in India to become parents. By using a methodology based on the semiotic-narrative model we aimed to discover what narrative construction is implemented by the media when combining two non-normative practices: gay parenting and surrogacy. In this sense, this paper also explores how surrogacy intersects with other axes, such the economic, medical, legal or intercultural, which reconfigure the discourse as well. Furthermore, these intersections reveal what values are transmitted. Results show that the news story represent the gay couple and their pursuit to become parents as part of the normativized practices, but in contrast it reveals a position against the use of surrogacy. This narrative promote a certain worldview that lead to perpetuate negative stereotypes of surrogacy, particularly when related to gay couples.

PP 030 Studiocanal and Polygram Filmed Entertainment: Continuities and Discontinuities in the Pursuit of a European Studio

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Michael Kuhn wrote of his time as CEO of Polygram Filmed Entertainment (PFE) that he had dreamt of building a "worldwide Hollywood-style film business based in Europe" (2002: iii); his choice of title for his memoir – *One Hundred Films and a Funeral* – provides a succinct reminder of the fate of that dream. After producing and distributing some of the most artistically and commercially successful international films of the 1990s, including *Fargo*, *Four Weddings and a Funeral* and many others, PFE and its parent company were sold to Seagram's in 1998 and later absorbed by Vivendi Universal Entertainment (VUE), only to be disbanded later by VUE. Polygram was, of course, neither the first nor the last European company to aspire to challenge the Hollywood majors. This paper will examine the latest attempt at the construction of an international film and television studio in Europe: Studiocanal, the film and television production and distribution subsidiary of Canal Plus, and the company behind recent hit films such as *Non-Stop* and *Paddington*. The paper argues that Studiocanal in its present form – with a relatively conservative business model that emphasizes English-language production and places priority on controlling sales and distribution – stands the best chance of any company since PFE (or indeed since companies such as UFA began chasing this goal in the 1910s) to be a sustainable enterprise with global ambitions from a base in Europe. Moreover, I contend that Studiocanal's current success can be understood as a product of the firm's own emergence from the wreckage of VUE. Mounting this argument, the paper compares the corporate strategies of the two companies and the larger macroeconomic landscape each operated within to ascertain what has allowed Studiocanal to succeed (thus far) where PFE and others ultimately faltered. In so doing, the paper hopes to illuminate the transnational industrial forces that have shaped European cinema and television over the last 25 years, while also highlighting the work of two of the most important companies in the international film industry that have operated – for periods of time at least – outside of the American studio system.

PP 031 Hierarchies in Film Consumption: A Mixed Methods Approach in Screen and Content Selection of Youth in Flanders (Belgium)

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In today's allegedly converged media landscape, audiences have a choice in content, as well as a choice in screen. These choices are often celebrated as signifying increased audience agency, as is the case for film audiences: the increase in the number of film watching options implies a fading film industries' control over consumption practices. However, film content and film screens have long been identified to exist in hierarchies. Cinema screens are for example found to be more immersive than television screens. Film content hierarchies are visible in origin and genre. Some will for example value Hollywood over all other films, whereas others will prefer European or national cinema. This paper researches the existence of these hierarchies today, or whether these have faded with the increase in choice. Additionally, this paper will explore whether observed hierarchies are informed by social differences. In other words: we aim to identify structure through taste cultures by exploring the choice that is identified to characterize agency in today's media landscape. This paper combines quantitatively and qualitatively obtained data. The first set of data has been gathered in the first half of 2015. The representative quantitative sample consists of 1015 Flemish-Belgian students aged 16–18, who completed a 32-page questionnaire on watching film and film related practices. The second dataset is based on a set of 25 in-depth interviews, obtained in the first half of 2016. Specifically designed to elaborate on the obtained quantitative data, the interviews serve to gain in-depth understanding in the why of film watching practices of Belgian-Flemish youth. First analyses of the quantitative data point to hierarchies in film consumption. The traditional screens remain the most popular: films are preferably watched in the cinema, and mostly watched on television. Hollywood is most popular, followed by respectively Flemish and European film. Moreover, hierarchies are observed in origin, informed by data on 18 film titles and the screens these have been watched on. European film, for example, is mostly watched on the PC/laptop, followed by television. Hollywood film is watched on television, in the cinema and on the pc/laptop. Flemish film is predominantly consumed on television, and to a lesser extent in the cinema. Smartphone and tablet are far less popular to watch film, regardless of origin. These findings emphasize the slippery slope of equating consumption possibilities with consumption practices. Furthermore, the (combined) differences between origin and screen indicate that an in-depth analysis of these consumption practices is called for. This paper therefore analyzes consumption practices and the implied taste cultures associated with hierarchies in content and screen – quantitatively as well as qualitatively. In doing so, we are able to move beyond the celebration of agency and emphasize the importance of understanding structures that help shape audience practices.

PP 032 The Crossroads of History and Formalism: A Historical and Formalist Look at the Evolution of Film Language in the Turkish Cinema

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Relatively late blossoming of the Turkish cinema as an industry during the 'filmmakers period' between 1950 and 1960 later on brought about the controversy about the quality of the national cinema production due to the significant influence of films from other cinemas around the world. However, little has been said about the formal aspects of films in that period and their effect on the evolution of the film language, which gradually acquired distinct characteristics over time. This paper aims to examine the major aspects determining the film language in Turkish films to pinpoint the extent of international, national, and traditional influences on the Turkish cinema within a historical context mainly focusing on the period called 'filmmakers period' as a starting point. Formalist and historical approaches in film studies rarely couple, yet in studying the Turkish cinema, it is almost impossible to separate the two as history and historical factors played a significant role in the development of film form in the Turkish cinema. Although the advent of the cinema in Turkey

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dates back to the end of the 19<sup>th</sup> century, the production of the major films emancipated from the theatrical impact dates back to 1950s when the cinema became a profitable business. From then on, the industry started to blossom entailing the experiments by the new generation of promising young directors and producers who laid the foundation of the forthcoming golden age of the Turkish cinema until mid 70s, and then, even the contemporary cinema. The filmmakers period at its infancy was bombarded by diverse influences from all directions, different times, spaces, and cultures. The first influence came from both the east and the west simultaneously through films from Egypt, France, Germany, India, Russia, and the USA ranging from musical, melodrama, action, horror, fantasy to film noir. Another major influence was related to the traditional, local and historical visual performances before the invention of the cinematograph, such as shadow plays with two dimensional setting, the importance of text in conveying the message, and stereotypical representations in the form of puppets which are reflected on a white screen by means of a light source behind the puppet master resembling a film screening process. Finally, formal solutions provided by young directors ranging from the insertion of found footage or appropriation of frames from other films to the practical solutions devised on-site due to lack of state-of-the art technological devices contributed to the authenticity of the films of the period. The totality of such major aspects eventually helped build a unique but chaotic film language which does not fit in the western or eastern traditions on the whole in terms of framing, angles, acting, editing, or even dubbing. Eventually, a hybrid film language, which is capable of absorbing and transforming all impacts, has become dominant in the Turkish cinema until today shaping both much criticized commercial productions and much appraised art house films of the contemporary Turkish cinema.

### Slap the Monster on Page One. Interpretations of History in the Italian Poliziottesco. A Methodological Approach

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Scholarship on Italian genre movies often focuses on their transnational features. I suggest a different methodological approach to film history that merges films' textual analysis and discourse analysis, connecting film production to the representations of the present that emerge from newspapers. I analyse an Italian cinematic genre of the 1970s called Poliziottesco – Italian cop movies – which possess a significant tie to the events that characterized the decade in Italy. Notably, I examine conflictual representations provided by the Communist l'Unità and the establishment newspaper Corriere della Sera. The focus is on the action of police and prosecutors, which are the protagonists of the genre and one of the main sources of conflict between political counterparts. In fact, the Poliziottesco exploited the conflict between a consistent part of Italians and the State, capitalising on the polarisation of the public opinion. Actually, the newspapers supply an account of mainstream interpretations of the events and the point of view of the more influential power blocs in Italy. The movies, in this respect, represent a container of different interpretations of contemporaneity, registering the discursive struggle that contributed to shape the social reality of Italian citizens. Quantitative analysis of the representation of law enforcement agencies' and prosecutors' actions provides the context in which the movies under analysis begin to be produced and screened in Italian theatres. Qualitative analysis, through the lens of post-structuralist's critical discourse analysis (Fairclough, 2001), focuses on specific events that were re-worked in movies' plots. In fact, the analysis of specific language usage in newspapers aims to enlighten the struggle to impose determinate interpretations of the events. From 1969, the so-called strategy of tension – State agencies as promoters of chaos in the country to justify an authoritative takeover of power – undermined the credibility of the Italian State (Foot, 2009). The existence of the strategy of tension itself was part of the interpretative struggle that emerges from newspapers' analysis. The Poliziottesco exploited this struggle developing a standardised conspiracy plot, which had at its core the supposed implication of civic institutions in the acts of Italian terrorists and criminals. Through this methodology, I aim to demonstrate that in the moment in which such conflicts were eradicated from mainstream newspapers, the conspiracy plot that characterized the first phase of the Poliziottesco left the place to different versions of the genre. The short-term context of production makes those movies particularly adherent to the media agenda, constituting in *The Violent Professionals* (Martino, 1973) and *Silent Action* (Martino, 1975) major examples of such dynamic. Accordingly, their peculiar character construction documents a shift in the way in which the two newspapers represented the police and the judiciary at the time of their production. Finally, through this methodology I aim to investigate the conflicts that characterize the memory of Italian recent past. Genre movies represent a significant historiographical source to understand how Italians interpreted their present. Therefore, it can contribute to the historical consciousness regarding a decade that still nowadays represents an extremely divisive matter between Italians.



PP 087

## European Film Festivals: The Making of Cosmopolitan Spaces in Colombian Cinema

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There is an increasing presence of Latin American films in the main European festival circuits and today Film Festivals selection and prizes play a determinant role in recent Latin American productions. Currently, Colombian cinema presence in EU Film Festivals constitutes a representative example of transnational media flows of Latin American cinemas in Europe. However, despite the strong relationship of Latin-American Cinema with its exhibition spaces in Europe, the subject still remain under-researched in film and transnational media studies. Focusing on the transformation of Colombian cinematic landscape as a representative case of study among emergent cinematographies, this research project will analyse the main aspects of transnational dynamics of co-production, distribution and exhibition mechanisms among both continents. The study is a mapping of four relevant aspects in a transnational context: spaces of co-production, international training networks, national locations present on international promotion of the films and the exhibition of the films in the cosmopolitan arena of European film festivals. The research focuses on Colombian contemporary films co-production with European countries and aims to explain the role of Film Festival in the transnationalization of the emergent cinematography in Colombia. Film festivals in these research are defined in terms of cosmopolitan spaces, these are lived-social spaces, that encourage, shape and condition the circulation, funding and in a transnational context, also influences the creation of new representational cinema spaces in Latin America. The working hypothesis is that film festivals in Europe, understood in terms of global/cosmopolitan spaces, have a determinant role in the transformation of the national cinemas in emergent cinemas in Latin America. The research derives from a theoretical approach to geographies of communication, previously developed for the dissertation Mapping Heterotopias, focused on contemporary Colombian films of the armed conflict in which the documentary recording of remote rural zones was connected to the ideas of national legitimization of the films as transnational products. This research apply the theoretical model based on Lefebvre's approach to the production of social/representational space for the study of the emergent Colombian fiction films of the last decade, particularly because most of them seems to be inspired in true stories in remote regions of the country. Thus, this proposal, establishes a relationship between the cosmopolitan tradition, very present in the training of contemporary filmmakers, and the flow of glocal products characteristic of the world cinema exhibition logic of European Film Festivals. Here, the figure of the explorer of an unknown country has a relevant role in the transformation of a representational social space, in other words, the transnationalization of Latin American emergent cinemas is transforming this cinema traditions, not only in terms of the generation of new market opportunities, but also in the cultural relations with their traditional exhibition spaces.

PP 088

## The Double Circuit of Film Culture: The Movie Awards Show as Cultural Intermediary

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Movie awards shows are a central part of contemporary international film culture in many different ways and what role they play in the complex media culture of today can be analyzed by an analytical frame work that I tentatively have named 'the double circuit of film culture'. The purpose of this frame work is to focus on a particular aspect of film culture and that is the media circuits concerning one particular film and the workings of a specific awards show. My case study is thus The Academy Awards Show 2016 (the live broadcast) and the Danish nominee in the Best Foreign Film category *A War* (Krigeren) directed by Tobias Lindholm, (2015). The double circuit of film culture consists of: 1) 'a first circuit' where the movie *A War* opens in theatres in Denmark (September 2015) and the analysis of the critical reception. This is done by using Janet Staigers understanding of 'the film as an event', where the film reviews are analyzed as part of a specific cultural context (Staiger 1993). 2) The 'second circuit' is when *A War* secures a nomination for an Academy Award (January 2015). In this 'second circuit' the film becomes part of a global media event that is the live broadcast Oscar Ceremony (February 2016) as argued by Dayan and Katz (1992) and Couldry (2012). Of particular interest analyzing the 'double circuit' is the notion of 'the cultural intermediary' as defined by Bourdieu (1984) and developed further by Maguire and Matthews (2014). The 'cultural intermediary' opens up a different way of analyzing the Oscar-show as part of film culture, because it becomes possible not only to recognize that The Oscar's have cultural authority in the industry (MacDonald 2013, Wasko 2012), but to analyze how and in what way in a specific cultural context and in specific media texts. The theoretical framework is a thus combination of sociological and cultural theories Bourdieu (1984) and Maguire and Matthews (2014), theories on media events (Dayan and Katz (1992) and on film and cultural context Staiger (1993) and Jenkins (2006). As well as theories of celebrity culture Rojek (2001), Driessens (2014) and Dyer (1979) as well as theories of Hollywood industry (MacDonald (2013) and Wasko (2012). The method is a combination of analysis of selected media texts (critical reception in a the Danish daily newspapers) as well as an analysis of the Oscar live broadcast on Danish television concentrating on the Foreign Film-category. Additionally the national framing celebrtrating the Danish nominees (apart from *A War* the documentary *The Look of Silence* waas nominated as well) will also be addressed. The aim is to demonstrate how contemporary film culture productively can be analyzed using the 'double circuit' and the notion of the cultural intermediary and thus addressing the strategic cultural authority as well as significance of both the critical reception (film event) and the awards show.

PP 089

# 'What Could I Be Doing in the Cinema?' Comparative Cinema Cultures in European 1950s Medium-Sized Cities

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During the 20<sup>th</sup> century, film was one of the most spread and popular cultural products, but it was never distributed, exhibited nor received the same everywhere. Cinema historians Robert Allen, Douglas Gomery and Richard Maltby insist on the importance of researching the historical distribution, exploitation and reception of film, instead of solely concentrating on the production context of film as a base for a film historiography; this research strand is defined as New Cinema History. This critical shift has greatly enhanced and expanded the field of cinema studies as these research lines acknowledge the largely ignored economic film history and cinema audiences as it envision a social history of a cultural institute aimed to identify film as a cultural artifact consumed by a variety of audiences. New Cinema History has enriched the field with countless international, national, regional and local case studies but the main problem is that up to now there is no substantial comparative research. Developing comparative research designs will provide information about (inter)national popularity of specific films and differences in film preferences in the heyday of cinemagoing of post-war Europe. The year 1952 is taken as a case study for researching film programming and film popularity; the three cities – Leicester (UK), Ghent (Belgium), and Bari (Italy) – have been selected because they present similar population density and film exhibition structures, as well as being representative of their national film culture. In our comparison project, the different cinema cultures are investigated by looking at the varied cinema exhibition structures, the programming strategies and film popularity. Through the analysis of exhibition, programming data and box office figures this project will provide a new view on film preference and popularity cultures in post-war Europe. This comparative research is based on digital assets concerning film programming in 1952; for the cities Ghent, Bari and Leicester all film programs of 1952 have been collected, digitalized and identified in a comparable dataset. Our case study here will focus on the most popular months for film releases in Italy, Belgium and the UK, that is the period from September to December. The comparative analyses makes concrete use of new digital tools such as NodeXL, Palladio and CartoDB to study and visualize film preferences. The results of this comparative research will provide insights into the three film exhibition structures, the international supply of film, the differences and similarities in film programming strategies and the demand or film popularity with attention given to origin, genre and star popularity. This joint research addresses the urgent necessity for comparative approaches, not only at a national level, but also in international contexts. Additionally, it tackles the digital turn's demands which need research data and metadata to be compatible and accessible in order to carry out comparative work.

PP 090

# Lost in Translation? A Multi-Methodological Research Project on Film Remakes Between Flanders and the Netherlands

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Since the turn of the millennium, film production in the Low Countries has seen the rise of a remarkable trend: popular Dutch films are being remade in Flanders (the northern, Dutch-speaking part of Belgium), and vice versa. These remakes, being made very shortly after the 'original' or source film in a different geographical region, belong to the so-called 'temporally immediate geographic' category of remakes (Forrest & Koos, 2012: 8). This particular kind of remake is not exceptional as such. Hollywood, for instance, has a long and rich history of remaking foreign feature films shortly after they have attracted considerable domestic success (Durham, 1998; Mazdon, 2000). Such remake practices are of course in the first place guided by market-led considerations. In this respect, within the film industries' discourse, the foreign language of the source films is generally pushed forward as the main commercial obstacle that needs to be overcome (Zanger, 2006). Accordingly, the Flemish-Dutch remake phenomenon is particularly remarkable as both the source film and the remake are shot in the same language: Dutch. Although there is a noteworthy difference in accent between 'Flemish Dutch' and 'Dutch Dutch' (De Caluwe, 2013), the use of the same language in temporally immediate geographic remakes is a highly unique phenomenon in the international film production. In this paper, we want to present findings from an extended literature review and a large-scale research design that aims to critically investigate the various dimensions of this remarkable practice of remaking films within a language region of barely 23 million speakers. The Flemish-Dutch remake phenomenon will be studied by combining in-depth textual, production, distribution and (critical and audience) reception analyses. This way, the research project aims to scrutinize the various cultural and economic dynamics and dimensions involved in the Flemish-Dutch remake phenomenon, thereby paying particular attention to the intersection with issues of cultural identity and cultural proximity. Apart from its relevance for a better understanding of the Flemish-Dutch interactions in contemporary film culture, this project provides a significant and original empirical contribution to key debates in adaptation studies, cultural media studies and the emerging research field of intercultural communication.

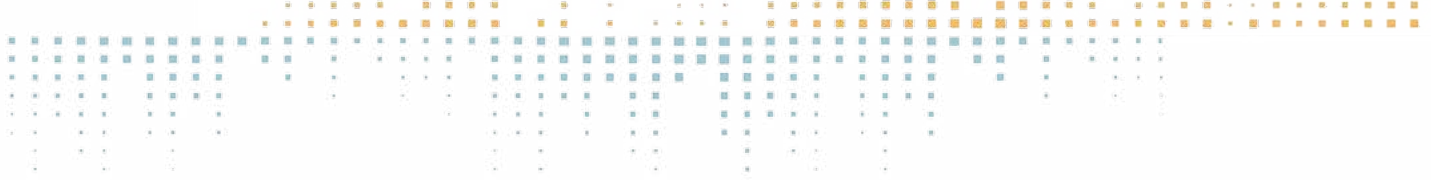
PP 091

# The Cinematic Revival of 'Low London' in the Age of Smart Urbanism

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In a feat of 3D imaging, a piece in The Guardian unveils the London skyline of the future, comprised of a series of new skyscrapers deemed 'the cluster'. These impending additions to the London skyline are heralded as a revival project, one that will complete the vertical vision of the city deferred during the 2008 recession. For Gwyn Richards, head of design of the City of London's planning team, these new buildings will render the skyline legible in contrast its current status as "an incoherent riot" (2015). Richards inadvertently raises the question of control in his comments, where the desire for "clarity on the skyline" (2015) is suggestive of broader anxieties concerning the future of cities the world over, as enhanced modes of technologically based surveillance are met with ever more brazen acts of mass terrorism that evade all measure of control. And yet, in a series of recent thriller/actions films set in the city of London, it is not the vertical vision of the city that presides; instead, the city's tunnels, Victorian archways and subterranean systems assume prominence, which



signifies an altogether different 'revival project' in the face of global terrorism. This paper will explore the contradiction between these two imperatives, one that pertains to the material city and the other to its cinematic counterpart. Drawing upon films such as *Skyfall* (2012), *Spectre* (2015) and *Mission Impossible: Rogue Nation* (2015), this paper will examine the most recent return of what John Orr has referred to as the 'neo-Dickensian art' of the city (2002). As Orr notes, this particular vision of the architectural underside of the city stakes its claim on the cinema beginning in the 1980s, complete with narrative arcs featuring the homeless, migrants, and terrorists among a host of marginalized or threatening figures. The return of a specifically Victorian image of the city constitutes a response to the gentrification of London in its transition to 'global city', and one that visualizes the persistence of 'low London' despite the city's financial and architectural rise. This paper will address the cinematic return of this Victorian dichotomy of overworld/underworld in a heightened period of London's global status. London is no longer simply global but also, increasingly 'smart'. The 'smart city' is a term applied to any city with aspirations to extend the reach of 'networked informatics' to its daily functioning; as stated by David Gann in Mayor Boris Johnson's 'Smart London Plan', "data is the new infrastructure" (2013). Perhaps London's future skyline is the ideal consecration of another London renewal scheme dedicated to the smart phase of its global identity. The films listed above put 'smartness' to the test, in a cycle of films that have traditionally displayed a preoccupation with technologically induced forms of surveillance, corruption, and now, cyber terrorism. This chapter will examine the implications of their respective reconfigurations of the 'neo-Dickensian art of the city', where delving into the past forms the basis for a depiction of the city's future.

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# Digital Film Distribution and the 'Netflix Effect': An Analysis of the Experiments with Release Windows in the Contemporary North American Film Industry

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A lot has changed in terms of film distribution during the last few years. Global-scale promotional campaigns, emerging windows, new players and changes in consumption practices – particularly among younger audiences –, are some of the main challenges faced by film producers and distributors. Uncertainty and debates on the current efficiency of the window system has prompted different reactions and led to experiments on shortening the release timing in different windows, with particular emphasis on digital distribution. In the US and in Europe –to single out two significant territories in film production–, most experiments have been conducted by independent producers (Hildebrand, 2010), but it can be said that in recent years, the traditional windowing system has been challenged by major and independent players alike. The disruptive emergence of new actors like Netflix and other on-demand platforms in the film industry, forces us to attend to how exclusive and simultaneous releases might motivate a change in the strategies of established actors. Netflix in particular has already successfully tested this model in the field of television (Jenner, 2014). And its role as a leading actor in content streaming globally could help him to achieve a similar effect in film production, even if there are considerable uncertainties, like no significant data available on profitability as well as challenges in the form of resistances from exhibitors.. In this presentation we want to contribute to the still scarce literature about this topic, attending to two main aspects: the first tentative experiments carried out in the North American industry, coming mainly from independent producers and distributors, and the strategy of Netflix, a global key actor in the streaming business. Our main objective is to identify the different strategies and tactics, motivations, interrelation between the different agents involved, its scope and possible mid-term future trends. We have observed that, drawing from an established conviction about the need to challenge the traditional windowing system (Nelson, 2014), producing companies tend to adopt heterogeneous and barely systematic strategies, while emergent agents like Netflix are positioning themselves with a fairly literal adaptation of their own business model, even if introducing certain doses of flexibility and diversification. References. Hildebrand, L. 2010: The art of distribution: video on demand. *Film Quarterly*; Winter 2010; 64, 2; ProQuest Central pg.24. Jenner, M. (2014): Is this TVIV? On Netflix, TVIII and binge-watching. *New Media & Society*. 1–17. Nelson, E. (2014). *Windows into the Digital World: Distributor Strategies and Consumer Choice in an Era of Connected Viewing*. In Holt, J.; Sanson, K. (eds.) *Connected viewing: Selling, Streaming, & Sharing Media in the Digital Era*. London: Routledge

PP 161

# The Success of the Auteur: What We Can Learn from Foucault and Bourdieu About Ingmar Bergman as an Auteur Du Cinema

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Why is it that some film directors become and remain central in the scholarly analysis and public reception of their works and others do not? While this question is not new to film scholarship, we offer a fresh look by combining Foucault's work on the author-function and Bourdieu's field theory. We apply this to the case of Ingmar Bergman as film director and as public persona. This paper argues that Bergman has become an auteur, whose persona is fundamental in the analysis of his work, because he has strengthened his position within the cultural field through acquiring celebrity capital (Driessens, 2013). Our findings show that his main way of achieving this was by actively constructing a persona that links his love life to his cinematic work. Two types of materials are analyzed by means of a qualitative content analysis with a Grounded Theory approach. On the one hand we take Ingmar Bergman's own published writings about his private life, e.g. the biographies *Laterna Magica* and *Bilder*. Within these writings, a distinction is made between what he wrote during his career and what he wrote as reflections at a later age, as this influenced his persona in different stages of his life. Bergman's own writings are then contrasted to what has been written and said about him in Swedish press from the start of his film career in 1944 (Hets) up until his death in 2007. In doing so, we lay bare the interaction between Bergman his own writings and media coverage, as well as active and often contradictory contributions that Bergman himself made to his persona. The findings show two returning narratives: (1) he is the son of a preacher and (2) he is a womanizer. Both relate to love and family-life. Here, it seems that Bergman simultaneously aligns with and goes against dominant romantic conceptions. Bergman has had many women and describes these relations as passions rather than love. Nonetheless, it seems that what differs between these passions and what Bergman identifies as true love is only their limited duration in time. According to him, there is never true love (even more so because the ideal is inherently too contradictory to the ideal of marriage to realize) but each new passion is framed in a way to make it fit within dominant romantic ideology (Benze'ev et al., 2008; Illouz, 2012; Johnson, 2005). Furthermore, if Bergman had an unambiguous love and marriage life, media coverage would not have been what it was. Consequently, media attention for his love life is central in creating and sustaining his celebrity capital, which is most visible in the mediated construction of Bergman as a sex symbol. This significantly differs from the media attention related to his work as it no longer is based on achievement. The resulting amount of celebrity capital – next to cultural capital – spawns a very complex public and critical recognition of Bergman as auteur, both international and within Sweden, both for his work and for his persona.



PP 162

## Bringing Statistics and Film Studies Together: Using Cluster Analysis to Define a Taxonomy of Documentaries

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Documentary films have always constituted a minority among the objects of analysis within the field of Film Studies. However, research concerning the non-fiction genres is lately experiencing a boom concomitant to the emergence of new media and new forms of transmedia, crowdfunded and crowd-sourced production. One of the main documentary theorists is Bill Nichols (1991, 2001), who has developed a taxonomy of six modes of representation by which documentaries can be classified and, thus, characterized. Film scholars work traditionally in the realm of heuristic discussion, focusing their research, when they do, on empirical data emerged from qualitative analysis. Just a few of them, like Barry Salt (2006), have moved on quantitative, statistical and data-centered methods to debate largely accepted theories and assumptions that have been only defended discursively. The aim of this work is to discuss Bill Nichols' taxonomy by means of qualitative methods. To do so, we have performed a cluster analysis on data emerged from systematic map of literature written by the author and a battery of semistructured interviews to scholars specialized in Film Theory. Cluster analysis was performed on mental maps from 20 scholars, filmmakers and film students resulting on 216 variables organized in 5 different clusters that led us to confirm four of the six modes of representation theorized by Nichols. Besides, analysis based on the emerged dendrogram allowed us to know how to define each one of these modes based on narrative, textual and contextual elements.

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## The Creative Producer: How to Detect in a Film the Producer's Work

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After a filmic and bibliographic analysis as well as having personal experience in the film production field, one question often appeared: what does a producer actually do? Although this question has been formulated many times, few are those who know the answer. Especially when speaking about the creative and artistic side of the producer, however, there are still many who ignore the existence of this facet. The social oblivion, by the public and even by the producer's colleagues, was so grave that it still exists today and it has been promulgated by a stereotype: the producer is the one that gets the money. The answer given by some producers to this was to divide the term producer in two separate concepts: the creative producer and the financial producer. Although these concepts gradually have infiltrated the artistic field (especially the creative producer's concept), not only the cinematographic, but all the art grounds where the term producer exists (theater, dance, television, etc.), this was still not enough for the producers. Their demands have increased, though in silence because they're producers. However, even if the spectator is helped to realize the artistic and creative work of the producer, how can they detect it while watching a film? This was the big question when the research started and it is the starting point for this article. We can detect all the creative and creational work from the team members of a film, but it's really difficult to say the same thing when we are talking about the producer's work. So, our intention was to find a more practical and simplistic way to show the producer's creative side. To help us to answer this question, we have the purpose to demonstrate the "uncelebrated hero" path through the American and European cinema until nowadays. That together with the film analysis during the different eras, from the most commercial to the more independent films, will help us to create a new approach, which we call the Credit Theory. This approach will help both connoisseurs and cinema lovers to detect the work of the producer just by watching a film. A technique that will help specially cinema students to distinguish and analyze the different functions inside the cinema industries and show that the work of the producer can influence the language and the aesthetic of a film. This theory was presented on 16<sup>th</sup> of November of 2015 in the Salford University during the Salford International Media Festival, the Challenging Media Landscapes, inserted in the Paineil D- Creativity and Participation in Film, without publication.

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Women in the Wave: Representation of Female Characters in the Black Wave Films

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This paper investigates how female characters were represented in films belonging to the Yugoslavian Black Wave Cinema movement, in terms of the visual and narrative style. The movement's auteurs oeuvre is explored through the lens of descriptive close reading as well as scene analysis methodology and from a gender perspective grounded in feminist film theories: reflection theory and psychoanalysis. The initial term New Wave Cinemas refers to groups of filmmakers and their artwork opus in a creative movement within film that emerged in the late 1950s and continued until the late 1960s or early 1970s, depending on the country of origin. The ex-Yugoslavian Black Wave, following the world-renowned French Nouvelle Vague, developed a bit later, in the beginning of the 1960s and lasted longer, until the beginning of the 1970s. Unlike previous filmmakers, who perceived themselves as craftsmen, the New Wave directors of post-World War II former Yugoslavia: Dušan Makavejev, Aleksandar 'Saša' Petrović, Želimir Žilnik, Živojin Pavlović, Vojislav 'Kokan' Rakonjac, Miodrag 'Mića' Popović, Lazar Stojanović, Marko Babac, Krsto Papić, Bahrudin 'Bato' Čengić, Boro Drašković, etc. saw themselves as artists. New Wave movements explored a number of neglected themes in cinema: social outcasts as protagonists, antiheroes, the critique of social structures, etc. The aim of this study is to reveal the distinctive characteristics in audio-visual style of the ex-Yugoslavian Black Wave Cinema with which the movement's films were distinguished for. The question as to whether the female characters were portrayed as martyrs or survivors, passive bystanders or active participants is central. Therefore, the main focus is detecting and dissecting the individual style of Black Wave directors in terms how they captured female sexuality and the changing roles of women in patriarchal society. In regards to (dis)continuity with the past, the goal of this research is to analyse what the legacy is of Black Wave in contemporary cinema.

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Colonial Past, Contesting Present, Neo-Colonial Future: Representations of the 'China Factor' in the Latest Hong Kong Cinema

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Hong Kong had its historical experience of colonialism in the twentieth century and has occupied a marginal position in relation to an increasingly hegemonic China in the twenty-first century. After the sovereignty of Hong Kong was transferred from the United Kingdom to the PRC in 1997, alongside late modernity and globalised capitalism, social conditions have been altered substantially in Hong Kong. In addition, with the PRC's rising economic and political power, being located at the intersection of hegemonic power relations and with marginalised voices, the society of Hong Kong has experienced substantial upheaval in terms of political, social, cultural and media processes. Hong Kong's conflicts with the hegemonic power from the PRC can be exemplified by the recent large-scale social movement, the Umbrella Revolution launched by Hong Kong citizens from September to December in 2014. Thus, with regard to this context, using textual analysis as the main methodological approach, this paper aims to interrogate the ways in which Hong Kong-China relations and the so-called 'China factor' have been represented in the latest Hong Kong cinema. Based on the analysis from sociocultural perspectives, I firstly focus on Johnnie To's Election (2005) and Election 2 (2006), the gangster films seen as subtle analogies of Hong Kong's political conditions in the post-1997 era. Secondly, I highlight Vincent Chui's Three Narrow Gates (2008), a film situated between the detective and gangster movie, which questions the socio-political conditions imposed by the PRC's inappropriate control and surveillance concerning Hong Kong's economic, political and media processes. I further examine Pang Ho-Cheung's Vulgar (2012), originally made as a comedy which can be read as a parody of Hong Kong-China relations vis-à-vis the PRC's economic and ideological manipulation in Hong Kong's film industry. Subsequently, generally considered a sci-fi movie, Fruit Chan's The Midnight After (2014) can be used to investigate the issues of despair, anxiety and helplessness in the society of postcolonial Hong Kong. Finally, I argue that the representations of Hong Kong-China relations and the 'China factor' in the latest Hong Kong cinema can be shaped and developed as a discourse of resistance in response to the city's peculiar postcolonial conditions alongside the ongoing threats of neo-colonialism from the PRC for Hong Kong's future.

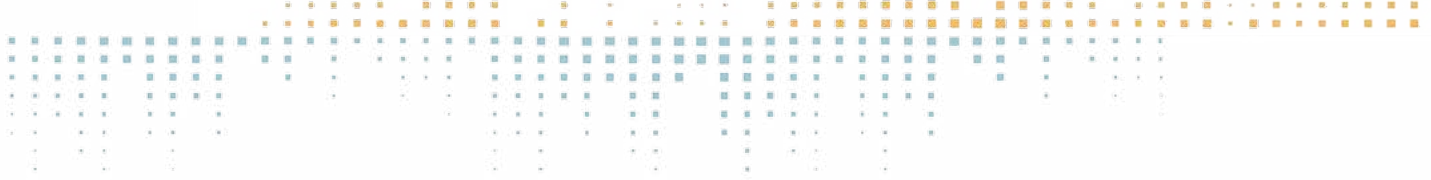
PP 230

"Morning Again in America": Mapping Political Themes and Enemy Images in the Reaganite Action Thriller

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Reaganite cinema occupies an interesting place in American film history. After the dust had settled from the New Hollywood counterculture, the 1980s saw the dawn of a new type of hyper-commercial, ultra-violent cinema that coincided with the two presidential terms of president Ronald Reagan. John Belton (1994) called it the cinema of reassurance, optimism and nostalgia; a triumphant return to the American exceptionalism of the 1950s that enhanced Cold War paranoia. Whereas Stephen Prince (2007, p.12) has been sceptical towards the excessive mapping of Reaganite politics onto the era's cinema, he acknowledged that the 'clearest correlations' can be found in the action thriller genre. As Reynolds (2009) pointed out, the years of Reaganomics provided a suitable battleground for America's culture wars; a cinematic 'hot front' or symbolic site of struggle. Many of these genre films were thought to have the same jingoist attitudes as the 40<sup>th</sup> president of the United States, interlinking with Reagan's resistance of 'big government' and jingoist foreign policy (Jeffords, 1994), but to date no systematic analysis has been conducted into this enigmatic passage of American film history. In this article a concise mapping will be provided by subjecting 80 American action films released during Reagan's two presidential terms (1981–1989) to qualitative content analysis.



More specifically, this article will investigate which themes, myths, and, more specifically, enemy identities dominated over this short period of time, and how these element contribute to (or resist) the construction of a discourse similar to that of Reaganite politics. Employing insights from conflict studies, critical discourse theory and narratology, the results from this mapping will be exemplified through brief, illustrative readings of a selection of films.////Bibliography//// Belton, J. (1994). *American Cinema/American Culture*. New York, NY: McGraw-Hill. Jeffords, S. (1994). *Hard Bodies: Hollywood Masculinity in the Reagan Era*. New Brunswick, NJ: Rutgers University Press. Prince, S. (Ed.). (2007). *American cinema of the 1980s: themes and variations*. New Brunswick, NJ: Rutgers University Press. Reynolds, D. (2009). *America, empire of liberty: a new history of the United States*. New York, NY: Basic books.

PS 060

## How Does WeChat Go Abroad? The Nexus of Technology, Culture and Market in Internationalizing China-Originated Social Media

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Launched in January 2014, WeChat has so far gained more than 650 million monthly active users including around 100 million from foreign countries. No matter how successful WeChat was promoted internationally by its creator and owner Tencent – one leading internet company in China, and how WeChat has been articulated within different localities, despite the geographical unevenness, with distinctive cultural traditions, the fact is that WeChat has become the first social media originated from China but soon been widely used outside China. This international success implies a huge potential for the possible power shift of social media landscape on a global stage whereas less scholarly attention has been paid to this emergent phenomenon in a broadly defined field of international communication, which has been overwhelmingly dominated by Western academics and their inclination towards the 'embeddedness' of Western-originated social media (Facebook, Twitter, etc.) in respective societies in the world. Assuming that defining the 'social' instead of the 'media' is at stake in understanding the role of social media in different circumstances, this paper will entail a multi-dimensional analysis of WeChat going international since its inception. Based on in-depth interviews with employees of Tencent's WeChat department and a sample group of WeChat users overseas, the paper aims to formulate an interpretive framework encompassing the following dimensions: Combining technical and commercial advantages, WeChat is considered as a successful synthesis of diverse social media functions, including both basic services like instant messaging and audio/visual chatting as provided by other popular social media and new services fulfilling the communicative needs of Chinese society, exemplified by Friends' Circle and Wallet (online payment). By doing so, WeChat is diffused internationally in an unprecedented rate, particularly amongst overseas Chinese communities and their connections with foreigners. Besides, Tencent attempted new technical and market strategies to make WeChat more appealing to local communities as I observed in Southeast Asia. In a cultural sense, WeChat does capture the essence of Chinese society, namely the ways of how Chinese are organized and socialized. The crystallization of this 'high culture' feature is reified in the function of Friend's Circle. The formation of different circles on WeChat follows and exaggerates the principles of how Chinese people organize themselves into different circles offline in an acquaintance society, including the pattern of difference sequence rooted in a long-standing rural society (Xiaotong Fei, 1946) and the institutional dependency in a socialist urban society (Andrew Walder, 1986). Those organizing principles on WeChat not only flourish in the existing Chinese communities overseas, as demonstrated by the recent WeChat-based coalition of Chinese Americans protesting against the former NYPD cop Peter Liang's Guilty Verdict, but also prevail in the massive people exchange between China and other countries, for example, the enlarging population of Chinese merchants, tourists, scholars and students going aboard as a outcome of China's deep integration into global economy. Beyond a nationalist perspective, this paper tries to interrogate the nexus of technology, culture and market in driving the (uneven) internationalization of WeChat, a typical China-originated social media application.

PS 061

## Europeanness in Chinese Eyes: An Imperialist Nightmare or a Utopian Myth?

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Europe in Chinese eyes symbolizes an image in constant change. From China's diplomatic fiasco in the Paris Peace Conference which incited the May Fourth Movement protesting against imperialism to China's collaboration with some European countries in the Second World War; from isolation and xenophobia after the founding of the People's Republic of China to the increasing political, economic and cultural communications with Europeans after opening-up, Chinese attitude toward Europe has not been consistent in the last century. This paper will examine this changing Chinese interpretation of Europe on the basis of Chinese historical context and its foreign policies towards Europe. The paper mainly employs the methods of interview and textual analysis to discover Chinese perceptions of Europeanness and specific European images in Chinese cultural texts. Starting with the world mapping, Europe has been adopting a Eurocentric value ever since the Renaissance, when Europeans started to take pride in their achievements and civilizations. By placing Europe at the top and the centre of the world with an disproportionately enlarged continent, maps in the 16<sup>th</sup> century Europe displayed an immodest sense that Europe is not 'an equal part of the world', but rather a dominator of it. Not surprisingly, this self-centric geographic portrayal exerted its larger impact on European psychology and intellectual on the whole, as well as Europe's relationship with other continents in the following centuries. A Eurocentric psychological superiority, backed by industrialization and capitalist power, has dominated much of Europe's encounter with other cultures. As its earliest and richest colony, the Orient has traditionally been perceived by the West, especially the Europeans, as the Other. The Orient often becomes an object of Europe's fantasies and inventions and the 'Oriental myth' is often depicted with intended exoticism and romanticized beliefs. Since the opening of the New Route sponsored by the Spanish and Portuguese monarchs during the 15<sup>th</sup> and 16<sup>th</sup> century, the Orientalist discovery accompanied by European imperialism started to take off. Europe took the initiative and started the active exploration of the Oriental lands after conquering oceans and navigating distances, thus and so defined most of the Occidental-Oriental encounters after the 16<sup>th</sup> century, where the subject Occident remained for a long time the active observer approaching a comparatively passive object the Orient. The consistent Orientalism calls into question the relationship between the 'West' and the 'East' and invokes the curiosity into the other side of the problem, namely the Eastern construction of the West. Under the discursive strength of Eurocentrism and Orientalism, the world was too often perceived from a Eurocentric perspective where the Oriental China had been pictured and defined for numerous times in European cultural texts, with its color, sound, or motion imagery filtered into the Western aesthetic, sociological, historical and political constructions; while in comparison the reversed studies about a Chinese construction of Europe have been considerably less. Hence it seems that a gap-filling research of an exclusive image of Europe, particularly of how a specific 'Europeanness' has been perceived and represented in China is quite needed.



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## Sexing and Media Culture: Exploring Young People's Moral Imaginations on Gender and Sexuality

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This contribution explores 'sexting', the act of producing and distributing sexually explicit images or texts via mobile or social media (Hasinoff 2015), as a 'popular media practice'. As such, sexting is understood as 'popular' in a quantitative sense (it has become a commonly adopted practice of teens to experiment with sexuality (see Vanden Abeele et al. 2014)), but also in a qualitative sense; sexting has become a meaningful practice among young people, but also in broader culture and society where it is intensively debated (Hasinoff 2015). Focusing on such meanings related to the practice of sexting, this presentation is arguing for an urgent need to contextualize sexting within media culture, morality and ethics when exploring teens' sexting practices; former academic research has not yet been exploring the moral and ethical challenges of sexting from a perspective of teens' everyday lives. To analyse media culture, this presentation is not referring to representations in the media (e.g. news reports on sexting), but rather to a broad collection of sense making practices of media (Couldry 2012, 56); meanings on the practice of sexting then, are related to how teenagers themselves make sense of using digital media for sexual experimentation, love, gender and desire. While exploring young people's moral imaginations related to sexting, the goal of this presentation is understanding how media culture accounts as a moral battleground in which young people's mediated gendered and sexual relationships to others can be explored (Silverstone 2002, 2007). To this end, this contribution relies on an audience study with teenagers (16–19 years old) from the Dutch speaking region of Belgium. Focus groups (conducted in April 2015, N=7), with a total of 54 participants exposed particular themes that relate to such moral battlegrounds. For the analysis, a grounded theory approach is used (Charmaz 2006). This presentation is drawing conclusions on how examining young people's moral imaginations is essential to contextualize societies' ethical concerns in times where teenagers are increasingly exploring their genders and sexualities by using digital media.

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## Adolescents and Sexting: "New" Form of Definition of Gender Roles and Intimacy

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Digital and portable media are important part of adolescent everyday life and youth use these platforms also to enlarge they social networks that they construct outside digital spaces. Digital media becomes the place where to speak about emotions, to play with them, to flirt, to define and redefine the seduction practices and gender roles and the expectative about the others. Into the dance of seduction and of love sometimes adolescents decide to interact sending sexually explicit messages and photo, what nowadays is called sexting. This paper presents and discusses the results of a sociological research that is explored the role of the sexting into the everyday life of adolescents. The work involved twenty Italian boys and girls from the age of thirteen to the age of eighteen, using face-to-face interviews. The theoretical frame has its basis in media studies and sociology and find important references in works such as. Attwood (2006), Lippman and Campbell (2014), Ringrose, Harvey, Gil and Livingstone (2013) Using the lens of media studies and sociology and focalizing the attention on gender issues the research seeks (1) to understand what adolescents think about this practice; (2) to understand why they use (or don't use) to share photo or sexually explicit massages and what kind of risk/opportunity they find in these practices; (3) to understand the sense they give to their choice; (4) to define the extent of Internet on the youth's experience on love, sex and its social construction. First of all, the paper will discuss about the definition of sexting that in the literature frequently assumes different significances. Then the discussion will be focus of the main topic of the paper, and so, the practice and the meanings that adolescents connect to sexting. The main questions that could be topics for the discussion are: (a) Is there a new definition of intimacy among adolescents? (b) Are there gender differences related to the sexting and the meaning the adolescents give to it? (c) How adolescents define and re-define gender role also trough sexting? (d) can we speak about a right to sext for adolescents? In conclusion, starting from considering online and offline as part of a continuum, the paper wants to analyse the importance of the return of the body in the mediatised interaction and the connection about this change and the cultural construction of gender by adolescents. References Attwood, F. (2006). Sexed up: Theorizing the sexualization of culture. *Sexualities*, 9(1), 77–94. Lippman, J. R., & Campbell, S. W. (2014). Damned if you do, damned if you don't... if you're a girl: Relational and normative contexts of adolescent sexting in the united states. *Journal of Children and Media*, 8(4), 371–386. Ringrose, J., Harvey, L., Gill, R., & Livingstone, S. (2013). Teen girls, sexual double standards and 'sexting': Gendered value in digital image exchange. *Feminist Theory*, 14(3), 305–323

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## Exploring Girls' Agency in Italian SNSs Context: Girls Negotiating Parents' Discourses in Performing Gender Identity Online

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In January 2014, Beyoncé writes an essay in which she argues that gender equality is a myth. With this statement, feminism seems to have made a comeback as celebs like Meryl Streep, Emma Thompson and Cate Blanchett each have more or less outed themselves as feminists. Some even celebrate the 4<sup>th</sup> feminist wave. Women are thought to be able to cope with or resist gender equalities, emphasising equal rights on a legal level for example. While the public debates seem relatively celebratory with regard to feminism, within academia debates are ultimately more nuanced. Angela McRobbie, for examples, shows how the emerging postfeminist scenario directs girls to a model of femininity that pacifies. Their individual experiences of identity and subjectivity, notions inherited from feminism, are imbued with neo-liberal values, pushing them towards individualism and the reproduction of unequal relationships of power between genders. Others, like Van Zoonen and Duits would argue for girls' agency and their competencies in media consumption. Within this debate we can recognize two paradigmatic figures that are used to interpret the experience of girls: the "empowered girl" and the "girl at risk". However,

within these debates, girls' experiences are under-researched. How do girls themselves experience popular cultural notions of femininity? Moreover, we will argue that the debate centralized in northern European countries. For example, McRobbie's argument is intimately tied to political developments in the U.K. Therefore, in this study, we investigated how girls themselves create and negotiate the meaning of mediated notions of femininity in everyday life in Italy. Italy knows a different political and social context compared to northern European countries. One marked difference on gender discourses is the importance of the family and the persistent presence of a sexist imagery on commercial TV and the heated public debates, instigated by the sex scandals that followed the decline of the Berlusconi government. To answer our questions, we combined in-depth interviews with 32 Italian girls with digital observation. All interviewees were between 15 and 19 years of age and lived in the area of Milano. They were selected from different schools to ensure diversity in socio-economic background. The digital observation was directed (with consent) on the interviewees' activities on the most popular social network sites (Facebook, Ask.fm, Twitter). A discourse analysis was employed to comprehensively analyse the data from the interviews and digital observations. Results of the analyses show how girls employ a variety of strategies to negotiate parental discourses on Italian femininity. The mediated nature of SNS is not only a structure for girls' negotiations, but also an opportunity for resisting the gender discourses constituted within heteronormativity and sexism. Hence, we develop a critique on the postfeminist positioning of the 'girl at risk' versus the 'empowered girl', suggesting that the relationship between girls' agency (empowered girl) and the media that either structures (girl at risk) should be understood as infinitely dialectic of character.

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### Thinstagramming and Meme Culture: A Qualitative Content Analysis of Pro-Ana Image Sharing Practices on Instagram

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Since the pro-anorexia phenomenon, also referred to as pro-ana or simply ana, began to emerge on the internet in the early 1990s, there has been a growing body of academic work on pro-ana communities online. Underpinned by diverse and often conflicting disciplinary perspectives, most of this work focuses on websites and blogs. In recent years, however, the pro-ana 'movement' has migrated onto social media platforms. When, in 2012, both Tumblr and Pinterest imposed a ban to restrict pro-ana sharing, many pro-anas turned their attention to Instagram, a strongly visual application that was originally designed for editing and sharing photos. There is, however, a dearth of research, particularly gender-aware research, on pro-ana practices and discourses in the context of newer mobile social platforms such as Instagram. Using a dataset of 7,560 images, this study employs qualitative content analysis to explore pro-anorexia and 'thinspiration' image sharing practices on Instagram. It asks whether the shift from websites and blogs to this social media platform has entailed significant changes in terms of how the pro-ana community communicates and discursively constructs itself. It asks, in particular, what role memes and the memetic nature of image sharing play in the construction of pro-ana identity, as well as how the peripherally governed, participatory nature of Instagram impacts upon pro-ana communicative practices. The vast majority (90–95%) of the sufferers of anorexia and bulimia are women (Boero and Pascoe, 2012), and this analysis is theoretically underpinned by a feminist perspective, which takes into account the gender-specific experiences of teenage girls. The study found that, while there is considerable continuity with the content shared on older forums, new Instagram-specific trends and practices have emerged – in particular in relation to the meme format – that are worthy of feminist scholarly attention.

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### Contesting Sexism with Humorous Memes: Visual Body Representations in #distractinglysexy

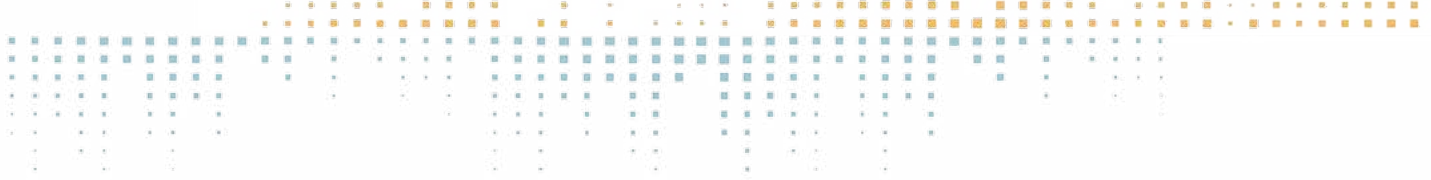
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With his statement "[t]hree things happen when they [girls] are in the lab: you fall in love with them, they fall in love with you, and when you criticise them they cry," at the world conference of science journalists in June 2015, Nobel laureate Tim Hunt involuntarily initiated a debate on sexism and discrimination against women in science. His misogynist remarks caused outcries on social media and beyond. Under the hashtags #distractinglysexy and #TimHunt, used e.g. on Twitter, Facebook or Instagram, scientists from all over the world openly contested Hunt's statement by producing posts which were shared massively. They stimulated a public discourse on gender equality in academia and on the visibility of female scientists (Shipman, 2015). In particular, the memetic diffusion of more than 10,000 photo tweets in social media within a few hours in which female researchers posted humorous selfies and self-portraits in lab situations fuelled the discourse. Memes, according to Shifman (2014) consist of various digital items that are not only shared but also produced and altered by multiple users. Usually, memes are multimodal, consisting of visuals, captions, and tags. They share common content characteristics and are linked to other items that belong to the same meme. The typical #distractinglysexy memes contain photographs or selfies of female scientists in typical lab situations humorously juxtaposed with Tim Hunt's remarks. Memes have already been used in various protest campaigns (see e.g., Milner, 2013, on memes in the occupy movement). In our research project we ask the following research questions: What kind of visual messages are used in the campaign? What role does the (female) body play? What resonance and debate did the images trigger in other media (online and offline)? In this paper, we particularly focus on the opportunities and challenges of 'hashtag feminism', i.e. feminist hashtags within the context of feminist (online) activism in general. Then we will discuss #distractinglysexy as an example, particularly focusing on the role of the female body in the memetic discourse. We present the results of a quantitative-qualitative image type analysis, combining a quantitative content analysis with an iconographic-iconological analysis of user-generated content tagged with #distractinglysexy or #TimHunt on Twitter and Instagram. We particularly focused on the role of the female body and on gendered visual



representation techniques within the memetic discourse. Moreover, we will give an outlook on how #distractinglysexy, which started as a humorous visual feminist intervention of female scientists in social media, also found its way into print and online news media. Overall, our results show how humorous and memetic forms of visual protest can be used to initiate societal debates about marginalized topics such as sexism and violence against women. However, we also want to highlight potential risks and challenges that are linked to the use of often socially stigmatized and banalized forms of communication within feminist protest, such as selfies (Burns, 2014), 'selfie protest' (Grohmann et al., 2015), or humorous body representations, which might contribute to the reinforcement of gender categories and stereotyped roles.

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Urban Queers and Rural Hicks LGBTQ Characters as Markers of Late Modernity in Flemish Quality Fiction Television

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While Flanders stands out as one of the smallest local television markets, relying in part on foreign imports for its fiction television programming, the region is characterized by a thriving and diverse domestic fiction television industry (Lavie & Dhoest, 2014). Dhoest (2007) argues that this popularity of domestic television output in Flanders can to some extent be attributed to its reliance on 'everyday nationalism'. It both confirms and perpetuates commonplace assumptions about Flemish identity and culture, facilitating recognition and identification while also reaffirming hegemonic images of Flemish 'normality'. Building on this observation, Dhoest further surmises this tendency to be a homogenizing force, with a nefarious effect on - among other issues - the representation of LGBTQs. As Dhoest (2007) points out, many LGBTQ characters in Flemish soap operas, dramas and sitcoms thus function as token characters that highlight the white straightness of idealised Flemish society. However, we argue that the role of these characters differs significantly in a particular strain of domestic television fiction: namely 'quality television'. More often than not, quality television fiction in Flanders can be conceptualised as what we call 'parish narratives'. These particularly Flemish narratives feature a hyperbolically rural setting of a Flemish village and portrays the rustic daily lives and interactions of its inhabitants. In these narratives, LGBTQ characters do not function as tokens, but rather serve as markers accentuating the imagined outmoded nature of Flemish rural life, and shape middle and upper class urban identities as hierarchically superior and inherently oppositional to rural identities. Drawing on Judith Halberstam's notion of queer locality and the use of LGBTQ characters as 'markers of modernity' (Halberstam, 2005), Gramsci's (1982) writings on the intellectual and Bourdieu's (1984) concept of distinction, we set out to map, conceptualize and comprehend these representational practices. To formulate our argument, we have selected a sample of three Flemish quality fiction television series (i.e. *Met Man en Macht* (Vier, 2013), *Marsman* (Een, 2014) and *Bevergem* (Canvas, 2015)), characterised by their reliance on a 'parish narrative'. With our textual analysis we illustrate how LGBTQs are constructed as outsiders and unnatural inhabitants of Flemish rural areas, connoting the Flemish village with bias and pettiness while privileging the absent city as the site of modernity and progress. Works Cited - Bourdieu, P. (1984). *Distinction*. London: Routledge - Dhoest, A. (2007). *The National Everyday in Contemporary European Television Fiction: The Flemish Case*. *Critical Studies in Television: Scholarly Studies in Small Screen Fictions*, 2(2): 60-76 - Gramsci, A. (1982). *Selections from the Prison Notebooks*. London: Lawrence & Wishart - Halberstam, J. (2005). *In a Queer Time and Place: Transgender Bodies, Sub-cultural Lives*. New York NY: New York University Press - Lavie, N. & Dhoest, A. (2015). *Quality Television in the Making: The Case of Flanders and Israel*. *Poetics*

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The Representation of Romantic Love in Fiction Series Aimed at Young People. Perpetuating Myths and Gender Differences

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The aim of this research is to detect the romantic love stereotypes present in series produced in Spain and aimed at young people. In this research we analyze the way these stereotypes are expressed and produced. Our research focuses on series because they can act as elements for comprehending social reality and they also are one of the most consumed media products by young people. Recognition of certain models is reinforced through viewer identification mechanisms or through recognition of the common social universe. In young audiences, these identifications mechanisms play a vital role as active components in the process of constructing their individual identities, particularly as indicators of what young people expect from a love relationship. In this point it is important to consider the forms taken on by love relationships represented in series. These are established as the desire to renovate roles yet are coupled with a deep-rooted social model based on presenting a dominant masculinity and a submissive femininity, closely bound to the conception of romantic love. This paper falls within this focus and is concerned with the study of television fiction targeting young people. We use as a case study two highly popular teen drama series that were first shown in 2011: *Los protegidos* and *El barco*. For the analysis of the series we have used the qualitative methodology based on the semiotic framework (Greimas, 1989; Ruiz-Collantes et al., 2006). This system enables to identify the most important features of the audiovisual product from the object of value, which is the starting point of the storylines. When the character is situated within a narrative role other aspects of this character may be identified, such as physical and emotional features, what makes him/her act, his/her beliefs, objectives, contact with other characters, the results of his/her objectives, etc. In order to be able to analyse the relationships represented in the fictional series it is important to find out what drives the characters to act, to carry out their interventions, etc. The construction of the image of the love relationship is closely related to the actions and motivations of the characters. Results of the analysis indicate that romantic love survives in modern storylines and is still subject to perpetuating age-old myths and gender stereotypes, despite the requirements of healthy interpersonal relationships in societies of equality. One of the major conclusions reached is that classical forms of patriarchy have evolved into more modern forms where love ends up being a manifestation of power relations yet still with gender differences. The old socio-cultural models are still prevalent in new TV formats. An idea that stands out from our analysis is that the set of romantic myths is in fact furnishing a meta-myth of a higher order that views romantic love as forbidden love. What remains is the continued existence of love relationships based on emotional inequality between men and women, where the idealization of love as a forbidden dream covers up the risks of abusive relationships.



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The sitcom, a genre whose conventions are generally determined by a “comic impetus” (Mills 2009: 5) and essentially a prime-time family genre, has dealt with sex and sexuality. Levine (2007) points out how sexually suggestive humour and sexual themes such as homosexuality and promiscuity were present in 1970s American television sitcoms such as *M\*A\*S\*H* (1972–1983), *Happy Days* (1974–1984), *Soap* (1977–1981) or *Three’s Company* (1977–1984). The fascination for sex and sexuality in sitcoms did not fade. To this day, it is considered a key characteristic of many sitcoms – especially those labelled as sexcoms (e.g., *Ally McBeal* (1997–2002) and *Sex and the City* (1998–2004) – as many of the conversations and episode themes deal with sex. However, since sitcoms are predominantly commercial and family-friendly products, they tend to suggest or insinuate sex instead of explicitly depicting sex. Scholars have produced contradictory readings of how sitcoms represent sex and sexuality. Some argue that sitcoms adhere to a conservative societal view, by articulating sex to marriage and monogamy and by emphasizing heterosexual scripts. They argue that this could be partly explained by the prevalence of masculinized representations of sex which resonates with the observation that both heterosexuality and masculinity are represented as the norm in sitcoms. Others point out the genre dynamics of exaggerating and extrapolating traditional views on sex in order to mock and parody them or underscore the ability of audiences to read the shows against the grain and uncover queer desires even though the main characters are represented as heterosexual. Joanne Morreale (2003) reminds us of sitcom’s ambiguity regarding social change, which is underscored in the genre’s integration of multiple contradictory discourses to attract as many audiences as possible. However, Mills warns that too often the interpretation of the multiple discourses ignores or downplays the genre’s use of humour. Agreeing that the genre’s comic impetus needs to be taken into account, this paper aims to map and interpret the multiple discourses on sex that circulate within a single sitcom, namely the ‘classic’ sitcom *Friends* which ran from 1994 to 2004. Even though the last episode aired more than twenty years ago, the long-lasting popular sitcom is still profiting from ongoing international distribution and broadcasting (e.g., Blu-Ray and DVD sale, re-runs) and merchandise (e.g., coffee mugs, t-shirts) and is considered a landmark television show and a point-of-reference for many. For the six central characters – three white heterosexual women and three white heterosexual men in their twenties and thirties – sex is an essential part of life. We aim to focus on how the series tackles sex practices, activities and desires, rather than taking a broad approach to sexuality or sexual identity. We inquire how *Friends* represents sex practices, to what discourses these practices are articulated and what these articulations signify.

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This paper looks into the reflections of neoliberal post-feminist subjectivities in Turkey’s popular culture through a discourse analysis of 15 Turkish chick-lit novels published in 2010’s. The relation between post-feminism and neoliberal construction of the female subject in popular culture has been extensively discussed through analyses of “chick-lit” novels which have been proliferating not only in Western publishing but on a global scale since the 1990’s. These studies have critically analysed the popular themes of Western chick-lit, such as sexual freedom, consumerism, career, and body image in the lives of urban, educated, young women (Whelehan, 2000; Gill & Herdieckerhoff, 2006). The main line of argumentation in these studies maintains that chick-lit novels reflect an interplay of post-feminist and neoliberal sensibilities such as “individual choice” and “individual responsibility for disciplining the female body”, as opposed to the notions of collective struggle for women’s empowerment and gender equality. This paper attempts an investigation of the chick-lit genre in the context of Turkey, a country which has been witnessing the surge of “neo-conservatism” conjoining with a neoliberal and consumerist rationality in the last decade (Acar & Altunok, 2013). In this context, feminist movement’s ongoing struggle for gender equality both at political and social levels has come under attack. The same era has also witnessed the rising popularity of chick-lit novels, not only addressing but also written by young, urban, educated women. Through a discourse analysis of Turkish chick-lit novels which have earned places in the national bestseller lists in the last six years, this paper inquires how these novels are situated with regard to the context of rising neo-conservatism, consumerism and neoliberal rationality in Turkey. The preliminary findings suggest that these novels speak to the globally popular themes of the genre, such as seeking pleasure through consumption and obsession with body image. However, unlike their Western counterparts, Turkish chick-lit novels refrain from emphasizing women’s sexual freedom, search for sexual pleasure and independence from “the family”. In these novels it is possible to follow themes of idealized family ties, and an ultimate search for “the perfect marriage”. They stand in sharp contrast to a history of women’s authorship in Turkey which has questioned the patriarchy and relations of inequality pervading the institution of marriage in this country. The paper suggests an analysis of the ways in which traditional gender roles are being reproduced within new storylines of young, urban, educated women navigating possibilities of individual empowerment through pleasures of consumption in contemporary Turkey. References: Acar, Feride and Altunok, Gülbano (2013). “The ‘Politics of Intimate’ at the Intersection of Neo-liberalism and Neo-conservatism in Contemporary Turkey,” *Women’s Studies International Forum*, 41(1): 14–23. Gill, Rosalind and Herdieckerhoff, Elena (2006). “Re-writing the Romance: New Femininities in Chick Lit?” *Feminist Media Studies*, 6(4): 487–504. Whelehan, Imelda (2000). *Popular Culture and the Future of Feminism*. London: The Women’s Press.

As frequently discussed, the aged population is growing quickly in most of the industrialised countries. In Finland, adults older than 65 constitute approximately 20% of the population, and the majority are women (approximately 620,000). Consequently, elderly adults, especially aged women, will comprise an even larger proportion of the media audience. Despite the rapidly growing aged population, much of activity in communication and media studies involves children, youth and young adults and their media use. The aged population – defined as people of retirement age – have lived through many changes in the media landscape during the second half of the 20<sup>th</sup> century. For instance, the domestication of media technology has resulted in an enormous increase in media offerings. General cultural values, including attitudes towards popular culture, have also changed, and cultural habits have become more omnivorous over time. Understandings of private and public have undergone especially great transformations. The growing visibility of the private sphere is often attributed to the trend of intimisation, and media genres have undergone massive transformations, such as talk shows and reality and makeover programmes. As well, pornographic material has gained prominence in the public sphere. My postdoc study investigates aged women's media memories and present relation to media, focusing on the domestic media use and its relation to everyday life practices. The focus of this study is on mainstream media in general, defined as professionally produced (mass) media contents regardless of the publishing technology (i.e., newspapers, magazines, television, films and their web versions) rather than on new technologies and amateur-based online media productions. It seeks answers to the following questions: 1) How do aged women narrate their relation to the media landscape, such as newspapers, television, radio and the Internet? How are their media usage and moves in that landscape intertwined with everyday life? 2) How do aged women narrate changes in the media landscape during their lifetimes? 3) How do aged women narrate feelings and emotions caused by media contents, such as pleasure and displeasure? Exploring aged people's experiences and memories is challenging, especially when they are based on remembrances and reminisces. Both "experience" and "memory" are slippery categories with blurred borders, blending the clear object of these activities. Earlier studies have shown that people talk in general terms about media contents, domestic space, daily routines and their listening and viewing practices. To trace elderly women's memories of and present relation to the media landscape, I investigate various types of narrative materials; written memory writings and spoken narratives. In my presentation, I will discuss findings on written memory narratives, as well as their character as research materials. The memory writings of aged women are collected in three locations in Tampere area in 2015–2016: at the University of the Third Age, in a suburban area community work association and in a volunteer center organized by the Lutheran Parishes.

## PP 336 Twitter and the Gendered Election: Women, Men and Tweets in the 2015 UK General Election

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Increasing numbers of British MPs have Twitter accounts (currently around two-thirds of sitting MPs) although the extent to which they are active on Twitter varies enormously. We report preliminary findings from research focused on 40 MPs' Twitter behaviour during the 2015 election campaign. We monitored the tweets from the most prolific women and men politicians on Twitter to explore how their sex might influence the content or tone of their tweets and the extent to which their messages were RT'd, favorited and attracted comments. Over the survey period, we captured 40,000 tweets and from that corpus, derived a sub-sample of 1200 tweets which we coded against a set of variables. Initial findings suggest that women were slightly more likely to engage in two-way communication with followers and the overall tone of women's tweets was more positive than men's. Women were significantly more likely than men to send 'thank you' messages to colleagues, constituents, party supporters and campaign team members. Men on the other hand were twice as likely to send tweets which criticised others. These findings suggest that messaging on Twitter exhibits similar kinds of gender-based differences in style, tone and content to those which have been observed in offline forms of communication. An important additional variable which was revealed as an important influence on content, was political Party and findings show that political affiliation and whether an MP was in Government or opposition made a difference in terms of tweet volume and content. Overall, public response in terms of either endorsement or challenge was relatively low and few tweets received high volumes of RTs or faves, regardless of the sex of their authors.

## PP 337 The Celebrity-Scientist: Genre, Gender, Genius

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This paper discusses representations of science and scientists in a televised Nobel Banquet on Swedish public-service television, SVT. The televised Nobel Banquet is a genre hybrid that consists of two genres, namely, science communication and award show. Drawing on cultural, media, and gender studies, the paper examines the mediated and gendered persona of the scientist in the televised Nobel Banquet via contextualised textual analysis. The main questions of this paper are as follows: In what ways do the media, the genre and the idea of geniality affect the representation of the scientist? The paper suggests that the increasing 'celebrification' of scientists is characteristic of the past several decades, and that, among other factors, this has been due to the entry of aspects of entertainment into banquet broadcasts. Through such processes, the "celebrity-scientist" has emerged within the high-status sphere of science. However, a very specific type of celebrity is represented in the Nobel context: the celebrity-scientist is commonly a white man of high education whose fame has been reached through hard work in competition with others of the same kind. This representation of a scientist and its associated quality of genius will here be examined from a gender perspective.

## PP 339 Patriarchy and Women in Arab Culture

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It is often assumed that in highly gender differentiated societies, women suffer much more inequality compared to men in work contexts than in societies where that differentiation is less marked. These assumptions are based on the idea that patriarchy or associated structures are inevitably oppressive. In this paper, we argue that social structures are immanent only within specific situated interactions and that these apparently constraining structures (Patriarchy) can be used as discursive resources to obtain power in the interaction. We argue that social structures, like patriarchy, don't exist in any objective sense, rather participants may show a sensitivity to them either through their identity work or through the particular things they say in the course of an interaction. We look at this issue in the context of a formal meeting between library staff in a university in Oman. This meeting, which lasted for 56 minutes, was held in September 2008 in the meeting room in the information center and was videotaped. In this meeting the information centre employees again reported this problem to their manager and urged him to send a formal proposal to the dean's office of the need to open a new department called the "text book distribution department", to be staffed by specialist employees whose main job duties would be to perform the textbook distribution tasks. Present at this meeting were the manager of the information centre, two employees from the information technology division and six from the library and textbook division. Only two of the participants were female. The employees at the information center had been reporting their problem of extra workload to the dean's office for eight years. The meeting, we argue, is a form of institutional talk (Thornborrow, 2002) in which it is possible to analyze the role of both positional power (pre-inscribed roles that carry different levels of status) and disciplinary power (the Foucauldian view of power as a complex and shifting web of social relations). We show that despite the highly gender differentiated nature of Omani society, the woman present at and contributing to the meeting was able to mobilize an array of discursive resources such as The aim of this paper is to show how shifts in participants' talk may result in shifts in alignment, identity, in-groupness and out-groupness. The analysis demonstrates that discursive devices such as footing shift occur because of a particular goal that the participants may want to achieve out of the interactional context. The analysis will show how the shift in the manager's footing affected and influenced the way the female librarians responded to the manager's utterances, which enabled her to work collaboratively with her male colleagues to pursue specific goals tied to their collective interests.

## Gender Images in the Run-Up to Elections: Female and Male Politicians in Swiss Media Coverage

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Media as pivotal part of societies “represent gender in a manner that continues the process of the symbolic, social, and cultural construction of gender” (Magin/Stark 2010: 383). Although some previous studies show that reporting about women candidates became more gender-balanced in the last years, disparities still exist (Engelmann/Etzrodt 2014; Jalalzai 2006). Media coverage about female politicians is significantly more likely to be personalized than media coverage about male politicians. Furthermore it has been shown that women candidates get connected to topics stereotyped as feminine and reporting favors appearance and traits over political issues (Dunaway et al. 2013; Trimble et al. 2013; Koch/Holtz-Bacha 2008; Sreberny-Mohammadi/Ross 1996). The same is true for Switzerland (Stalder 2004; Nyffeler 2001). However, newer empirical studies for Switzerland are sorely missing. Both due to changes in the media landscape and women’s progress in politics, a change in the construction of gender in the coverage of elections can be expected. Consequently, a topical study that is able to deliver fresh insights is essential. The aim of this study is thus to analyze the media (re)presentation of male and female candidates in the run-up to the Swiss parliamentary elections 2015. The study aims at answering the question of which gender images were transported by the most important legacy and online media during the last four weeks before elections. Specifically, the study discusses how many male and female candidates were presented, which political topics male and female candidates were related to, whether personal issues were addressed equally, and whether stereotypical patterns of female and male candidates were constructed. To answer these questions a quantitative content analysis of 908 articles from nine printed newspapers as well as eight online news outlets including audiovisual material was conducted. The analysis included the tabloid press and quality newspapers as well as the news coverage of the Swiss public service broadcaster in German, French and Italian. This selection allows for gaining insights not only in media used by elderly voters but also by younger citizens. Moreover, a qualitative analysis of 249 images from these articles depicting candidates was performed. Preliminary results indicate that less than one percent of the candidates did not get an explicit attribution (e.g. Mr., Mrs., he, she) as female or male. Family status is rarely mentioned but more often in case of female candidates (female 5%; male 2%). Comments on the private background of candidates are rare and mainly positive; here again, female candidates are evaluated with regard to this aspect of their lives more often than their male counterparts. These first findings suggest that even so political reality provides multifaceted ways of masculinity and femininity, stereotypical patterns are still found in media coverage of Swiss elections. The present study confirms previous findings and demonstrates the value of engaging in analysis integrating quantitative and qualitative methods by including visual aspects. Moreover, such information is valuable for raising the awareness of journalists, politicians and the audience about gender images.



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The past decade has brought unequalled increase in the availability, volume and forms of online pornography, and the cultural visibility of pornography is unprecedented. The sexual is 'increasingly lived in worlds of mediated forms' (Plummer 2008: 10) with 'diminishing boundaries between online porn and real life sexuality' (Arvidsson 2007: 74) and as part of a broader set of shifting media practices. Academic interest in new technologies and sex has grown as the mediation of sex, communication and intimacy has become more commonplace. This panel draws together emerging research on the proliferation of pornography since the digital revolution. It explores a variety of representations of genders, sexualities and bodies across pornographic genres and sub-genres. It examines the issue of age in relation to porn in terms of representation and consumption. It considers how representational strategies and practices of production and consumption are changing. The papers in this panel considers how contemporary gay pornography offers plural models of masculinity, illustrating a 'saturated' masculinity; shows how the ageing body is represented in pornography; investigates how young people describe their encounters with and feelings about porn; and identifies some of the key shifts and developments in pornographic representation and production in terms of the mainstream and its alternatives and in terms of interactivity and immersion.

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### Contemporary Gay Porn and Saturated Masculinity

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Gay pornography, either in print or onscreen, remains a relatively under-researched area of cultural production. It is a complicated and often contradictory form that exploits, subverts, celebrates, plays with and calls into question the ways in which masculinity is constructed and what contemporary masculinity might mean. Given that the internet has resulted in an exponential growth in the sheer volume as well as the range of gay porn available to audiences and greatly enhanced access to this material, the need for a sustained exploration of gay pornography and its modes of representation becomes ever more pressing. The research that I have done that has culminated in the monograph *Gay Pornography: Representations of Masculinity and Sexuality* (IB Tauris forthcoming) explores and situates the rhetorical strategies and iconography of contemporary gay pornography and discusses the paradigm of masculinities that it presents. This paper discusses the challenges that studying gay pornography presents for researchers in a university setting and will identify some of the issues that all researchers in the field have to consider. My work in the field over the last 15 years has aimed to illustrate that gay pornography offers plural models of masculinity that are more various and nuanced than they might seem. I argue that gay porn illustrates a contemporary 'saturated' masculinity. Ranging from an analysis of 'mainstream' gay pornography to the marginal, from glossy professionalism to the artisanal and amateur, the paradox that lies at the heart of gay porn is that it is at points both subversive and normative; undermining orthodoxies of masculine representation at the same time as producing new norms of gay sexual conduct and sexual performance.

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### "I found porn rather than porn finding me": Young people, pornography, legislation and research

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The UK government is certain that "Viewing pornography at a young age can cause distress and can have a harmful effect on sexual development, beliefs, and relationships". Citing statistics that young people under 18 account for a tenth of all visitors to porn sites and that a fifth of all children have viewed X-rated content online, Prime Minister David Cameron feels justified in waging a 'war against pornography', leading Europe in a range of potentially draconian measures against the tide of 'vile images' available on the internet. As my paper will demonstrate, the government has taken a dismissive attitude towards research which shows that young people's engagements with pornography satisfy a range of motives (ranging from 'wanting to know and learn more about sex', to 'curiosity', to 'boredom', as well as for masturbation) because those motivations don't fit with a model of pornography as having cumulative effects or corrupting influence. Opposing current and proposed legal actions is difficult to do when the battle cry is the 'protection of children' and, because little research has been conducted into quotidian consumption of pornography, the discourse of 'harms' is always assumed to be 'common sense'. Challenging these accounts, my presentation draws on findings from an investigation into the meanings and pleasures of pornography as young people describe them in their responses to a complex online questionnaire combining quantitative and qualitative questions. Over 200 young people aged 16–24 answered the questionnaire. In answer to a number of qualitative questions, respondents explained how they first encountered pornography, their return journeys to it and their current feelings about its place in their lives. Some expanded on their interests in sharing, while others detail the solitary pleasures and displeasures of engaging with pornography. In these responses we can explore valences of feeling: the complexities of shame and surprise, delight and disgust, fear of parents and of long term impacts, and their resonances and place in emerging sexual identities and everyday relationships. The data allows us to explore the range of sometimes conflicting emotions experienced by young people. The data complicates any notion that young people encounter sexual media primarily by inadvertent and/or unwanted 'exposure' to it, and suggests that the current focus on 'trauma' and 'risk' is counterproductive for 'child online safety'. Sexually explicit materials have intricate meanings in adolescent respondents' everyday lives and go on to have multiple significances for their senses of themselves as sexual subjects as they mature. The picture emerging from young peoples' own accounts is 'messy' and demonstrates the ways in which encounters with sexually explicit media are significant milestones in adolescent lives. While governments rush to legislate, their interests in 'protection' begin to look ever more punitive and puritanical.

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## Power and Disgust: Representations of the Aging Body in Contemporary Pornography

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This paper aims at exploring the uses of the aging body in contemporary pornography. The generic assumption about pornography is that it represents a world only inhabited by young, beautiful, “permatanned, waxed, bleached, artificially enhanced with silicon” bodies (Härmä and Stolpe 2010, 113). At a closer glance, however, it is easy to see that the “variety of age, race, body type, and range of features in regards to cultural norms of beauty” (Lehman 2006, 13) encompassed by pornography is much wider than that. In particular, the aging body is widely represented in several pornographic genres and niches, although in different forms and with different meanings and purposes. On the one hand, in fact, the aging body has always been employed by distinct pornographic niches in order to cater to specific fetishes. This particular use of the aging body – which I define fetishistic – has grown exponentially in the contemporary pornosphere, where the aging body has been appropriated by so-called mainstream pornography in a sort of categorizing “frenzy” (granny porn, mature, older women, etc.), presenting it “via strategies of ‘enfreakment’, exposure or novelty rather than ‘inclusivity’” (Smith 2014, 66). On the other, the proliferation of pornographies (Williams 2004) “exploded” after the digital turn has permitted to different body types (including the aging body) to reach full discursive, political, and (sometimes) commercial visibility within the broad arena of pornography and adult entertainment. In specific pornographic sub-genres and styles, such as amateur and queer pornography, the representation of the aging body – which I define inclusive – becomes means of sexual self-expression and community building, also profiting from a widespread sharing culture and drawing on the new possibilities offered by the most recent forms of digital production and distribution. Through the analysis of some distinguishing case studies, this paper will map the different uses of the aging pornographic body, also considering it as a key to understand the power dynamics and dialectics at play in contemporary “pornographic field” (Hunter, Saunders, and Williamson 1993). References Härmä, Sanna, and Joakim Stolpe. 2010. “Behind the Scenes of Straight Pleasures.” In *Porn.com: Making Sense of Online Pornography*, edited by Feona Attwood, 107–122. New York: Peter Lang. Hunter Ian, David Saunders, and Dugald Williamson. 1993. *On Pornography: Literature, Sexuality, and Obscenity Law*. Basingstoke: Macmillan. Lehman, Peter. 2006. “Introduction: ‘A Dirty Little Secret’ – Why Teach and Study Pornography?” In *Pornography: Film and Culture*, edited by Peter Lehman, 1–21. New Brunswick: Rutgers University Press. Smith, Clarissa. 2014. “‘It’s important that you don’t smell a suit on this stuff’: Aesthetics and Politics in Alt Porn.” In *Porn after Porn: Contemporary Alternative Pornographies*, edited by Enrico Biasin, Giovanna Maina, and Federico Zecca, 57–81. London-Milan: Mimesis International. Williams, Linda. 2004. “Porn Studies: Proliferating Pornographies On/ Scene: An Introduction.” In *Porn Studies*, edited by Linda Williams, 1–23. Durham, NC: Duke University Press.

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## So Mainstream, So Queer: Migrations of Identities, Representations, and Industrial Strategies in Contemporary US Pornography

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After the so-called digital revolution, audio-visual pornography has been pushed towards a multiplication of production strategies, delivery channels, and consumption practices that has been described by Linda Williams through the notion of “proliferating pornographies” (2004, 1–23). This proliferation has undoubtedly enhanced the possibility of access to (and interaction with) the pornosphere for previously marginalized subjectivities and subcultures. The quantitative expansion of pornography has therefore brought to a simultaneous process of qualitative differentiation in terms of representational styles, aesthetics, identities and politics (Biasin et al. 2011, 13). A generation of “new porn professionals” (Attwood 2010) between independent and corporate production (Smith 2014), as well as an array of artists and activists (Stüttgen 2009; Ryberg 2012), has started to create ground-breaking explicit representations that cater to new pornographic audiences, characterized by non-normative gender identifications, subcultural tastes, and a strong need for participation and “authenticity” (Attwood 2012). These “alternative” pornographies (such as alt/indie porn, queer porn, post porn, and feminist porn) – though extremely different from one another for their commercial positioning, aesthetics, and political drive – shape their cultural identity against the idea of standardized mainstream-corporate pornography, placing themselves “after” and “beyond” porn itself (Biasin et al. 2014). In this paper I will briefly map the constellation of alternative pornographies born after the digital turn, focusing on the ways in which these pornographic forms construct “oppositional” representations of sexualities, genders, and bodies, at the same time intersecting, appropriating, re-signifying – and even influencing and changing – a series of representational strategies and production/distribution practices typical of mainstream-corporate porn. References Attwood, Feona. 2010. “Younger, paler, decidedly less straight: The New Porn Professionals.” In *Porn.com: Making Sense of Online Pornography*, edited by Feona Attwood, 88–104. New York: Peter Lang. Attwood, Feona. 2012. “Art School Sluts: Authenticity and the Aesthetics of Alt Porn.” In *Hard to Swallow: Hard-Core Pornography on Screen*, edited by Claire Hines and Darren Kerr, 42–56. London: Wallflower Press. Biasin, Enrico, Giovanna Maina, and Federico Zecca. 2011. “Introduzione.” In *Il porno espanso. Dal cinema ai nuovi media*, edited by Enrico Biasin, Giovanna Maina, and Federico Zecca, 9–20. Milan: Mimesis. Biasin, Enrico, Giovanna Maina, and Federico Zecca. 2014. “Introduction.” In *Porn After Porn: Contemporary Alternative Pornographies*, edited by Enrico Biasin, Giovanna Maina, and Federico Zecca, 15–20. Milan: Mimesis International. Ryberg, Ingrid. 2012. *Imagining Safe Space: The Politics of Queer, Feminist and Lesbian Pornography*. Stockholm: Acta. Smith, Clarissa. 2014. “‘It’s important that you don’t smell a suit on this stuff’: Aesthetics and Politics in Alt Porn.” In *Porn After Porn: Contemporary Alternative Pornographies*, edited by Enrico Biasin, Giovanna Maina, and Federico Zecca, 57–81. Milan: Mimesis International. Stüttgen, Tim, ed. 2009. *Post / Porn / Politics. Queer\_Feminist Perspectives on the Politics of Porn Performance and Sex\_Work as Culture Production*. Berlin: b\_books. Williams, Linda. 2004. “Porn Studies: Proliferating Pornographies On/ Scene: An Introduction.” In *Porn Studies*, edited by Linda Williams, 1–23. Durham, NC: Duke University Press.

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## Is Journalism Gender E-Qual? A Study on the Gendered Accumulation and Evaluation of Digital Capital Among Journalists

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This paper examines the role of digitalisation in shaping and reproducing gender relations in journalism. It builds on the concepts of Bourdieu's field theory to study how journalists construct the value of digital capital in this rapidly changing professional field. In the past several decades, research has widely illustrated the significant impact of technological innovation in the media industry. Researchers have acknowledged the impact of digitalisation on different layers of the journalistic profession. In the first instance, digitisation stimulated convergence, which created challenges for traditional media companies and changed the structure of the global media industry tremendously. In this context of expanding convergence, journalistic practices changed as well. In increasingly computerized newsrooms, journalists have access to a wide range of digital tools, such as social media, websites, and mobile phones, to gather and disseminate information. However, the assets of these new tools are not automatically accessible to all journalists. In order to enjoy the professional advantages of these new tools, journalists must develop specific digital skills, which often requires additional time investment and training. There are differences in the speed of adoption and in levels of digital expertise among journalists, which are often explained by age. It is interesting to observe that the gender aspect is rarely taken into account in this type of research in journalism studies, even though previous studies have shown that the technological competence of men and women is often evaluated differently. Feminist media scholars have stressed the importance of the gender perspective when studying working conditions, career trajectories and the work-life balance in journalism, but only a few of these studies have applied this perspective to technological innovation in journalism. Our study will begin to fill this gap by combining perspectives from both fields of inquiry in order to gain a better understanding of the impact of recent technological changes on gender relations in journalism. Studying this possible influence is important, because earlier research has shown that the progress of women in journalism is not linear and profoundly sensitive to structural transitions in the global media industry. Our central research question explores gender dimensions of technological innovations in journalism. We conducted 24 in-depth interviews with a cross-national sample of journalists with varying levels of digital competence. Our findings offer insight into the importance of digital expertise as a form of cultural capital in journalism. The data paints a picture of the perceptions and experiences of male and female journalists with digital tools and in the use of strategies related to digital capital in the struggle for power, status and legitimacy in the field of journalism. The results suggest that gender permeates both the evaluation and the accumulation of digital capital in journalism. There was a strong connection with other forms of capital such as gender capital and reproductive support capital. The participants also described strategies related to digital capital that could increase the status of women in the field of journalism.

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## New Ways to Be Heard? A Case Study on Women Hosted Podcasts in Germany

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Over ten years after journalist Ben Hammersley coined the term "podcasting", more attention is being focused on the medium recently, due to successful formats like Serial, audience growth etc. (Berry 2015). While the existing literature tends to focus on podcasting as a distribution system, production convention or revenue model (e.g. for radio broadcasters), podcasts as 'personal media' and cultural phenomenon received only little attention in communication and media research. As an easily available, convenient to use web technology and participatory medium, podcasting is enabling users (amateurs, pro-am's etc.) to run their own 'independent DIY radio' and to publish diversified (niche) audio content, free from formal restrictions. These kind of independent/private audio podcasts seem to offer new possibilities to engage politically and socially as well as empowering potentials for marginalized groups, minority communities etc. Thus, podcasting might be "a powerful tool to reclaim representation of realities and issues" (Martini 2014), and to create a more democratic and inclusive media ecology. However, several studies revealed a participation gap in podcasting: Not only is podcast production dominated by men (82 to 88%; cf. Mocigemba/Riechmann 2007; Markman 2012; Markman/Sawyer 2014; Knickmeier 2014) – this gender related bias is also evident among podcast listeners, which tend to be "highly educated, economically stable, heavily male, and surrounded by technology on a daily basis" (Chadha et al. 2012: 390). Apparently, podcasting "copied the same gender stereotypes and realities" of traditional broadcasting environments (cf. Shapiro 2013) – nevertheless, the field of women hosted podcasts is still rather underexplored. Against this background, the paper presents findings on podcasting practices and offerings by women from German speaking countries, based on an explorative analysis of the crowdsourced directory "Frauenstimmen im Netz", which was started in August 2014 (n=210). With over half of the formats running since 2013, the results indicate that there has been a growth of women hosted podcasts in recent years. About half of the listed podcasts are produced by women exclusively, who share their expertise, experiences and views on a broad variety of topics, such as pop/geek culture, technology, politics, society, arts (the top 3 topics are "everyday life", n=30; "knitting", n=18; "literature", n=14). While some of these offerings are 'radio-like' shows, many of them are 'solo-casts' (one host: n=88, 42%), which points to the emergence of new 'personal media genres' (Lüders et al. 2010): 'audio diaries', for instance, seem to offer female hosts an intimate and personal space to tell their own stories. Other cases, like (feminist) DIY and needlework podcasts, show the relevance of creating networks and build communities between hosts and their listeners: Not only to connect and create discursive arenas countering mass media representations of women and/or issues labelled as "female", but also to provide forums of mutual support and feedback. While these podcasts point to the empowering potentials, e.g. to address and reclaim issues like sexuality, sports or science, more research is needed on women's experiences with the medium, and the reasons behind the marginalized role of female voices in independent audio podcasting.



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## The News Media and Legacy of Inequality

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This paper analyses how the news media contribute to the preservation of the various aspects of gender inequality. It focuses on news media in Serbia but also reflects on contemporary media practices that transcend across different media types and systems. Its major research question is why changes are still slow despite visible feminisation of media professions and journalism in particular all over the world. Theoretical approach includes mediatization theory and politics of representation to situate gender identities and gender relations within media institutions, practices and logic. Empirical evidence comes from recently conducted Global Media Monitoring Project (GMMP 2015) «Who makes the News» which monitors 'a day in the news' every five years across the globe. Discussion is processed in three stages. First, it presents the image of women in the prime time news, major topics, social roles and functions in the news that they perform. In the world of major news women are still long way from reaching parity at they are featured as 'news subjects' from 36% in the North America to 18% in the Middle East. The outline indicates that deep structures of inequality are very persistent. Second, major changes within news industry regarding gender relations, particularly feminisation of journalism, female expertise and access to decision making positions are indicated. Women journalists outnumber men in Serbia (58%), and this trend extends across Southern Europe. The significance of this change will also be accounted for. Finally, the paper discusses how social media platforms (Facebook and Twitter) remodel the working environment for women journalists but also the access to media for women in general. The new media challenges are considered in relation to the legacy media to sketch out how old practices extend and modify into the digital world. The paper, therefore, highlights the importance of media and symbolic production in constructing and recycling the legacy of gender inequality. Data from Serbia will be contextualized and interpreted against global GMMP 2015 findings. GMMP is the largest comparative project concerning gender and the news, and after this fifth research cycle it offers a good insight into the trajectory of changes over the past 20 years. This cultural and historical context provides a background for placing Serbia, and South Eastern Europe, on the world's map but also offers a platform for general discussion. In conclusion, the paper will provide some insights into why feminisation of journalism, and media professions in general, did not foster changes as expected. General cultural context (patriarchal structures), power relations within media industry, and professional standards in news making, all contribute to preservation of media practices and values conducive to gender inequality. As they seem to extend into the digital world 'mediatization of gender' needs to address where and how they intersect in order to narrow the gender gap.

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## Knowledge Imbalance? Missing Female Expertise in Wikipedia

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Wikipedia constitutes the currently most-used and most comprehensive online encyclopedia in the world (Schneider 2008: 35) and thus represents an important knowledge system of the 21<sup>st</sup> century. Within such a collaborative online network, which Wikipedia claims to be, the power of knowledge and the power of interpretation, what is important or relevant, define the basis on which any interaction takes place, e.g. creating or editing an article as well as commenting modifications or discussing and evaluating information. These processes conduce to collect knowledge from the world or rather to reflect the current status of the world's knowledge – for which encyclopedias were intended (Schneider 2008: 4, 65) – which simply means that an encyclopedia is an image of the world. As Wikipedia claims to meet these criteria, it should be diverse and balanced at all levels. But from a gender perspective there is a huge discrepancy in sex ratio within Wikipedia's community, which leads to an unequal power to distribute knowledge. In 2005, an online survey of researchers at the University of Würzburg found that women constitute only 10 % of German-language Wikipedia authors (Schroer/Hertel 2009: 104). Since then, the questions occurs why only so few women are participating in the Wikipedia project. There are several approaches by now to explore and cover this gender gap, e.g. Antin et al. 2011, Collier/Bear 2012, Forte et al. 2012 or Steiner/Eckert 2012. Current studies mention firstly a lack of time and a complex life situation of women as well as different media preferences than men and secondly researchers claim technology and usability issues to be an obstacle for female participation. Another outcome, which was investigated, is a lack of support and transparency of inherent rules within the Wikipedia community towards (new) female authors. Finally, the working atmosphere as well as the manner of social interaction between Wikipedia authors seem to be a further explanation for women to not get involved in the world's biggest online encyclopedia (Buchem/Kloppenburger 2013: 9). However, from a gender perspective at the beginning of the 21<sup>st</sup> century these explanations are not convincing at all. Hence, the full paper will present a recently conducted case study within the German-language Wikipedia in order to critically scrutinize these existing assumptions. The data to be used is generated from qualitative interviews with female and male authors whose results will be contrasted with the currently existing explanatory approaches of why just 10 % of women are participating in the Wikipedia project. These interviews are part of a greater and comprehensive study consisting of qualitative interviews and a quantitative survey in order to investigate the gender gap in the German-language Wikipedia extensively.

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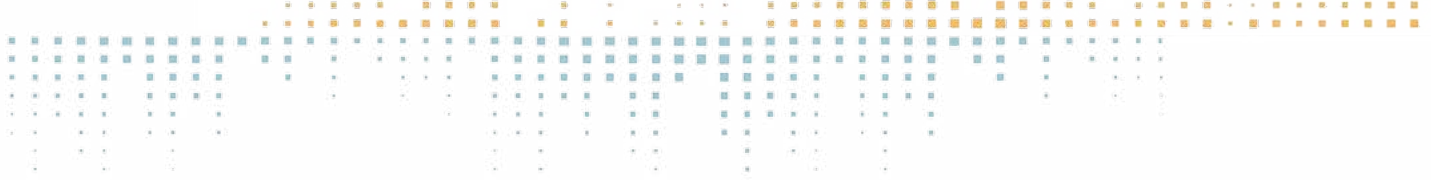
## Topic Assignment in a Regional News Desk of the Czech Television: Gender as a Powerful Factor?

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The empirical paper centres on the process of topic assignment to male and female redactors in a regional Czech public service television from a gender perspective. The issue represents an important part of studies on media production and gender worldwide, nevertheless it remains at the periphery of Czech researchers' attention and the data capturing this process in media organisations are missing even 27 years after the Velvet Revolution. Consequently, the absence of gender analyses of this media production aspect makes it impossible to describe and understand it. The examination of gender influence on the process of topic assignment in a regional studio of the Czech Television is thus an important and relevant research topic in the Czech as well as the international contexts. The public service medium has been selected because of its special societal role of sustaining democratic values. Moreover, activities





of this medium are guided by the Czech Television Code and Law according to which the medium commits itself to support of diversity and equal participation of women and men in its production. Hence, if the medium holds these ideas truly, both female and male redactors should have equal chances of being assigned to thematically various news topics. The study is anchored in feminist media theories. It also discusses gender aspects of the journalistic profession and professionalism, media routines, gendered division of news topic and empirical findings of feminist media scholars on news topic assignment among female and male redactors. Such theoretical framework enables me to analyze the gained data and to compare them with the results of existing studies in other countries. Empirical part is based on qualitative data obtained in a four-week-long participant observation in a regional newsroom of Czech Television. This research material is supplemented with the series of semi-structured individual interviews containing the experiences of selected male and female staff working at different positions in the editorial hierarchy. This case study reveals a number of important findings. Editors (men) distributed the topics according to seemingly gender-neutral routines, but the news topic assignment mostly ended up gender stereotypically with men covering primarily prestigious hard news, while women covered mostly the soft news. Moreover, editors admitted considering the gender of redactors in the topic assignment process without making it explicit. Other studies have reached similar results. Specific situations particularly displayed that male redactors have a normative position and also a professional status at the news desk. When editors prepared a topic for certain person, men unlike women were assigned to various hard/soft news, as editors expected more diverse journalistic qualities of male redactors. Consequently, they could acquire more experience and actually become more competent and professional journalists. This finding is significant. Other studies frequently point to the existing notion of men as a norm and professionals, however, this paper reveals impact of such assumption on the practices of media production.

- PP 570 The Initial Results of the Research Project "Geography of Missing Bodies: A Comparative Study of Femicidios and Women's Abuses in Mexico, Italy and Egypt"

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Current discussions on the importance of data and data corpora in an data-driven world order seem to neglect one core problematic, which is the consistency with which data gathering and analysis may, or may not, lead to visibility. As activist Camilla Batmanghelidj explains with regards to policies on protection of children, there is a direct correlation between the identification of the real number of children in danger (data) and the need to have policies and instruments to protect them (visibility). This view highlights the clash between the relative obscurity of an issue and the emergence of its visibility through data gathering, machine learning, data processing and quali-quantitative methods of analysis. This paper proposes to address the issues related to current lack of data comparatively looking at three countries: Mexico, Egypt and Italy. The purpose of this project is threefold. It will aim at reflecting on the ways in which the cases of violence against women meets and enmeshes with the political relevance of data and missing 'numbers' (Urla, 2011) of disappeared or murdered women in each of the three countries in a way to reflect and open to new interpretations to the foucauldian concept of biopolitics (Foucault, 1976). This paper will address the initial results of a larger project that seeks to establish a continuously updated platform that will be initially populated by archival data composed by a miscellaneous of digital and analogue data such as interviews, articles and multi-media and cross-platformed digital content characterized by hashtags (now pervasive means of communication across multiple platforms). The aim of the research project is to give visibility to otherwise missing bodies, people whose stories are neglected, belittled, or simply untold and not cared for. The paper will highlight the processes through which the missing data on women violated, disappeared or murdered in these three countries are being brought to light, and how the digital layer compensates for the missing numbers, or the missing bodies of disappeared, murdered or violated women. This paper will conclude with a reflection on the spatial contribution of an archive of missing and/or violated bodies into writing a geography of non-spaced bodies, bodies unaccounted for, unknown or un-reported and visualise their presence cartographically to stress how data can form an alternative discourse of body-ness and reterritorialisation (Deleuze, 1987).

- PP 571 The Media in European Parliamentary Debates About African Post-Conflict Situations: Supporting Women Empowerment or Consolidating Victimization?

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There is empirical evidence that parliamentary agenda is influenced by media's agenda (Davis, 2007; Van Santen, Helfer, & van Aelst, 2015), which implies the mediatization of politics (Strömbäck & Esser, 2014). This paper analyzes the presence and roles of women in European parliamentary discussions about post conflict situations in Burundi and the Democratic Republic of the Congo and it is articulated within the international research project "(In)Forming Conflict Prevention, Response and Resolution: The Role of Media in Violent Conflicts" (Infocore), funded by the European Commission. We content analyzed all the Minutes and the resolutions from the parliaments of Germany, United Kingdom, France and the UE, which included topics related to women's role in the Great Lakes post-conflict situation affecting Burundi (period from January 2010 to June 2015) and Democratic Republic of the Congo (period from January 2012 to June 2015). We developed key concepts related to this issue among more than 3,700 conflict-related concepts and run an automated content analysis. This work studies which African and international media shaped the parliamentary debates and which ones appeared and influenced the most the discussions. Moreover, we pursue to test the role given to women in the European parliamentary minutes in order to clarify if they are treated as victims or as peace builders (Ahmed Ali, 2015) and if there are correlations between these different roles and the presence of specific media. In addition, we closely examine the topic about the sexual violence suffered by women refugees to discover if the subject is incorporated in the European parliamentary agendas via the African media or, on the contrary, the topic remains a taboo subject in African media, as it happens in African society (Zicherman, 2007). References Ahmed Ali, F. (2015). *Mujeres y guerra. Deconstruyendo su papel de víctimas y reconstruyendo su papel de constructoras de la paz*. Castellón: Jaume I University. Davis, A. (2007). Investigating journalist influences on political issue agendas at Westminster. *Political Communication*, 24(2), 181–199.

## The Framing of Women in Strategic Communication on War and Violent Conflict – A Reproduction of Harmful Gender Stereotypes? Results from an International Large-Scale Framing Analysis

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In accordance with traditional social perceptions of gender, media coverage on war tends to construct men as active participants in wars and conflicts (fighters, aggressors, offenders, active defenders, warrantors of security). Men (in particular the military) are also even considered as promoters of war (Fröhlich, 2010). In contrast, women are perceived as a “pacifying influence” (Sjoberg et al., 2007, p. 2) – as if they naturally oppose war, are peace-loving and resistant to violence, suffer from violence, need protection, etc. This notion is criticised as being a masculine, authoritarian idea, since the appeal for protection and/or shelter often serves as a political and/or humanitarian justification for military intervention and war (cf. Tickner, 1992, 2001). Despite there being very little empirical evidence, some authors conclude that the media are largely used to promote wars and to obtain public support for military interventions, in particular by conveying stereotypical pleas for military intervention to protect and/or free innocent women (and children) and to re-establish security (e.g. Cloud, 2004; Klaus & Kassel, 2005; Orford, 1999; Stabile & Kumar, 2005). For instance, Young (2003, p. 2) argues “that an exposition of the gendered logic of the masculine role of protector in relation to women and children illuminates the meaning and effective appeal of a security state that wages war abroad and expects obedience and loyalty at home”. So far, we have some empirical studies on the gendered character of media coverage on war (cf. Fröhlich, 2010). What is missing is research on the supposed gendered communication of respective national and international strategic actors – from political institutions and military to a lot of other relevant (political) players in this field – which are important sources of war correspondents and conflict journalists. If the assumption is true that the appeal for protection of women often serves as a political and/or humanitarian justification for war, one should be able to find those “justifications” in the strategic material (PR, Press releases, flyer, propaganda material, websites etc.) of those actors and sources. Thus, this paper will present results from a big international content analytical project on the gendered nature of strategic communication on war and violent conflict. Here, not the media coverage on war is in the centre of interest but its sources: political parties, governments and ministries, military experts and institutions, relevant NGOs etc. With Sjoberg (2011, p. 110), the project acts on the assumption that even organisations and states are or can become gendered. As a consequence, we conclude that the strategic communication of organisations, states, institutions etc. on war and violent conflict is also gendered. It is the first large-scale internationally comparative study ever on gender-related content of strategic communication in the field of war and violent conflict. On the basis of a big-data project, we analysed more than 200.000 publicly available texts from over 400 different strategic communicators dealing with six particular international violent conflicts including the current war in Syria and resurgence of fighting in the Great Lakes region in Africa.

## New Public Spheres and Anti-Democratic Voices: Antifeminism on the Internet

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In the past few years, online debates on gender topics – be it on Twitter and other social media platforms or in the comments of newspaper’s articles – have increasingly been infiltrated by antifeminist positions. When in Austria the famous pop star Andreas Gabalier refused to sing the recently adjusted, gender neutral version of the national anthem and the Federal Minister for Education and Women’s Affairs, Gabriele Heinisch-Hosek, reprimanded him publicly for his wording on her Facebook site, her profile as well as other related websites became well frequented sites of agitation against ‘gender-delusion’ and general principles of equal treatment. This is just one example of antifeminist actors making use of the internet, and social media in particular, to make their cause visible and to effectively communicate it. Since the 1990s, the democracy-promoting benefits of the internet have been repeatedly discussed and analyzed in academia. So far, however, online communication practices of anti-democratic movements like antifeminism that do not aim at justice, but at re-establishing social inequalities, have been rarely taken into account. Against this background, the objective of the proposed contribution is to shed light on the communicative construction of antifeminism not only through ideological views and certain lines of arguments, but also through the specific uses of online media and their well-known characteristics such as immediacy, anonymity, accessibility, and addressability. The paper is based on two recent case studies from Austria that help to illustrate the specific use of online media by antifeminist actors and networks. The case studies include the aforementioned online debates on the gender neutral version of the national anthem as well as the controversy over the use of gender-neutral language in schoolbooks and official documents, which was also repeatedly discussed online. Theoretically, the study draws on the assumption of a co-existence of different publics, varying in scale and scope, which all contribute to the self-understanding of society (cf. Fraser 1996; Klaus 2006). Furthermore it refers to hegemony-critical approaches of public sphere that will be conceptually enhanced for the consideration of both democratic and antidemocratic publics (cf. Laclau/Mouffe 2006). The methodology includes both a quantitative and a qualitative content analysis of antifeminist interventions on websites, in online comments, and social media. The findings reveal specific forms of mediated communication, representation and network structures as well as narratives and lines of arguments that clearly connect to gender debates in traditional media. In particular, they are proof of a vehement rejection of feminism and gender related issues which are perceived as dogmatic, overpowering and discriminatory against men while privileging women. Furthermore, the study shows that the antifeminist acts of expression in online media increase the visibility and reach of minority positions. In summary, we will provide a comprehensive insight into the communicative practices and reasoning patterns of antidemocratic voices on the internet who seek to intrude and influence the hegemonic public sphere.

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Focussing on the intersection between gender and sexuality, this panel explores the manifold ways in which media matter to LGBTQs across Europe. Both traditional mass media such as television and, more recently, digital and social media play a significant role not only in representing LGBTQs but also in providing them with materials and spaces for the exploration and expression of identifications as well as engagement in diverse forms of social interaction. However, literature on these issues tends to focus on the US and other Anglophone countries. Hence, this panel presents European cases, avoiding universalising statements and stressing the cultural and historical specificity of LGBTQ experiences. As a whole, the panel discusses a variety of experiences across Europe, representing a wide range of countries: Belgium, Germany, Ireland, Italy and Sweden. In these papers, diverse media are addressed, from television to music and various online media including online communities and blogs. The papers take a media-decentred approach, not analysing media in isolation but focusing on their significance within a particular cultural context. The panel as a whole deals with the various connections between LGBTQs and media, ranging from LGBTQs being the object of representations (Kerrigan) and discussions (Evolvi), to their consumption (Roth, Wasserbauer) and creation (Svensson) of media content. Each of these roles entails a form of agency and empowerment, within certain structuring limitations related not only to a particular society with certain LGBTQ rights and forms of self-organisation, but also to particular media with certain affordances. While the panel as a whole uses the acronym 'LGBTQ' as an umbrella term to refer to sexual and gender minorities, individual papers use a variety of terms to refer to the various groups they discuss in terms of gender (male/female) and sexuality (lesbian, gay, queer, ...). Here, again, the panel presents a diverse and inclusive view, also opening up the discussion to non-binary gender and sexual identities. Methodologically, too, the panel collection is all but uniform, as a wide and innovative range of qualitative methods is used, including historical analysis, in-depth and oral history interviews, netnography and discourse analysis. Thus, the panel offers a good overview of the possible ways to approach the interaction between media and LGBTQs, and again it celebrates the diversity of the field. Throughout all this situated diversity, the panel does make a few central points which run across the different papers: that media do greatly matter to a social minority like LGBTQs, across Europe; that they have done so in the past, often in more limited ways, and continue to do so in the present, in ever expanding but also challenging ways; that national and cultural contexts still matter, in spite of – or rather: in conjunction with – globalising tendencies; and that we need a range of methods to better grasp the ever expanding technological opportunities available to LGBTQs in terms of representation, self-expression and connectivity.

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**Homodomesticity – Normative or Subversive? Ireland's First Public Broadcast of a Homosexual Couple**

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In 1980, Irish state broadcaster RTE interviewed a gay couple living in County Cork, Arthur Leahy and Laurie Steele. The interview was a first, as it was one of the first depictions of gay people on Irish television. Not only that, but this was one of the first moments that Irish television depicted a co-habiting homosexual couple living together, providing markers for homosexual couples in both visual and linguistic terms. The broadcast acted as one of the first cases in Irish media history to see the cultural transmission of a homosexual, creating meaning surrounding the sexual orientation. This was also a brave move for RTE, as Arthur and Laurie's sexual relationship constituted a criminal offence under sections of the Offences Against the Person Act 1861 and the Criminal Law Amendment Act 1885. The significance of this was the fact that broadcasting Laurie and Arthur brought a new symbolic structure, habitus and practice regarding relationships, traditionally heterosexual, into Irish people's homes. The language, symbols and lifestyle presented with this historic broadcast were incompatible with the way the Catholic Church had envisaged Ireland. The broadcast encouraged self-realisation and self-expression, in contrast to the message of the Church, which Tom Inglis (1998) refers to as 'self-abnegation or denial'. This paper will argue that the most interesting aspect of this valuable historical source is how it explores the everyday life of this gay couple within their own domestic sphere. The social milieu of Irish society was traditionally based on the heterosexual family unit, but I will illuminate how the media and physically seeing a broadcast of two co-habiting men and their own type of domesticity contradicts with the wider society around them and provided a new exploration of everyday lives in 1980 (for both gay and straight people). References: Inglis, T. (1998). *Moral Monopoly: The Rise and Fall of the Catholic Church in Modern Ireland*. Dublin: UCD Press.

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**Internet Use in Queer-Lesbian Coming-Out Experiences in Germany: Dis/Continuities of Agency and Marginalisation**

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This paper deals with the role of the internet in coming-out processes of queer-lesbian women in Germany. It shows how the digitalization of knowledge and communication can be an instrument to encounter feelings of fear, rejection and discomfort, which are often part of coming-out experiences (Butler 1993, Wolf 2004). While queer-lesbian ways of living remain stigmatized in German society (Lenz et al. 2012), especially the access to online content about queer-lesbian lives can create feelings of belonging and reduce internalized prejudices. However, my study also indicates that heterocentric discourses and subjectivations are not suspended online, but govern offline as well as online activities. Referring to qualitative audience studies and cultural studies (e.g. Morley 1992, Livingstone 2002) this paper conceptualizes media users as agents who actively engage in media dependent on their everyday life experiences. It "contextualized media engagement as part of a broader social terrain of experience" (Gray 2014, 173). Empirically the study draws on in-depth interviews with eight women between 18 and 26 years, who identify as queer and/or lesbian and live in urban as well as in rural areas. The empirical data shows that once the interviewees realized their feelings for girls or women, they developed a huge urge for knowledge about queer-lesbian lives. This knowledge – often explicitly produced by and for other queer-lesbian women – became accessible online. In engagement with this knowledge the interviewees encountered the stigmatization of their desires. However, the possibility to get in touch with other queer-lesbian people online and try



out queer-lesbian identifications in an anonymous online environment, in order to prepare offline outings, was not used by the interviewees. Instead they started to interact with others online, only when they were already (partly) outed offline. Only when a queer-lesbian life was generally perceived as livable and speakable – online as well as offline – the internet became a useful tool to establish contacts with other queer-lesbian women. The study therefore highlights that online and offline activities and experiences are highly interwoven with each other (Baym 2010). Since the empirical design of this study can be understood as explorative, this paper wants to encourage further research on LGBT\*Q experiences in digitalized environments and highlight the opportunities this would bring to an understanding of the dis/continuities of agency and marginalisation, which characterize mediatized worlds. References: Baym, N. (2010). *Personal Connections in the Digital Age*. Digital Media and Society. Cambridge. Polity Press. Butler, J. (1993). *Bodies That Matter*. New York. Routledge. Gray, M. (2014): *Negotiating Identities/Queering Desires*. *Coming-Out Online and Remediation of the Coming-Out Story*. In Poletti, Anna & Rak, Julie. (Ed.). *Identity Technologies. Constructing the Self Online*. Wisconsin. University of Wisconsin Press.

PN 295 “I Think I’m Quite Fluid with Those Kind of Things”: Exploring Music and Queer Women’s Identities

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Music offers ways to construct, explore and understand identities. In this presentation, the lives and identities of non-heterosexual and non-gender-normative women are explored through music. Sociologist of music Tia DeNora views music as a resource in and through which agency and identity are produced (2000). Music is able to reveal facts about its listeners, but at the same time creates them as people (Frith 1996). In short, music helps to make sense of the world and the self. Lesbian, gay, bisexual, transsexual and queer (LGBTQ) music audiences have previously been researched as subcultural or group phenomena; however, the role of music in individual LGBTQ lives has not yet been thoroughly explored. Flanders, Belgium, is an intriguing geopolitical area in which to look into these topics: ILGA Europe’s annual Rainbow Europe review ranked Belgium second best concerning LGBTQ rights for two consecutive years, in 2014 and 2015. LGB individuals are largely visible and included in society; and more recently, the focus has shifted to the rights of and care for transgender individuals. The social and legal situation for LGBTs in Belgium is thus a rather comfortable and safe one, and there are plenty of cultural and community facilities available for a wide range of LGBTQ individuals. Yet there still are numerous non-normative persons who remain invisible, namely those who do not identify as heterosexual, but would also not describe themselves as simply “lesbian”, “gay” or “bisexual”. Within a larger oral history project on the role of music in the lives of LGBTQ individuals, the self-identification of several female narrators strikingly transcended clear-cut definitions: next to “lesbian”, descriptions like “queer/lesbian”, “fluid”, and “pan” were mentioned various times. The aim of this chapter is to investigate these notions of female non-heteronormative gender and sexual identities and how the narrators link them to music in their lives. Based on the oral histories of several female narrators, the following topics are explored: how do non-heterosexual women negotiate labels identifying sexuality and gender identity, and how do they make meaning of their own sexuality and femininity? How do these women talk about sexual fluidity and being queer? Do they relate their sexuality to the music they listen to in their everyday life and at key moments related to their sexual orientation of preferences? How does music speak to these women, and how do they talk about music and their lives? Informed by the traditions of oral history, feminist research methods and the notion of the Queer Archive, the private as well as public lives of LGBTQ women are accessed through music. Functioning as carriers of memories, music and musical memorabilia are the structuring elements in the oral histories within this project. References: De Nora, T. (2000). *Music in Everyday Life*. Cambridge: Cambridge UP. ILGA (2015) *Rainbow Europe* (available at [www.ilga-europe.org/resources/rainbow-europe/2015](http://www.ilga-europe.org/resources/rainbow-europe/2015)) Frith, S. (1996). *Music and Identity*. In S. Hall & P. Du Gay (Eds.), *Questions of Cultural Identity* (pp. 108–127). London: Sage.

PN 296 Gay the Right Way: Mundane Queer Flaming Practices when Discussing Politics Online

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This paper is based on a research project studying political discussions in the online Swedish LGBTQ community Qruiser. Qruiser is primarily used for flirting, dating, finding friends and sexual partners. This is underlined by the name Qruiser, referring to cruising – an activity undertaken by homosexual men strolling around in outdoor areas known as a space to find other homosexual men checking each other out, looking for, and having, casual sex. However, Qruiser also offers possibilities for discussions in so-called forums. My research has focused on discussions on the forum Politics, Society & the World (my translation: Politik, Samhälle & Världen) during November 2012. Previous research on these discussions has concluded that the participation was antagonistic, polarized, full of trolling and flaming practices understood as a way for participants to pass time and entertain themselves. The aim of this paper is to dig deeper into these findings and study the role(s) of sexual identity when participating in these verbal fights. The research is netnographic through online interviews, participant observations in – and content analyses of – the political discussions in the forum during November 2012. The empirical material consists of a corpus of 76 different threads, containing in total 2853 postings. All thread starters and recurrent posters were invited to participate in online interviews. To date I have conducted interviews with 36 different nicknames and some are still on-going. Since these interviews have been continuous over a long period of time, I have had the opportunity to adjust my questions on the basis of what kind of participant I interviewed, the answers I got from them, as well as ideas popping up during the course of the analysis. For this study questions will revolve around meaning-making. By assuming an anthropological approach to culture (as practices of meaning-making), participation in Qruiser forum discussions is understood as dialectically intertwined with processes of identity negotiation, self-presentation as well as meaning making. Identity, which is at the core of this paper, is understood as in need of a story, a sense of ontological coherence and continuity in our everyday life. Expressing identity as a way of maintaining self-made biographies thus becomes important for motivating participation, a rationale behind political participation, providing it with meaning. Identity is thus not to be understood as essentialized, but rather as performed, and it is through rhetorical operations that identities are performed. The paper concludes that sexual identity was performed to justify positions along existing polarising participation frames, that politically engaged users did not shy away from this more mundane and more emotive space to voice opinions, and that flaming can be considered as a performance of queerness.

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## Is the Pope Judging You? Digital Narratives, Religion and LGBTQs in Italy

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'If someone is gay, and searches for the Lord and has good will, who am I to judge?' (Donadio, 2013). With these words, Pope Francis addressed the problem of gay clergy within the Catholic Church. His 'who am I to judge?' statement kindled debates worldwide, with a number of media outlets interpreting the sentence as an attitude-change of the Catholic Church towards homosexuality. Discourses around Catholicism and religion are relevant in Italy, where the presence of the Vatican produces a peculiar intertwining of religion, culture and politics, and where there are presently no same-sex unions. The present study takes into account different narratives of LGBTQs in the digital space, focusing on how media can promote activism in support or against LGBTQ rights. In particular, it explores: 1) UAAR (Union of Atheists and Agnostic Rationalist, <http://www.uaar.it/>), which openly supports LGBTQ rights and offers a venue for non-heterosexual people to create new meanings in opposition to traditional Catholic values. 2) The conservative Catholic group Sentinelle in Piedi (Standing Sentinels, <http://sentinelleinpiedi.it>), which opposes same-sex unions, framing homosexuality as something 'unnatural' that can potentially damage children. Sentinelle in Piedi are not representative of the majority of Catholics, but became recently vocal by organizing public protests. Sentinelle in Piedi counts homosexuals among its members, such as Giorgio Ponte and Luca di Tolve, who become vocal in the digital sphere in promoting the choice to live in chastity or to undergo religious-inspired conversion therapies to become heterosexual. Through a Critical Discourse Analysis of blogs, this study aims at analyzing the role of the Internet in articulating alternative discourses and providing a space of imagination of a different future for the LGBTQ community in Italy. The Italian attitude towards LGBTQs has often been defined as 'don't ask, don't tell,' because homosexuality is tolerated as long as it is not manifested in the public sphere. However, I argue that the Internet can become a space of resistance that makes LGBTQ debates public, even when overlooked by Italian mainstream media (Warner, 2005). The study showed that the Internet debates around LGBTQs in Italy interpret and discuss the doctrine of the Catholic Church, giving for example different meanings to the 'who am I to judge?' sentence of the Pope. The two groups into analysis exemplify how the Internet has the potential of creating counterpublics engaging in the definition of meanings and identities. Furthermore, the digital space allows for the creation of discourses that are more radical than those normally found in other venues. Atheist blogs and conservative Catholic blogs articulate antithetical discourses that can difficultly be conciliated. Indeed, atheists focus on civil rights, while conservative Catholics on traditional family values. While atheists frame homosexuals as a 'minority', conservative Catholics describe them as a 'powerful lobby' that might damage children. While these are non-mainstream positions within Italy, they add complexity to the LGBTQ rights debate and they exemplify the challenges the country will face in the future in trying to conciliate the advancement of civil rights with certain religious positions.

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## Femicide or Honour Crime? Gender and Ethnicity in the Media Representations of Male Violence Against Women in Italy (1997–2013)

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In the second half of the 1990s and again in the first decade of the 2000s Italy experienced two media moral panic on violence against women, both having migrant males as the “folk devils” (see Cohen 1980). The two waves of news were partially different in content, with the first wave in the 1997 concentrating on sex crimes against Italian women committed in public spaces by Albanian migrants (see Maneri 2001), and the second wave, related both to sex crimes in public spaces committed by Roma and Romanians in 2006 and 2007, and to domestic violence within Muslim families, from 2006 to 2010 (see: Giomi and Tonello 2013; Pogliano 2014). These were years during which neo-nationalist and anti-immigrant forces, playing the moral entrepreneurs have created an increasingly strong link between gendered violence and race/ethnicity within the public debate, in order to promote “Law & Order” agendas. Parallel to these explosions of news coverage, was the usually low coverage of domestic violence within native Italian families and the absence of any “thematization” of gendered violence. Gendered violence was only debated under the umbrella of the migratory issue. At the beginning of the second decade of the 2000s, data show an inversion of the trend in media coverage about male violence against women, with a great increase of news about domestic violence within “native families” and a decrease of news about violence against women committed by migrants. Notwithstanding this inversion – which is mostly related to switch in public attention about migration from urban security to refugee problems, economic crisis, changes in governments and, last but not least, the rise of the “femicide debate” as a consequence of the 2011 UN CEDAW Report concerning Italy – two very different news stories are in play, depending on whether the violence is committed by native Italians or by migrants/ethnic minority members. Despite a common topic (gendered violence), there still is very rare contamination between the two news stories, one involving only natives and the other involving only migrants. This paper will analyse these differences in the frame-building of news, discussing news sources, news images, and discourses employed to keep a symbolic burden clearly separating these two news stories. The qualitative analysis is the occasion for looking closely at the intersection of gender and ethnicity in order to understand the ways Italian media produced symbolic materials to reproduce cultural stereotypes about issues such as integration and social cohesion, and to strategically keep culture in or out the “violence debate”. It means that, as a result of media production, the cultural framework at the core of the femicide debate in the intellectual field of production tend to disappear in one story and to be key in the other, by taking an explicit ethnic/racial connotation. The paper’s conclusion is that, in so doing, the Italian mainstream media influenced parliamentary debate about “femicide” and silenced critical debates about a law (the 119/13 Italian law) which accord very little to prevention and focus primarily on deterrence to counter femicide.

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## Visibility Patterns of Age and Gender in the Media Buzz

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Age and gender are important visibility factors in the media. Other factors are class, elite status, ethnicity and whether the person belongs to the majority population or not. This paper investigates visibility in the media buzz, the flow of mass media images surrounding us. Earlier studies indicate that youth and youthfulness are important capitals, especially for women in the media. Older people are almost invisible, and what is more, regardless of gender. The lack of voice and visibility of the growing numbers of elders limits both for the public debate and level knowledge about ageing. It also affects the elder themselves, since their lived experiences and opinions are not heard. This can be interpreted as a lack of visibility, or with the word of Tuchman, a symbolic annihilation (Tuchman 1978). The question is then if age and gender are reinforcing each other when it comes to visibility in the media. This paper specifically address the intersections of age and gender, with a special focus on the representation of the older people in the media over the last 20 years in Sweden. The empirical study investigates the dominant gendered images in Swedish mainstream media by analysing media content from 1994, 2004 and 2014. The main focus in the first study from 1994 was how age, class and ethnicity influenced the visibility of women and men (Edström & Jacobson 1994). The study indicated that women and men were equally present in numbers, but their doings were distinctly different and often stereotyped. While men could have many roles, both in the private and public sphere women were mostly private, young and engaged in their personal needs. The contemporary study will build on the earlier study by exploring new data from media content 2004 and 2014 collected with the same criteria as in 1994. The idea is still the same, to reveal the visual patterns of representation of the media. With a growing number of older people in society it is crucial to relate their media representation to the overall gender representation in the media. The first level of the new study is quantitative and examines visual representation in the largest media outlets in all genres (news, factual and fiction, press and television, a total of 34 products) in Sweden during one day. Added to that material is the most popular cinema film, the most rented film and public advertising on the streets (billboards). The second level of analysis extracts patterns from the representation study and use qualitative analysis to pinpoint the visibility structures of women and men, relate them to other visibility factors and how the interact with discourses/policies concerning diversity and discrimination.

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Over the past few years, a number of international research initiatives have involved scholars from across Europe in collective efforts aimed at collecting and analysing data, developing appropriate methodologies for research and schemes for transnational cooperation. Amongst these initiatives: the well known Global Media Monitoring Project (GMMP) that has once again been a meeting point for many gender and media scholars on its 5th edition in 2015; but also the Women in Media Industries project promoted by the European Institute for Gender Equality (EIGE); and, more recently, the UNESCO-promoted Global Alliance for Media and Gender: an interesting space for researchers, to which the European academic community may certainly bring meaningful contributions in the future. These activities as well as many others that have involved members of the Gender and Communication Section of ECREA – some with a prominent research focus, others including an advocacy component, others aiming at orientating policy discourse and practices – have contributed to produce new knowledge, channel some of this knowledge towards different constituencies and strengthen networks of cooperation. They have also posed challenges, conceptual and theoretical as well as organizational; they have contributed to deconstructing some of our assumptions, as international engaged scholars often operating as ‘mediators of (dis)continuities’ in addressing what the ECREA 2016 has defined as ‘Contested Pasts, Presents and Futures’ of gender equality in communication. Given the richness and diversity of such experiences, it is time to be self-reflective on what these experiences have meant for scholars coming from different disciplinary backgrounds but sharing fundamental values in terms of gender equality and reaction to persisting discriminations; scholars developing theoretical and analytical approaches in (a too often implicit) dialogue with feminist methodologies; researchers conceiving themselves as members of transnational epistemic communities and committed individuals; and academic researchers working with practitioner and community participants in order to co-create research. Reflecting on the challenges of these practices can help in clarifying, but also critically rethinking, some of the basic assumptions we make in our academic work, as well as indicate paths for improved and more ‘relevant’ – or ‘radical’ – collaborations. This interactive session, drawing on the discussions developed in a previous session organized at the ECREA Lisbon Conference in 2014, offers a space for this kind of self-reflective exercise: a number of themes for discussion will be introduced – including: challenges in sharing concepts and theoretical backgrounds; feminist methodologies; communication (means, languages and meaning construction) in trans-national and interdisciplinary cooperation; and the links between knowledge, research, policy and practice – and participants will be invited to share their experiences and understanding. The interactive session is conceived as the starting point of a sustained and more in-depth reflection, to be shared with a broader readership: it will be up to the session participants to decide if informal exchanges deserve being elaborated upon and translated into a journal issue.

PN 342 Media researchers as mediators: experiences from Nordic Gender & Media Forum

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Abstract not provided.

PN 343 Researching media, mediating change in Malta and beyond

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Abstract not provided.

PN 344 Feminist approaches informing transnational collaboration on gender equality and media?

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Abstract not provided.

PN 345 Getting to the same page: feminist research as co-production

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Abstract not provided.

PN 346 Beyond the body count: what is next?

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Abstract not provided.



PS 062 'No More Birthday Greetings on my Facebook Wall, Please': Four Years Later. User Representations of Social Media Platforms and Their Integration in Everyday Practices: A Longitudinal Approach

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'Proper' usage of social media platforms, as socially perceived, derives from the negotiation between each platform's affordances and constraints (Norman, 2013), user perceptions, and social usage norms. While existing literature on social network sites has mainly focused on single platforms, or on the comparison between platforms, we adopt a media ecological approach (Barnes, 2008) in this paper, and consider the variety of platforms that people use in their everyday lives. When selecting the platforms where to pursue specific purposes, with regard to different contexts and interlocutors, along with the communication style to adopt, people follow specific media ideologies and idioms of practice (Gershon, 2010). While idioms of practice are built and negotiated collectively, they are not universally shared among a specific population. This contribution further develops a research project we presented at the Ecrea Conference 2012, adopting a longitudinal perspective. We first created 4 focus groups in 2012 involving high school students aged 18–20 living in Rome (Italy). As norms and practices seemed to be changing rapidly over time, we decided to replicate the study in 2015 and 2016, adding 6 additional focus groups involving university students living in the same city and born in the same years as the first respondents. Among our research questions: — Do young people have a precise representation (ideology) of the peculiarities of different digital platforms? — Do they perceive some platforms as more appropriate for specific tasks, contexts, or relational patterns? — How are such representations built and shared among their peer groups? — What are the motivations for such perceived differences? — Do such representations change over time? If so, how? In conducting the focus groups, we offered different scenarios such as birthday greetings, a huge disagreement with a friend/acquaintance to be faced, etc., and asked respondents how they would act in such situations. After the respondents spontaneously introduced social media platforms, usage experiences, misunderstandings related to different media 'ideologies', and appropriate/inappropriate usage patterns were also discussed. Results show that young people both follow group-specific norms and more individualized usage patterns. All of our respondents have a clear picture of what can be defined as an appropriate use of digital platforms in relation to specific purposes, contexts, tie strength, etc. Among the dimensions that have been used to motivate such perceived differences are: publicity, communicative bandwidth, synchrony vs. asynchrony, investment, etc. Furthermore, shared usage norms change rapidly over time, and the diffusion of 'new' platforms (e.g. Whatsapp, or Instagram) which were not widespread when we realized the first focus groups, comes with specific media ideologies, and reconfigures the whole (personal) media ecology. References Barnes, S. B. (2008). Understanding social media from the media ecological perspective. In E. A. Konijn, S. Utz, M. Tanis, & S. B. Barnes (Eds.), *Mediated Interpersonal Communication* (pp.14–33). New York: Routledge. Gershon, I. (2010). *The breakup 2.0. Disconnecting over new media*. Ithaca, NY: Cornell University Press. Norman, D. (2013). *The design of everyday things: Revised and expanded edition*. New York: Basic Books.

PS 063 Evaluating Online Information: What Makes People Trust and Distrust

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With the spread of human-computer interaction, the question of assessment of trustworthiness of online information has become an important issue (Metzger & Flanagin, 2008). People rely more and more on the information communicated online – however, its credibility may vary tremendously, ranging from intentional lies to genuine and helpful information posted by experts. Thus, there is a crucial question of how internet users evaluate trustworthiness of the information posted online. This study focuses specifically on trustworthiness in a form of trusting beliefs (McKnight et al., 2002), i.e. the perception and assessment of the information trustworthiness, and we examine these beliefs in relation to the online message, specifically an information about anti-virus software posted online. Further, we distinguish between two components of the assessment of trustworthiness: trust and distrust (or suspicion), since recent research emphasizes that trust and distrust do not have to be polar opposites in one continuum but rather should be viewed as conceptually different (Cho, 2006; Ou & Sia, 2010; Kim et al. 2008). Prior research has identified many factors which might influence the evaluation of the trustworthiness or credibility of online information (Beldad, de Jong, & Steehouder, 2010; Metzger, 2007; Wang & Emurian; 2005). These include features connected to the text, to the information authorship, or the website on which the information is posted. Our goal is to examine the assessed effect of several features connected to online information and find out how specific groups of youth differ in their assessment of trust and distrust online. To fulfill this goal, we utilize data from 613 Czech university students (19–28 years old, 53% females) who filled up online questionnaire in university PC lab. Respondents were instructed to imagine they are looking for best internet security software to secure their personal computer and to report how their decision to dis/trust presented information would be affected by the features pertaining to the text, the author, and the website. The survey system randomly assigned two conditions: approximately half of respondents evaluated the features' effect on their trust and the other half effect on their distrust. Responses were measured on 6-point scales ranging from (1) "would not affect my dis/trust at all" to (6) "would absolutely increase my dis/trust". The survey also measured respondents' individual characteristics including gender, online expertise, disposition to trust, impulsivity, and need for cognition, which are used to identify and explain the differences in the assessment of trust and distrust. The results showed different patterns of this assessments and diverse links to the individual characteristics of the youth. The differences are further discussed.

PS 064

## Reflexive Practices Leadership Teams Employ to Manage Communication Challenges

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This study focuses on leadership team communication. Leadership teams, whether they are boards, executive teams, or management groups, are often regarded as the most powerful groups within an organisation. Their communication can have a vast impact on the entire organisation and its future. Leadership teams can face various communication challenges that are multifaceted and contradictory, and that can pose a barrier for effective teamwork. These challenges are related for instance to the shared tasks, forms of communication, leadership, decision-making and participation in leadership team communication (Hedman & Valo, 2015). Team reflexivity is considered to be the key to team effectiveness. Reflexivity has been associated with a number of positive team outcomes, such as performance and innovation. It has also been claimed that reflexive teams are more able to respond to changing circumstances than non-reflexive teams. Previous studies of team reflexivity have identified different activities that can boost reflexivity. For example, collective reflection, error management and feedback behaviour have been highlighted as reflexive practices in teamwork (Savelsbergh et al., 2009). Therefore, it can be concluded that the ways leadership teams manage the communication challenges they face broadly matters and has implications for further developing reflexivity. The suggested presentation builds on previous research conducted for a doctoral dissertation. The aim of the study is to understand the ways leadership teams manage their communication challenges. The presentation aims at answering the following question: What kind of ways and practices do leadership teams employ in order to manage the communication challenges they face? Furthermore, this study seeks to understand the reflexive ways of managing communication challenges. The data presented here consist of interviews of leadership team members from different international companies operating in different industries. The analysis of data focused on identifying the ways leadership team members manage communication challenges. The data was analysed thematically: all references regarding the management of communication challenges were collected and formed into themes. The findings of the study indicate that leadership teams manage occurring communication challenges in various ways. They use for example practices such as instant feedback, separate conflict discussions or avoidance. The findings also show that the leadership teams develop different methods and techniques for running more effective meetings, experimenting different behaviours and providing effective feedback. The study suggests that employing reflexive practices to manage communication challenges is crucial for effective leadership teamwork. The practical and theoretical relevance of studying reflexivity in the context of leadership teams are presented. Finally, practical implications for leadership team development will be further discussed.

PS 065

## Robots as New Media – Exploratory Studies in Acceptance and Social Incorporation

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Over the next decade, social robots / SRs (robots aimed to perform tasks in cooperation and communication with humans) as new media will change our everyday life in a wide range of fields through their domestication. Given that, it is crucial to look at the images associated with SRs and the approval of their social incorporation. To address this subject matter, two pre-studies and two main studies were conducted. The first qualitative pre-study was aimed at learning how social representations of SRs look like, when the second rather investigated about the degree of acceptance of SRs in various parts of social life. In both pre-studies, the participants (n=26) had limited knowledge about robots and therefore their representations were imagination based. The findings suggest that SRs are frequently graphically represented as they appear in the fictional context compared to robots developed in reality. Furthermore, the results revealed the acceptance of SRs in contexts linked to mechanical processes as opposed to more social ones (e.g. medical care, teaching). After being confronted with images of existing SRs, the participants' acceptance and openness increased to include some of their social uses. However, it only rose until the SR got very human-like to dramatically drop and cause their complete rejection (See the uncanny valley by Mori (1970, 2012)). Coming to the first main study, based on a quota sample in a central European country, we researched the perception and acceptance of SRs using a quantitative questionnaire (n=130). The results showed a more positive behavior toward SRs by respondents with earlier contact with these compared to those with no previous experience. Additionally, younger and more educated people showed more acceptance toward SRs. It was also proven that the more complex the functionalities of a SR were and the more interactionally and physically human-like it was, the less accepted it was. The second main study was aimed at implementing a triadic relationship with a SR in an experimental setting, by inviting eight sets of two participants (4 male pairs, 4 female pairs) to interact with our WowWee Robosapien. The participants were asked to teach the robot different tasks while they articulated their thoughts aloud. The results showed that the reactions to our SR were expressed by assigning human attributes and characteristics to it. The robot was socially incorporated and became a part of the communicative triad via social interaction. To sum up, these four studies give an account into the representations of robots. It was shown that these representations change depending on one's age, education and above all interactional experience with robots. As we communicate about and with SRs, these representations arise and evolve, subsequently unearthing the social facet of these machines, and transforming them hence to socially perceived and ideally accepted entities. As the scope of our current set of studies remains limited, further research should seek to confirm the earlier findings in various contexts – including real-life settings – and deepen the knowledge about the perception, the acceptance and the social incorporation of SRs.

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Research regarding different social media platforms, in particular focus on how individuals perform strategically online to present self-image (e.g. Hogan, 2010), develop or explore new identities online (e.g. Davies, 2011), maintain and intensify existing offline relationship (e.g. DeAndrea and Walther, 2011). This research investigated how the use of social media affects the interpersonal communication among Chinese young people. Goffman (1967) states facework make the interpersonal interaction become smooth, Brown and Levinson (1987) states people should avoid face-threatening actions in social interaction to be polite, Chinese researchers state 'bao' (reciprocal) is the key to maintain the interpersonal relationship among Chinese (e.g. Hwang, 1987). This research studied how Chinese young people use online service to conduct face practices, form, maintain, or terminate their relationship on social media. By conducting semi-structured interview and digital ethnography among 30 Chinese college students, the research results show that 'like others online posts', 'comment on others posts', 'block without others known' and 'mention others in their own posts' are four kinds of face practices participants conduct on social media. Participants name relationships they form and only want to maintain online as 'wanwan' (for play), they describe this relationship as temporary, untrusted and unimportant, to conduct face practices or not become a sign of terminating this online relationship or not. Similarly, face practices are keys for participants who want to extend online relationship to offline life or maintain the existing relationship online. Participants also explain one important reason to select Chinese WeChat a mobile app as their main online interaction platform, as WeChat allow them with allow them to select which posts they want to show to online friends, whose online posts they want to see, without their online friends known. They describe this block function as a new version of online face practices, which allow them to express with less online conflict concerns. Reference: Brown, P. and Levinson, S (1987) *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press. Davis, K (2011). Tensions of identity in a networked era: Young people's perspectives on the risks and rewards of online self-expression. *New Media and Society*, 14(4), 634–651. DeAndrea, D.C. Walther, J. B. (2011) *Attributions for Inconsistencies Between Online and Offline Self-Presentations*. *Communication Research*, 2011(38), 805–825. Hogan, B. (2010) *The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online*. *Bulletin of Science Technology & Society*, 30(6), 377–386. Hwang, G.G (1987) *Face and Favor: The Chinese Power Game*, *American Journal of Sociology*, 92(4), 944–974. Goffman, E. (1967). *Interactional Ritual: Essays on Face to Face Behaviour*. New York: Anchor Books.

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Public health care is facing many challenges in Finland, due to the current reform of social welfare and health care services. Especially health care management is under pressure. This study approaches hospital management from the perspective of social interaction and focuses on management group meetings. Despite their omnipresence around societies and organisations, meetings have only recently started to get substantial research attention as phenomena in their own right. However, more research is needed in order to understand the role of meetings for organisations, groups, and individuals. This study focuses on the significance of meetings for hospital management. The theoretical background of the study is built upon the tradition of bona fide perspective on group communication. The bona fide group -perspective argues that the group's interdependence with its immediate context and the permeable boundaries of the group are a defining part of the group's interaction. According to the perspective, groups' boundaries, relationships, and contexts are socially constructed. This study is interested in how the management group meetings are embedded in the hospital organisation. The aims of the study are to describe the problem related interaction processes that take place in the management group meetings and to understand the functions of these processes. The aims are pursued by focusing on what kinds of problems are brought to discussion and on how these problems are faced when they emerge. The data consists of video recordings of ten hospital management group meetings from two different organisational levels, five from each level. The data was collected in a large regional hospital in Finland. The analysis adhered to the principles of grounded theory, and focused on episodes of the meeting talk where any kind of problem or concern was mentioned or discussed. First, all problem focused episodes of discussion were picked out from the data transcripts. Second, the data was categorised according to different types of problems discussed or mentioned. Third, the data was categorised again, now according to different strategies for processing the emergent problems. Finally, the connections between the types of problems and the strategies used were analysed with network analytical techniques. Preliminary results show that both the types of problems (N=10) and the strategies for facing the problems (N=11) were manifold. Most commonly, the emergent problems were related to administrative issues, clinical work, HR, and forthcoming organisational change. The most commonly used strategies included sensemaking, announcing with no discussion, and problem-solving. The network analytical approach revealed that the groups' solved simple problems, local administrative problems, and some problems related to clinical work. At the same time, more global administrative, economical, or organisational change related problems were not solved. However, the group made sense and fantasized about also the problems it could not, or did not have power, to solve. The meetings seem to have an important relational function for the participants: This is evident in the sensemaking, fantasizing, and supportive interactions. Overall, problem focused talk carries many functions in the meeting interaction and it is about much more than just solving the problems.

PS 068

## The Personal and Social Roots of Generalized Opinion Leadership

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Generalized opinion leadership is still one of the most controversial issues in opinion leadership research. Katz and Lazarsfeld (1955, p. 334) originally found that 'the fact that a woman is a leader in one area has no bearing on the likelihood that she will be a leader in another.' Later studies (King & Summers 1970; Montgomery & Silk 1971; Myers & Robertson 1972), however, indicated that generalized opinion leadership is a common phenomenon; a substantial proportion of the opinion leaders exerted polymorphic influence across different topics. This finding was mainly attributed to opinion leaders' personality traits and interests in various domains (see also Noelle-Neumann 1983, 1985). To date, however, no comprehensive attempt has been made to link the phenomenon of generalized leadership to the networks of interpersonal communication. This contradicts Katz's (1957) early notion that opinion leaders' influence is both related to their personal characteristics ('who one is' and 'what one knows') and their strategic social location ('whom one knows'), i.e. the structures of their personal networks. Moreover, numerous studies on opinion leadership in specific domains have showed that social networks play a key role in the process of public opinion formation (e.g. Burt 1999; Roch 2005; Schenk 2006; Weimann 1982). Given this research gap, the paper investigates the relationship between the generalizability of opinion leaders' personal influence, their personality traits, and their communication networks. A special emphasis is put on Granovetter's (1973) concept of tie strength and its implications for generalized opinion leadership. Empirical results are presented from an ego-centric network analysis. The analysis covers interpersonal communication and opinion leadership in a broad range of different economic and consumption-related matters. Network data are representative for one of the largest metropolitan areas in Southern Germany. They comprise 2.457 relations nested within 300 personal communication networks. Opinion leadership was operationalized in accordance with Katz and Lazarsfeld's original snowball methodology. Data are analyzed by combining multilevel analysis, contextual effect analysis and mediation analysis. Results confirm that generalized opinion leadership is indeed a common phenomenon. Apart from specialized opinion leaders, there are leaders that exert polymorphous influence across various topics. Unlike prior studies, this study fully depicts the antecedents of generalized opinion leadership. In particular, the generalizability of opinion leaders' influence does not only depend on their personality traits and on their interests, but also on the communication networks they are embedded in. The fact that a considerable fraction of the opinion leaders exerts polymorphous influence stems from a complex interplay between their personal and social characteristics. Generalized opinion leadership is most common when leaders have (1) a strong personality, (2) a wide range of interests, and (3) a comparatively large personal network of close relatives, friends, and acquaintances. This increased likelihood of generalized opinion leadership can be attributed to the fact that interpersonal communication with strong peers and within the personal core network is more reciprocal, trustful, and homophilic. Implications for future research and public policy are discussed.

PS 069

## Administrative Groups – A Multidimensional Arena for Constructing Well-Being in Workplace Communication

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Administrative groups, such as committees, boards and management teams, form the basis for many organizations: they can have a wide-ranging influence on the whole organization, its members and its stakeholders. Their tasks can have various objectives and functions, from strategic decision making to work coordination and creative innovation planning. Thus, the significance of administrative groups is focal for the quality of work on many levels. In a hospital context, the administrative group work may differ quite a lot from nursing staff's basic tasks and duties. Managing various tasks, emotions and roles at work may also stress the employees. The aim of this study is to understand the dynamic ways in which well-being is constructed in the interpersonal communication of administrative groups in a hospital. The study presented in the poster is a doctoral dissertation under preparation. In this study, well-being at work is approached in the context of workplace communication: social and mental resources for the workplace and for those who work there are created in the processes of interpersonal communication. The research question of the study is: What kind of an arena does the interpersonal communication of administrative groups offer for the construction of well-being at work? Three viewpoints are presented in the poster: 1) nursing staff's perceptions of well-being construction in the interpersonal communication processes, 2) work coordination processes in administrative group meetings and 3) relational level of interpersonal communication in administrative groups. The research data consist of observations of administrative group meetings and qualitative respondent interviews with nursing staff working in one operating unit of a large Finnish hospital. Approaches of inductive qualitative analysis and qualitative description were used to analyze the data. The analysis concentrated on 1) identifying the meanings the nursing staff give to interpersonal communication in the context of well-being construction, 2) examining the functions of social interaction of work coordination processes in nursing staff meetings and 3) examining the relational level and its ethical dimensions for the interpersonal communication of administrative groups in a hospital. The findings of the study indicate that interpersonal communication has a multidimensional role in administrative group settings. The very same processes of interpersonal communication can both promote and hamper well-being at work: both positive and negative perspectives of well-being creation can be a part of the same interaction phenomena. The findings show that for instance work coordination in administrative groups is not only a task-oriented process in which tasks are planned and organized but also a process of constructing relationships at work. Consequently, the administrative groups seem to offer an arena for both achieving the practical goals of work and for creating and maintaining the social reality of the work community. The practical and theoretical relevance of approaching well-being at work as a communicative process will be presented in the poster. Furthermore, practical implications for communication practices of administrative work will also be discussed.



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Bullying via the Internet often includes a large and partially unknown audience that is not limited to a specific local context (as it is usually the case in traditional school bullying). Previous research confirmed that the behavior of the audience affects perpetrators and victims and therefore contributes to the intensity and continuation of cyberbullying incidents. When observing cyberbullying, adolescents can react in three different ways: (1) doing nothing, (2) defending the victim using direct (e.g., verbal assistance) or indirect support (e.g., reporting the incidence to others) and (3) reinforcing the perpetrator by providing verbal or non-verbal approval. It can be assumed that a person's previous or current experiences with cyberbullying influence these reactions. However, due to a lack of longitudinal data, links between active involvement and bystander behavior in the context of cyberbullying are still rare. In the present study, we therefore analyzed the interdependencies of reinforcing and defending bystander behavior with direct experiences as perpetrator and victim. Using a three-wave panel study, 1802 adolescents between 12 and 15 years (56% female; 66% higher-track; 28% middle-track, 6% lower-track education schools) indicated their own and observed cyberbullying experiences. The results revealed that at each panel wave nearly nine out of ten adolescents have observed incidents of online harassment during the last year. Almost two third of the respondents indicated that they at least once reinforced a harassment incident (T1: 60%, T2: 66%; T3: 68%), whereas slightly less adolescents also defended the victim (T1: 56%, T2: 63%; T3: 58%). Active cyberbullying involvement as perpetrator and victim as well as reinforcing and defending behavior were (moderately to highly) positively correlated and also quite stable over time. A certain decrease in stability could only be observed for the perpetration behavior between the second and third panel wave. Perpetrating cyberbullying at time 1 increased the reinforcing behavior at time 2, which in turn again enhanced the perpetration of cyberbullying at time 3 (the second path also found for T1 & T2). A more intensive reinforcing behavior at time 2 not only favored the perpetration of cyberbullying, but also enhanced the own victimization risk at time 3. Defending the victim resulted in a slightly more intense own victimization, confirmed for the first and second as well as the second and third panel wave. In general, perpetration and victimization were highly correlated at all three panel waves. A more intense perpetration behavior at time 1 predicted higher victimization rates at time 2, which in turn again tended to favor the perpetration behavior. Overall, the results confirm that both forms of bystander behavior are closely interconnected to adolescents' cyberbullying experiences and even seem to induce a direct involvement. The results need to be discussed in the context of prevention and intervention strategies. For example, it is crucial to note that the often targeted defending behavior, but also a reinforcement of the perpetrators seem to foster an own victimization in the online context.

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Group efficacy is an essential characteristic of working life teams and one of the most examined research topics in team communication, and recently also in virtual team communication research. The concept of group efficacy can be defined variously as: the capacity of a group to complete a task (Whiteoak et al. 2004); as a group's general effectiveness (Guzzo et al. 1993); and as the potency a group is convinced it does have (Hardin et al. 2006). The widest definition acknowledges all three. Research studies are not, however, uniform in their usage of the concept of group efficacy, nor in the operationalization or measurement of it. It is also unclear if virtuality is particularly connected to teams' efficacy, which in working life is mostly evaluated according to the outcomes of teams. This paper uses the concept virtual team efficacy (VTE) to refer to virtual teams' communication processes, in which the tasks are occurring, being recognized, and being accomplished. Consequently, the purpose of this qualitative study is to explore how VTE is assessed by interpersonal communication professionals when asked for an open-ended evaluation focusing on observations of effective communication processes. In previous studies of virtual teams, the data have usually been collected from either or both university students and in laboratory settings, also team members have assessed their own team communication (Hardin et al. 2006). The present study is based on natural data from contemporary working life gained from communication professionals assessing virtual teams' communication. The data were collected from two geographically dispersed teams in Finland, each of which attended one of two video-recorded meetings. Five academic researchers, either MAs or PhDs, in the discipline of communication, analyzed the meetings qualitatively. These five were asked to make assessments of the various dimensions of, and highlight issues involving the assessment of, VTE. Preliminary findings show that the processes in VTE not only seem to differ but also that those processes are linked to different kinds of tasks. The researchers' assessments show that identifying effective processes can vary according to the details, and that VTE can have different kinds of emphasis. However, all five researchers identified tasks occurring in virtual teams communication and all of them were able to evaluate the processes where tasks were recognized and being completed. The concept of VTE should be broadened to cover the various tasks a virtual team confronts. Furthermore, the assessment of the efficacy should take into account the communication processes as a whole. Efficacy could mean, for example, increasing the cohesion and the knowledge exchanged between team members, which would lead to stronger interdependency and more accurate solutions in future projects. At the same time, teams may not solve problems concerning their main goals. Previous studies imply the existence of an ideal team, which can be assessed by its outcomes. However, it would be important to understand the diversity of teams, the multiple tasks teams fulfill, and the complexity of the communication processes where those tasks are being accomplished effectively.

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This panel celebrates and is derived from the coincidence of two prominent 2016 publications concerning Africa and Media: the special issue of *Communication, Culture & Critique* (9/1) entitled *Africa, Media and Globalization*, published in March (edited by Leslie Steeves), and the forthcoming publication, in June, of *Africa's Media Image in the 21<sup>st</sup> Century: From the 'Heart of Darkness' to 'Africa Rising'* edited by Melanie Bunce, Suzanne Franks, and Chris Paterson and published by Routledge. Together, these give new prominence to questions of how Africa is, and should be, portrayed, and offer a wide range of nuanced new analyses of the role of international media and cultural institutions in creating much of what the world knows as "Africa". As Steeves noted in her special issue introduction, while "Western interests and colonial ties no longer predominantly determine Africa's paths toward global integration . . . China's emergence as an economic superpower and its enormous and escalating investment in Africa, alongside new and longstanding trade with, for instance, Japan, India, and the Middle East, and the rise of radical Islam and Christian fundamentalism in several nations, must be included in analyses of Africa and globalization," while she further observed that "Media representations help sustain Africa's subordination via globalization . . . Analyses – and casual observation – of Africa's image in Western media indicate that Africa has received far less attention than other global regions (Hawk, 1992). When present, representations frequently are critiqued for erasing via homogenization, that is, neglecting context in favor of familiar, usually negative tropes and images – of disease, dysfunction, conflict, and poverty" (Steeves, 2016). The papers in these panels collectively address these concerns with new empirical research and contemporary analysis. Earlier versions of some of this work appeared in the special issue and in the new anthology. The anthology is the first book in over twenty years to examine the international media's coverage of Sub-Saharan Africa, and is named in tribute to the original *Africa's Media Image* (1992), edited by Beverly Hawk and cited by Steeves, above. This panel examines factors that have transformed the global media system and its description of Africa, changing whose perspectives are told and the forms of media that empower new voices. It is the intention of the panel to work toward moving academic discussion beyond traditional critiques of journalistic stereotyping, Afro-pessimism, and 'darkest Africa' news coverage. Papers on the panel examine news reporting on Africa by Belgian television (Joye), the nature of foreign correspondents in Africa (Vicente), the changing nature of reporting of Africa (Bunce), the role of international broadcasting (Frere and Fiedler), and the international image of modern imperialism in Africa (Paterson). *Africa's Media Image in the Twenty-First Century* co-editor Professor Suzanne Franks will act as discussant. Citations: Hawk, B. (Ed.), *Africa's media image* Westport, CT: Praeger Steeves, H. L. (2016), *Cartographies of Communication and Critique: Forging a Dialogue on Africa, Media, and Globalization*. *Communication, Culture & Critique*, 9: 1

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## Bringing Africa Home. Reflections on Discursive Practices of Domestication in International News Reporting on Africa by Belgian Television

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Previous studies (Joye & Biltreyst 2007; Joye 2010) have shown that Africa largely remains a 'dark continent' for Belgian news media in terms of devoted attention, alongside findings that indicate a stereotypical representation. However, there are a few notable exceptions to this persistently dominant way of reporting on Africa, being the news coverage of Congo, Ruanda and Burundi. As former Belgian colonies, they receive more screen time in comparison to other African countries. Taking this as our starting point, the study addresses the issue of how news media can attribute a sense of relevance and proximity to events occurring in Africa by focusing on the journalistic practice of domestication (Clausen 2004). According to Gurevitch, Levy and Roeh (1991), domesticating foreign events makes them comprehensible, appealing and more relevant to domestic audiences. Applying Critical Discourse Analysis (CDA) and following a case-based methodology, we investigate how the two main Belgian television stations (the public broadcaster VRT and commercial channel VTM) have domesticated African current affairs in 2013 by explicitly linking them to Belgium. Our empirical focus lies on domesticated news items that echo a particular kind of enforced proximity (cf. the concept of cosmopolitanism as defined by Hannerz (1996) and Tomlinson (1999)) but also hint at Silverstone's (2007) notion of proper distance which refers to a particular politics of the representation of otherness and our mediated relationship to the (African) other. This paper explores dominant discursive modes of domestication and scrutinizes the potential of the practice to foster feelings of cosmopolitanism and identification that reframe the traditional critiques of Afro-pessimism by also exploring possible reiterations of known discourses of orientalism and global inequality in the discursive practices of news production.

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## Foreign Correspondents in Sub-Saharan Africa: Their Socio-Demographics and Professional Culture

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A sizable portion of our everyday knowledge about Sub-Saharan Africa comes from the work of international news reporters stationed in the continent. Even though these news actors play a critical role in the communication of the distant Other, frequently criticized for its representational deficits, scholar empirical research on the work of foreign correspondents has been considerably neglected: it is now decades old, it lacks a systematic examination of the on the ground realities of journalism in Africa and of the evolving work of professionals, Pro-Ams and citizen media organizations supported by networked digital media. This chapter is about the socio-demographics, the professional cultures and the newswork of these individuals. It inspects long-term trajectories in international journalism combined with short-term developments based on transformations on microelectronics and digitization. Three main lines of inquiry are outlined: who is actually reporting across the continent, what are the main characteristics of the occupational cultures in place and the impending constraints over newswriters' production routines. We assess how professional international news reporters are repositioning themselves in a transforming communicative environment, and how they interpret their own occupation and the role of rising actors in the transnational mediasphere.

Also, we contribute with an exploratory investigation of citizen media organizations' activities. To do so, we conduct an updated Pan-African online survey on the work of international news reporters, collecting answers from 124 participants in 41 countries. These findings are complemented by in loco semi-structured interviews with 43 professionals based in Nairobi, Dakar and Johannesburg. Our findings challenge the narrative of international news reporting as a dying breed. Instead, they support a nuanced view towards localized continuities and localized ruptures in contemporary post-industrial mediascape: socio-demographics express a considerably precarious new economy of foreign correspondence – particularly, in the case of freelance workers – while the use of network-based digital media is driving the field towards the rising of a multilayered confederacy of distinct correspondences. The field it is no longer an exclusive territory of professionals and these have now to deal with an unprecedented scale of user-generated content and direct feedback. Professionals now spend a very considerable amount of daily time using the Internet. This suggests a paradigm shift in reporters' newsgathering practices and, ultimately, their epistemological culture.

PN 180 The International News Coverage of Africa: Beyond the 'Single Story'

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In the 1990s, media coverage of sub Saharan Africa was sporadic, simplistic, and overwhelmingly negative in its subject matter and tone (e.g. Hawk 1992). This news content was widely considered a form of 'Afro-pessimism', as it suggested that Africa had little or no prospect of positive development. In the early 2010s, however, leading news outlets like The Economist started to publish cover stories about an economically vibrant, 'Rising Africa' with burgeoning consumption, investment opportunities, and technological innovation. We do not know if such stories are now commonplace in mainstream day-to-day coverage, or they remain the exception. This paper contributes to our knowledge by presenting the results of a content analysis comparing two large samples of news content, one from the early 1990s and one from the 2010s. The results find that, taken as a whole, news coverage of Africa has become significantly more positive in tone. In addition, there has been a decrease in stories that focus exclusively on humanitarian disaster, and an increase in stories about business and sport. These results suggest that we may finally be moving beyond a reductive and negative 'single story' dominating the international news coverage of the continent. It is important to note, however, that these changes have not been made uniformly across the news industry. Representations of Africa in the media are diverse and multifaceted, and it is no longer possible – if it ever was – to speak of 'The representation of Africa'. Even within one publication, content can range from texts and images that are reductive and stereotypical through to those that are challenging, self-reflective and critical.

PN 182 New Imperialisms, Old Stereotypes: Depictions of the US in Africa

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This research examines discourses about an increasing US non-commercial role in Africa and asks why neo-colonial aspects of this involvement remain substantially hidden in journalistic accounts of the continent. This paper starts from the premise that for the first time a single imperial power has established a military presence across most of the continent of Africa. The last decade of secretive US military expansion across Africa, with US military elements active in nearly every African country, has only recently been comprehensively exposed by a few investigative journalists but has only received very selective and generally favourable coverage by mainstream news organisations. This phenomenon exists alongside US commercial, cultural, and religious imperialisms, but shifts the thrust toward secrecy and hard power. This paper focuses on the inter-related non-commercial aspects of US originating expansion in Africa – the military and the religious – and builds from a 2015 media content study by Paterson and Nothias (Communication, Culture & Critique 8–1) examining the representation of China's role and the US role in Africa by three global news providers. This paper seeks to demonstrate that an imperial grip on Africa has altered shape, but not disappeared, and that it is supported rather than challenged in media reporting. Content research to date demonstrates that news coverage of the US role in Africa positions the continent as an exploitable object lacking an ability to develop and thrive independently of external powers – thereby reinforcing enduring stereotypes.

## IIC02

## Representing the (Transnational) Other

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## Transnational Homosexuals in Communist Poland: An Analysis of Polish Gay Zines in the 1980s

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Despite the existence of the Iron Curtain between the Eastern Bloc and the Western Bloc during the Cold War, which prevented much communication and travelling between the blocs, homosexual activists on both sides managed to establish some communication channels. In 1978, Western activists created International Gay Association (IGA). Already three years later, in 1981, IGA established a special section named Eastern Europe Information Pool (EEIP). The key aim of EEIP was to gather information about the lives of homosexuals in the Eastern Bloc, integrate them and support their self-organising. This task was delegated to an Austrian organization HOSI-Wien, particularly to a Polish citizen, Andrzej Selerowicz, who emigrated to Austria some time before 1981. At that time, Selerowicz was regularly visiting Eastern Europe, particularly Poland, Hungary and Czechoslovakia, for business but also to contact homosexual people, mostly men. On top of it, in 1983 Selerowicz started publishing gay zine in Polish, named *Biuletyn*. Because of Selerowicz' work, homosexual activists in Poland started to organize themselves more seriously in the second half of 1980s. One of the strongest group at that time was established by Ryszard Kisiel around a zine named *Filo*, which he started to publish in November 1986. The group continuously maintained its contacts with Western activists: for example, in 1988 *Filo* was partnered with a Norwegian organisation *Tupilak* and in 1989 it was officially accepted as a member of IGA. Thanks to the courtesy of Lambda Warszawa, I got access to the complete archive of the *Filo* zine, 17 issues published between 1986 and 1990, as well as most of the issues of *Biuletyn*. In this research project I aim to qualitatively analyse the content of the zines to further investigate the transnational aspects of the first homosexual groups in Poland. Drawing on the existing literature on transnationalism and sexualities, I will examine the role of Eastern Europe in homosexuality-related transnational flows of news, identities and diseases in the 1980s. First, I will draw on the literature in media studies on alternative media to discuss the genre of gay zines and thus contextualize the analysed zines. Next, I will employ basic qualitative content analyses, such as thematic analysis, to chart the content of the zines. In particular, I would like to know what were the key themes the authors of the zines were interested in, which names they used for 'homosexual people' and which cities, countries and blocs they wrote about. Finally, I plan to draw on more sophisticated methods for the qualitative content analysis, especially framing analysis, to examine how the authors of the zines define themselves (e.g. how they use such deictic forms as 'we', 'us', 'our') as well as how they frame different geopolitical entities in relation to homosexuality in general, and AIDS epidemic and homosexual movement in particular. This research project is still in progress and it is therefore difficult to offer any substantial conclusions. I will appreciate to get the opportunity to present my conclusions at the ECREA conference in Prague.

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## #Krymnash(#CrimealsOurs): The Discursive (De)Legitimation of the Annexation of Crimea

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The social upheaval at the EuroMaidan, and later Russia's annexation of Crimea and armed conflict in eastern Ukraine in 2014, have been marked by the unprecedented use of new media by ordinary citizens to express their political and ideological affiliations to one of the sides of this conflict and to justify or to delegitimize the actual territorial as well social changes at the peninsula. Additionally, new media has become a new battlefield where users impose their own meanings about the current events and confront those dominant in the cyberspace. Some well-known internet memes have become a widespread tool to shape these online discussions and have become a visible marker of identity of supporters or opponents of the issue discussed. The presented study aims to explore the patterns of identity construction of the Twitter and Facebook audiences by the use of hashtag analysis. The study focuses on the patterns of utilization of the popular hashtag #Krymnash ("Crimea is ours") by various groups of the Russian and Ukrainian online users during various time periods as the conflict around Crimea and in the Donbas unfolded in early 2014 and in the 2015. The study utilizes a multidisciplinary methodological approach of critical discourse analysis to examine the corpus of media texts which contain the mentioned hashtag in both Russian and Ukrainian Twitter, Instagram and Facebook accounts during the time span between March and June of 2014 and later between March and June of 2015. The research findings demonstrate how ideological ambivalence of the meaning behind the hashtag name has led to the shift of the dominant ideological affiliation of the latter and how the discursive strategies of political subversion problematized the initial set of meanings behind the hashtag, thus changing its original nature as a focal point for a new type of Crimean Pro-Russian identity as well as for stirring up Russian nationalist sentiments related to the "reunion of Crimea with Russia". The study argues that the ambivalence of meaning embedded in this popular hashtag corresponds to the Ernesto Laclau's concept of the floating signifier and, given the open and diverse nature of the online communication, gives room for the various confronting ideological frames, as well as their supporters, to impose respective meanings on the content of the hashtag-related social media texts. In this regard I argue, that the very nature of the online communication - open for diversity and multiplicity of voices - steps in contradiction with the initial goal of the #KrymNash online annexation legitimization campaign and provides room for subversion of the original meaning as a contestation of the Russian pro-government ideology, provides space for alternative and counter-discourses, and finally results in the blurring of the features, which construct the online groups of Crimea's secession supporters and opponents. In this regard Laclau argues, the very nature of the social interaction and the very possibility of the hegemonic struggle over meanings in this public domain, makes the absolute fixation of the meanings and control over their changes impossible.



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## The Strategic Mobilization of Fear Against Greece in E.U. Institutional Discourse on Immigration: Blame Games, Hate Speech and Euro-Bullying

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More than a million migrants and refugees crossed into Europe in 2015 through the Greek borders, sparking a refugee crisis as E.U. countries struggle to cope with the influx, and creating division in the EU over how best to deal with resettling people. This division is reflected in the EU institutional discourse and in its representation on the Press; rising political and social issues are framed in terms of fear. According to its original definition, fear is caused by the realization of a real threat or imaginary risk (Corey, 2004). Threat is a direct message informing that danger is coming. Is an objective hazardous state. Risk, on the other hand, is the narration of the possibility to face a hazardous future situation (Fischhoff, 2011). In other words, fear is produced either by an explicit threat that we are addressed, or by a cognitive process that in reflex warns us of an impending risk. Nation image is 'the cognitive representation that a person holds of a given country, what a person believes to be true about a nation and its people (Kunczik, 1997:47). A grounded theory approach is adopted to explore the manner that the nation image of Greece is constructed within the refugee crisis discourse. This research aims to map the employment of fear, risk and threat in the E.U. institutional discourse and in the statements of the Head of States in the Press in relation to the refugee crisis, to examine the interconnection between fear rhetoric, hate speech and to explore the development of processes of Euro-bullying. Key questions addressed in this project are: "Is hate speech employed by certain actors in the rhetorical construction of the image of Greece in relation to the immigration issue? and if so what is the relationship between hate speech and fear, threat and risk in the context of the refugee crisis discourse?" A mix of qualitative and quantitative content analysis will be employed on E.U. institutional discourse and in the statements of the Head of States in the Press that revolves around the refugee crisis and the immigration issue. The analysis period is 9 months (July 2015- March 2016). This paper is part of an ongoing research project of the nation image of Greece conducted by the Strategic Communication and News Media Laboratory at the University of Piraeus. The theoretical framework of this research draws from Fear theory, Nation Image, Hate Speech, Bullying and its relation with blame games, as well as from Political Communication and Europeanization. A range of important normative questions are addressed through this project: Is fear appeal a legitimated communication strategy in the E.U. institutional discourse? Should Head of States of E.U. member states feel free to fiercely attack within a blame game strategy through Institutional European discourse? Should elected E.U. state agents be allowed to strongly reject the culture and the European course of specific state members? Should fear, hate and bullying be part of the communicational vocabulary of the Community states?

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## Ideology, Media and the Social Construction of Reality

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In this contribution ideology is addressed in relation to the aspects of social construction of reality and the contribution of the media to the latter. Partial visions of the world as semantic system that shape that speech. Aspects that are taken into consideration are the relationship between sociophenomenology, semiotics and the social production of the communication speech as a discourse that is ideologically constructed. The discourse of the press about the Other, and the traces and ideological signs in it, are analyzed in this work by the semiotic and discourse analysis applied to the information in newspapers and focused on narrative and discursive categories, in order to observe the reading suggestions contained in the information regarding the Other. The results and reflections presented in this paper come from the research entitled "The social construction of the inter-Mediterranean space and its correlations in the thematic agenda of the media. The information in press and television "(CSO2012-35955), funded by the Spanish Ministry of Economy and Competitiveness (MINECO) for the period 2013-2016. The sample of the research correspond to the first week of May 2013 of the following diaries: Assabah (Morocco), Attounissia (Tunisia), El País (Spain), El Watan (Algeria), Le Monde (France), La Repubblica (Italy).

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# Representations of Individuals in Discourses of Laïcité from Le Monde: Confirming or Challenging the Republican Framework of Identity?

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The notion of laïcité (i.e. the separation of Churches and State in France) has been increasingly depicted as a French exception since the 1990s. Findings from previous studies have pointed out harmful implications of the pervasive connection between French national identity and laïcité by highlighting the risks for minorities to feel excluded or pushed to choose between national and religious identifications. Thus, exploring the notion of identity within the French context and in relation to laïcité offers a relevant window to explore power dynamics circulating within society. This study examines ways in which laïcité and identity are interwoven by exploring who is represented (and how) in newspaper articles from Le Monde dealing with laïcité. This study is informed by critical intercultural communication scholarship, intersectionality, and a Foucaultian approach to discourse. This critical discursive framework aims at identifying normalized identity categories and questioning the power structures in which they are embedded. Specifically, this study poses the following two questions: (i) Which identity categories are used in the selected articles from Le Monde about laïcité? (ii) How are these categories articulated with one another and within the larger framework of laïcité? A selection of articles (N=239) published in the leading national newspaper Le Monde between 2011 and 2014 was collected for in-depth analysis. Le Monde was used for data collection because (i) it is recognized as a quality leading newspaper in France, (ii) has a prominent status which gives its discourse visibility, and (iii) endeavors to be an active social actor. Data was analyzed using Qualitative Content Analysis (QCA) which allows for in-depth inductive analysis. Articles were progressively coded by the author in order to identify statements providing knowledge about laïcité and identity categories. In the light of previous research on secularism in France, this study was conducted with the assumption that representations of Muslims and the 'expected attribute' of the veil would punctuate discourses of laïcité. The salience of the category 'Muslim' was confirmed through data but suggested tensions which hinted at mediated (dis)continuities regarding the republican notion of identity. Results suggested that the republican framework which supports uniformity was challenged on several occasions in data and potentially re-negotiated to mirror more complex and hybrid everyday life experiences. However, different connotations attached to secular and religious identity categories in data indicated gaps between individuals, especially between those belonging to the secular imagined community and those positioned outside of it. Intersections between values embedded in 'universal feminism' and the secularization paradigm may have contributed to maintain representations of an imagined community whose expected attributes are those of modern secular individuals. Findings highlighted the use of hyphenated-like identities and suggested the emergence of new discursive spaces to address religious practices and identities from a more liquid stance than that allowed by the republican universal framework in which laïcité is embedded. These findings also echo previous studies about the media identity of Le Monde as an active and vocal actor in the public sphere.

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# The Influence of Intercultural Communication on Democracy in the Southwestern Anatolia: The Case of Muğla Province

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The purpose of this study is to investigate the influence of the intercultural communication between Muslims and non-Muslims living in the southwestern Anatolia (particularly in Muğla Province) on the presence and the continuity of the democracy in this region. The social and the political atmospheres in Turkey have been dominated by Political Islam, massively supported by conservative and nationalist majority since the beginning of the 2000s. Although most of the Turkish citizens in the southwestern Anatolia adopt both of the hegemonic Islamic position (Hanafi school of Sunni Islam) and national identity (Turkish), which are also supported by the government, they have demonstrated the lowest level of popular support for the party in power in both of the general and the local elections. This region is the stronghold of the secular-nationalist main opposition party, and also hosts a significant number of foreign-born residents - more than any other region except the metropolises. This shows that Muslim-Turkish people in this region, in comparison with other regions in the country, have been developing more liberal and moderate attitudes towards foreigners. One of reasons of this tendency is based on the characteristic of the communication, which has been showing (dis)continuities in the history, between Muslims and non-Muslims. This study puts forth how this communication has developed during the course of history, and what kind of characteristics it displays today. In order to elaborate a historical perspective, firstly, characteristics of the communication between Muslims and non-Muslims (Romans, Jews and Levantines) during the last period of the Ottoman Rule and the early Republican era are pictured, by using some historical studies, memoirs and oral history method. This period of time includes very important social and political events including ethnic and national conflicts such as World War I, the Greco-Turkish War of 1919–1922, Exchange of Populations between Greece and Turkey, World War II, and the emergence of Cyprus as an international issue. Secondly, characteristics of the communication between Turkish people and the foreigners in post-1980's period, in which the region's popularity has been rising as a center of the international tourism, are presented. Finally, Turkish youth's views and knowledge about the communication between Muslims and non-Muslims in the last period of the Ottoman Rule and the Early Republican Era are analyzed. Hence, it is asserted that, intercultural communication has an influence on not only democracy and liberal atmosphere in the region, but also continuities, discontinuities and transformations of images of non-Muslims in the collective memory of the Turkish people.

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The conflict between Ukraine and Russia has once again reminded the world that wars are not only fought with guns and tanks, but also with information technologies. War propaganda is an ancient phenomenon that has been used for various purposes and for different audiences (Jowett & O'Donnell, 1992). Propaganda is targeted towards the enemy with the aim to demoralise and destabilise their public support whilst in relation to the domestic audience, it serves the purpose of mobilising public opinion to support warfare (Vuorinen, 2012). Foreign audiences are also targets for propaganda; it is used to raise support and influence international public opinion (Schleifer, 2012). In Western mass media attention has foremost concentrated on Russian propaganda, directed both towards Russian-speaking populations and international publics (Yuhás, 2014; Nevéus, 2015). The same pattern of attention reveal in the – so far – few scholarly articles published so far (e.g. Pikulicka-Wilczewska & Sakwa, 2015), yet less attention has been paid to the management of information from the Ukrainian perspective. At its extreme, Ukraine is described as overtaken by fascists in propaganda from the Russian side, while Russia is described as an autocratic madhouse by the Ukrainian side in the conflict. Much of this information war is played out in social networking media such as Facebook and Twitter, where organised disinformation campaigns and astro-turfing have been reported (e.g. Nevéus, 2015). With the rise and establishment of social networking media in conjunction with the spread of personal and mobile media technologies such as laptops, smartphones and tablet computers, propaganda and information management take on new forms, and thus also involve a new set of agents. This tendency is further fuelled by the increased influence of the market sector and marketing logics in all areas of society. Both these phenomena call for new approaches to information warfare and propaganda, where there is a need to identify and analyse the new agents involved, and the impact these agents have on messages produced and disseminated. The aim of this paper is to analyse some of the agents involved in the management of information in Ukraine, and we would like to propose that the conflict between Ukraine and Russia has engaged an entirely new set of actors engaged in information war and the management of information, most notably from the PR business but also from journalism and corporate finance. These new actors bring with them competences, ideologies and practices from their field of origin which impact on the practice and expressive character of information warfare. In the paper we will analyse the pro-Ukrainian propaganda and information management from three different platforms addressing external audiences in the rest of the world: Ukraine Crisis Media Centre (UCMC), Ukraine Today and StopFake.org. The UCMC aims to provide global media with 'objective information about events in Ukraine', Ukraine Today is private English language satellite television channel specialising in news from a Ukrainian perspective and StopFake is a fact-checking website aimed launched in March 2014.

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After its emergence in the Syrian civil war the so-called Islamic State (IS) became one of the most widely discussed actors in the vivid conflict's media sphere, getting gripping descriptions as 'network of death' (Obama, 2014, UN GA speech), 'the best-financed terror franchise in history' (MSC, 2016, p. 18) and 'army of terror' (Weiss & Hassan, 2015). Their reliance on modern communication technology for propagandistic purposes has attracted a great deal of attention not only from scholars, but also from journalists, think tanks and lay publics (e.g. Farwell, 2014; Kardas & Özdemir, 2014; Reuter, Salloum & Shafy, 2014; Satti, 2015; Sorenson, 2014). Many note, that IS' propagandistic Hollywood-styled videos, excessive usage of social media and heavily altered images show how well the organization is embedded in the technological media terrain, fitting all too well in the contemporary mediatized conflict environment (Hoskins & O'Loughlin, 2010; Winter, 2015; Yeung, 2015). This paper seeks to analyze IS' communicative strategies in creating messages that resonate with their potential adherents. Namely, it focuses on the fact that IS often mimics contemporary media formats to do so. The contribution, thereby, analyzes IS' English-language monthly Dabiq magazine. Just as regular news magazines, Dabiq relies on familiar journalistic forms such as editorials or interviews. Moreover, it also uses various forms of remediation (Bolter, 2000; see also: Ratta, 2015; Kovacs 2015) to transport propagandistic messages. Remediation can be characterized as the repositioning of existing content into a different contextual framework. In doing so, the original meaning of the pristine message is reframed and integrated into a new frame (cf. Chong & Druckmann, 2007). As a result, IS media strategy reframes known messages and integrates them into their propagandistic frames. An example for this, is the recurring category "In the words of the enemy" which uses quotes by opponents of IS and integrate them into messages that are meant to unify the readers behind the ideals of IS and to condemn the author of the quote. The research, therefore, analyzes remediation practices IS uses to appeal to present and potential adherents. It examines what sources are being used (e.g. religious texts, reports from mainstream media, quotes from politicians and public figures), what strategies are being applied and what role remediation plays in the wider IS's communicative strategy. To answer these questions, the paper relies on the results of a qualitative content analysis that focuses on the usage of remediation in the existing issues of Dabiq.

PP 557 One of the Guys: Doing Inside Interviews from an Outsider Perspective

*E. Lehmann-Jacobsen*<sup>1</sup>

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Interviewing journalists and editors who interview for living is a tricky task. Interviewing journalists and editors working in media systems and journalistic fields that by the Western world are considered constricted or lacking press freedom is even trickier. Not least if the researcher by coming from the West per definition has an outsider perspective. However, having an outsider perspective can turn out to be an advantage as the researcher might be able to "scrutinise certain problems more closely, instead of seeing them as common phenomena or not seeing them at all" (Liamputtong 2010, 115). Combine that with an insider perspective of the journalistic profession in general and you have, what this paper argues, to be the key to success in obtaining insider knowledge about a journalistic field. Based on experiences from doing qualitative interviews with journalists and editors in Vietnam and Singapore for a larger research project on journalism in Southeast Asia, the paper presents some of the major methodological challenges of doing cross-cultural studies of the journalistic profession as a researcher with a different cultural background. Through analysis of different interviews undertaken during fieldwork in Vietnam and Singapore and drawing on Pierre Bourdieu's concept of field theory (1984, 1993, 2005), the paper shows how the researcher by interacting with interviewees as an equal member of an international version of the journalistic field can get access to information otherwise not available to Western researchers. By invoking the journalistic habitus and showing knowledge of the journalistic doxa, the self-evident, unquestioned truths of the journalistic field, the researcher might be able to perform as "one of the guys" despite his or her initial outsider position. However, choosing an interactive interview technique and using oneself as a researcher does not come without problems. There is a fine balance between encouraging interviewees to share insider information through interaction and putting words into their mouths. As the paper concludes, observations in connection to the interview situation itself must therefore also be considered as part of the empirical material. Not least since some interviewees might choose to answer to questions in a manner they think, the researcher wants, simply because of the researcher's Western affiliation. Even though the researcher can play the role of an insider belonging to the journalistic field, he or she remains an outsider, for better or for worse. Only by being aware of the consequences of this dual position can the researcher gain full value of the qualitative interviews and the collected empirical material.

PP 558 Awakening Memories and Narratives: Exploring the Use of Visual Methods Among People Living with HIV in the Western Cape, South Africa

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The global South has been plagued with the devastation of the HIV and AIDS epidemic since the early 1980s. HIV and AIDS has to date claimed more than 36 million lives, with close to 24.7 million people currently living with HIV in sub-Saharan Africa alone. South Africa has been one of the countries hardest hit, accounting for 23% of all new infections in the region. (UNAIDS, 2013). Visual methods which build on images and narratives - particularly in the field of health and human services - has been used in numerous South African contexts within NGOs, research organisations and higher education institutions to investigate the impact on society and the people living with the disease (Moletsane, 2009; Matthews & Sunderland, 2013). These visual methods have also been proven to contribute positively to the empowerment of the socially invisible. The following empirical study therefore explores the use of visual methods among people living with HIV in the Western Cape region in South Africa. The two visual methods used and observed were; body maps - a drawing and painting technique used to artistically articulate the effects of HIV on the body; and mobile phone images - captured and used by the participants themselves. Though aesthetically and methodologically different, both visual methods awakened significant memories and lived experiences related to the participants lives and their illnesses. The results proved that visual methods may have the ability to give meaning to situations and experiences as the individuals who created them, interpret them to. Symbolic meanings are often attached to images which often gives us an insight to a possible narrative that may have been previously untold and also hold the capability of unlocking healing and empowerment for those in need of it. People living with HIV in South Africa often come from marginalised groups in society who are at times ostracized due to their low-income or lack of education. These visual methods were able to tell the stories of those who were previously too ashamed, too marginalized or too dejected to do so willingly in a visual and contextually suitable way. Matthews, N., & Sunderland, N. (2013). Digital Life-Story Narratives as Data for Policy Makers and Practitioners: Thinking Through Methodologies for Large-Scale Multimedia Qualitative Datasets. *Journal of Broadcasting & Electronic Media*, 57(1), 97-114. doi:10.1080/08838151.2012.761703 Moletsane, R., de Lange, N., Mitchell, C., Stuart, J., Buthelezi, T & Taylor, M. (2007). Photo-voice as a tool for analysis and activism in response to HIV and AIDS stigmatisation in a rural KwaZulu-Natal UNAIDS (2014) The gap report. (pp. 1-86). Geneva.

PP 559 Cosmopolitanism as a Pop-Cultural Metanarrative: From Civil Rights to the Final Battle of Good Against Evil

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In recent years cosmopolitanism studies has developed into a sprawling interdisciplinary research field. No longer confined to its traditional domains in ethics and political philosophy, the concept of world citizenship has been applied in a broad range of contexts to investigate empirical developments and normative dilemmas associated with globalization. To date, however, cosmopolitanism in popular culture has been largely overlooked. This is unfortunate: as this paper sets out to demonstrate, pop-cultural narratives form an important part of cosmopolitanism discourse. Presenting the results of an ongoing investigation of cosmopolitanism in contemporary film and television, this paper argues that pop-cultural cosmopolitanism, in the totality of its manifestations, constitutes something like a metanarrative of historical progress toward more inclusive forms of social organization. The examination has resulted



in a typology of four categories, each representing a particular spatio-temporal juncture in the cosmopolitan metanarrative. First, we have Cosmopolitan Memories, a category comprised of narratives that consecrate episodes of the past as defining moments in the progress toward a more cosmopolitan world. Among these, two historical moments stand out as privileged sites of cosmopolitan memory-making: the century-long struggle against slavery and segregation in America, and the fight against Nazi Germany in World War II. The former category comprises films such as *12 Years a Slave* (2013) and *Selma* (2014); the latter, an endless array of WW2-epics including *Schindler's List* (1993), *Saving Private Ryan* (1998), and *Inglourious Basterds* (2009). Two groups of narratives articulate cosmopolitan ideas in a contemporary setting. Under the heading Cosmopolitanism at Home narratives set in a multicultural domestic context are investigated. The category comprises films about immigrant communities in Western countries such as *La Haine* (1995) and *Gran Torino* (2008), but also a cycle of Indian films including *Swades* (2004) and *Rang De Basanti* (2006). Chronicling cosmopolitan encounters between travelers and natives, the next category is labeled Cosmopolitanism Abroad. It includes a broad range of travel shows and films, notably *Babel* (2006) and *Eat Pray Love* (2010). Lastly, under the rubric Cosmopolitan Futures, science fiction narratives including *The Walking Dead* (2010–), *Man of Steel* (2013), and *Pacific Rim* (2013) are examined. In a way reminiscent of the thought of scholars like Ulrich Beck and David Held, these narratives envision a future apocalypse, whether of Zombies or climate change, as setting the stage for a final confrontation between the cosmopolitan camp and its enemies. By imagining the past as a sequence of heroic struggles against ethical particularism, the present as a series of intercultural encounters, and the future as a climactic battle of Good against Evil, pop-cultural cosmopolitanism narrates not only these events, but also history itself. While the attempts of the world religions and Marxism to give history the shape of a meaningful, coherent, and teleological narrative have become discredited in the present age of postmodern skepticism, cosmopolitanism discourse has filled the resulting void by providing a grand narrative suited to the needs of globalized society.

PP 560

## The Relationship Between Cultural Individualism and Online Health Information Seeking in 27 European Countries

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European countries have undergone radical discontinuities on political and solidaristic values, esp. the countries in post-socialist Europe, which is also represented in highly diverse national health and social care systems. Therefore, in order to understand micro-level data (e.g., individual health-related behaviors) from different countries, they need to be analyzed by taking into consideration macro-level information, as suggested by socio-ecological models. Several studies indicate that differences between European countries in doctor-patient communication, health behaviors, and health outcomes are, among others, determined by national differences in cultural values. While this also applies for general online information seeking behaviors, research on health-related information seeking remains focused on the individual level neglecting country-specific contextual variables. The cultural dimension individualism/collectivism of Hofstede's framework describes the relative strength of identity with respect to group membership. Members of individualistic cultures are socialized to rely predominantly on their independent self, whereas in collectivistic societies, group allegiance is stronger. Here, people tend to rely more on authority figures and believe, that the group provides security to its members. A further discontinuity that might be associated with these cultural differences refers to fundamental changes in media environment. Health-related information is exponentially provided online serving as an opportunity for self-determined information seeking and increased patient empowerment in shared decision making. Seeking information about diseases, medical treatment or second opinions after visiting the doctor constitutes an intentional behavior that expresses personal responsibility for health-related questions. Consequently, we assumed that individuals in more individualistic societies would be – all else being equal – more likely to engage in health-related online information seeking. Additionally, we were interested in the relevance of the individualistic/collectivistic culture beyond individual characteristics. Using a large-scale representative telephone survey on health-related online activities from 27 member states of the European Union ( $n = 26,065$ ; Cyprus is not classified in the individualism/collectivism dimension), our data comprised respondents with Internet access ( $n = 17,769$ ; 68.2%) and was combined with Hofstede's base culture data. Bivariate analyses on the national-level aggregate data demonstrated that individualism corresponded with health information seeking in online sources ( $r = .49$ ,  $p = .010$ ). A multi-level generalized linear model confirmed the well-known influences of individual characteristics such as age, gender, education, and health status. In addition, the cultural dimension individualism explained 36 % of the variance between the countries that was not accounted for by individual characteristics. Members of individualistic countries were more likely to seek for specific health information on the Internet than individuals in collectivistic countries. Our findings imply that differences in solidaristic values in European countries have an effect on health information seeking. Preferences might be additionally shaped by historical and modern policies and practices of the welfare system (e.g., health care infrastructures or social insurances). Consequently, models of health information seeking in international comparative studies should integrate cultural dimensions. We will also discuss these findings in the light of cross-national doctor-patient communication, culturally sensitive health education and international information provision.

PP 708 Socialism Realised: Teaching About Contested Pasts Through Media

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How can a teacher begin to address contested history? How can a student wanting to know more find an balanced source? How can various media -- films, photographs, radio broadcasts, sketches, letters -- bring you closer to that elusive knowledge of what life was like for the people living through the times that now make up our contested history? At the Department of Education at the Institute for the Study of Totalitarian Regimes in Prague, we've developed an online educational environment that enables you to find and analyse multimedia content about the communist regimes in Europe. Using the Czechoslovak example, we describe the specifics of life in the Eastern bloc. Instead of long texts, the portal offers video clips and various other primary sources that are understandable and that speak directly to the experiences, feelings, and problems that people in the past had. These voices are not and do not have to be unified. Instead, they provide a glimpse into the time of the Cold War and show society in the Eastern bloc as a complex and diverse culture. In a Europe that is struggling to unify itself, it's more and more important to study the history from all parts of the continent. The communist past is a significant part of the shared European history, but there is a lack of quality teaching material, a problem that Socialism Realised strives to remedy. By using translated Czechoslovak material along with annotations that explain any necessary cultural or historical background, Socialism Realised opens up a whole new realm of understanding for people who are otherwise completely unfamiliar with the history, politics, and culture of the Eastern bloc countries. As such, it makes the experience with nondemocratic regimes a natural part of the shared European history and helps people to understand the recent controversies about the past in post-socialist countries. The main goal is not only to gain knowledge about this specific period of European history, but also to more generally discuss the danger of totalitarian ideologies, the relationship of the state and its citizens, and the importance of active participation in the promotion of democracy. Different histories are one source of cultural misunderstandings, and one aim of Socialism Realised is to foster intercultural understanding by providing a way for people to observe and interpret the contested communist past for themselves. Socialism Realised is the Institute for the Study of Totalitarian Regimes' contribution to democracy education in Europe, using the history of European communism as an lesson for the future.

PP 709 Young People Communication in Local and Global Communities: The Role of the Adult

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Screens and images on the Internet have given rise to a new landscape which demands new communication skills that need to be learned when people participate in local and global communities. Focusing on how children and adults explore digital technologies together in a local community where children use audiovisual discourses, The MAIN GOALS OF THIS PAPER are the following: 1) To explore the adults' strategies when they work with children and young people and how they learn together how to communicate by using audiovisual discourses. 2) To identify the different and complementary adult profiles based on their tasks and functions to teach and learn how to make a smart use of digital technologies with children and adolescents. This paper is rooted in TWO THEORETICAL PERSPECTIVES. Firstly, we consider that being an active participant online involves creation understood as a collective process which involves cultural community practices. Creating and participating can be learned (Kress & Van Leeuwen, 2003; Jenkins et al., 2009; Gardner & Davis, 2013). Secondly, we consider specific interactions between adults and children mediated by material tools. Rogoff and collaborators (Correa-Chavez et al., 2015) shed light on the role of adults in non-formal learning situations. From their point of view, people learn in both symmetrical and asymmetrical social relations and each person plays a different role. To help better understand the process, they outline an interesting metaphor centered around experts and novices which is common in daily working situations. People learn by watching other people's activities and by putting them into practice, they have complementary responsibilities. The DATA comes from a field study to improve the use of technology among young people and develop digital literacies in Madrid, Spain. Five workshops were carried out at the Telefonica Flagship Store in Madrid aimed to kids aged between 8 and 14. There, they used iPads to create and publish audiovisual content on Instagram, Vine and Vimeo. This experience became an exploratory space for cooperation between participants: children, young people, adults, Telefónica staff and a multidisciplinary research team. QUALITATIVE RESEARCH METHODS focusing in VISUAL ETHNOGRAPHY have been used (Delgado, 2015; Pink et al, 2015; Lacasa et al., 2016). We focused on the following audiovisual data: 2,235 photos and 33:38:00 (hours-minutes-seconds). The EVIDENCE was collected by qualitative research techniques such as observation, conversation and descriptive analysis. We combined a narrative and a conceptual approach (Gee, 2014; Brennen, 2013) supported by qualitative software analysis (NVivo, 11.1.1) and professional tools (Adobe Lightroom and Final Cut Pro). We propose THREE MAIN RESULTS FOR DISCUSSION: Firstly, adults and young people support each other as active participants when they are part of local and global communities. We focus on how they need to explore both CLOSE AND DISTANT POTENTIAL AUDIENCES to produce meaningful messages. Secondly, even young people are familiar with digital technologies need to be supported by the adults' conversations, helping them TO BECOME AWARE OF The AUDIOVISUAL DISCOURSES THEY USE. Finally, the differences in the ADULTS' BACKGROUND AND ROLES in the community need to be considered.

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The use of smartphones and tablets opens up possibilities in terms of communication. Screens and images have generated a new landscape which demands new skills. Becoming creators of multimedia productions can be a difficult task for adults and kids alike, and creation is not only an individual process; it has its roots in community practices through group processes involving popular or academic culture (Gee, 2005). This paper analyses the conversations between people who participated in the workshop. We understand these to be a fundamental strategy to achieve new forms of literacy. Conversations in small or large groups allow us to focus our ideas and create a basis to start from. The challenge arises when it comes to creating audiovisual messages. We can look at other productions, or reflect on and discuss other online videos. We must discuss our goal and the ideas we want to convey, bearing in mind our audience (Barnes, 2013). Certain principles that stem from our experience will help young people become aware of the discourse they use. The adults' role is essential (Rogoff, 1996; Lacasa et al. 2016). The main goal of this paper is to analyse the experiences of adolescents when creating multimedia productions in an innovative environment based on the concept of dialogue. The specific objectives: 1) To analyse the learning process supported by the dialogue that takes place within the workshop community; 2) to explore the adult's role as a guide based on the goals and objectives that have been proposed in the workshop, and 3) to examine the audiovisual productions created in the workshop based on the discussions between youth and adults in large and small groups. We combined some qualitative methods and used an ethnographic point of view (Bremen, 2013; Horst & Miller, 2012). Our data comes from a series of workshops held at Telefónica's Flagship Store (Madrid, Spain) with teens aged between 8 and 14. We examine some of the children's productions and the dialogue generated during this time. The results give us the following ideas for discussion: 1) Each of the videos shows a higher level of conceptual development than the previous one; 2) These levels were established step by step throughout the session during the small group situation, and 3) The creative process was always supported by the dialogue between the researchers and the children. Barnes, S. B. (2013). *Social networks: from text to video*. New York: Peter Lang International Academic Publishers. Brennen, B. (2013). *Qualitative research methods for media studies*. New York; London: Routledge. Gee, J. P. (2005). *La ideología en los discursos*. Madrid: Morata. Horst, H. A., & Miller, D. (2012). *Digital anthropology* (English ed.). London; New York: Berg. Lacasa, P., et al., Eds. (2016). *Young Digital. Interactive Workshops*. Madrid, Apple Store (iBook, online). Rogoff, B., Matusov, E., & White, C. (1996). Models of teaching and learning: participation in a community of learners. In D. Olson & N. Torrance (Eds.), *The handbook of education and human development* (pp. 388–414). Cambridge, MA: Blackwell.

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With his seminal book on "The invention of tradition" the historian Eric Hobsbawm fundamentally changed the way in which scholars approach the past. Rather than being a sequence of objective events, history came to be understood as a social construction, emerging from narratives and interpretations generated by the stories told by people, official rituals of memorization and even the symbolic environment of artefacts and everyday objects. In the constructivist view, history is fluid, malleable and ambiguous and thus open to evaluative contestation and re-invention. Current conflicts and social transformations frequently trigger the search for meaning and explanation in historical events, thereby re-inventing how the past is understood. It can therefore be argued that the present shapes the past as much as the past shapes the course of present events. Most of the existing research focuses on the role of collective memories in the formation of social and cultural identities. Less attention has been given to narratives of the past that utilize historical frames in order to achieve political goals. Moreover, we know very little about the role of frames of the past in international politics where different narratives intersect, compete and collide. The papers of this panel aim to address these gaps by addressing the strategic role of history and collective memories in processes of power struggles and contested politics in the context of international relations and global developments. All studies presented in this panel focus on particular moments of rupture and discontinuity: Two papers (Krstic and Milojevic; Lohner, Banjac and Neverla) explore how the regime transition from authoritarianism to democracy is interpreted and contested in public discourses. Two other papers (Baden and Tenenboim-Weinblatt; Sangar) use sophisticated methodologies to investigate conflict discourses in different Western and non-Western contexts. And O'Loughlin and Miskimmon the role of strategic narratives in international negotiations. In all cases, the framing of the past played a crucial role in the dynamics and outcomes of the contestation. However, while there are clear indications that the mobilisation of the past perpetuates and intensifies conflict, there is evidence that the past can also serve as a force to broker consensus and reconciliation. Another theme that runs through the five papers of this panel is the role of the media and journalism in constructing the past. In ongoing conflicts and social upheavals the media serve as a forum where narratives of the past are remediated and reinterpreted. Periods of social and political discontinuities therefore fundamentally challenge the position of journalism and journalists, forcing them to forge new professional identities between the legacies of the past and the changing realities of the present. Taken together, this panel provides insights into the role of narratives of the past in contemporary conflicts and power struggles. The analysis of international conflicts and global ruptures helps to understand the ambivalent role of history frames as both a polarizing and a bridging force. Furthermore, the studies presented open up new avenues for future research in an emerging field.

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The Iran Deal and the Past as Resource: Connective Memory in the Strategic Narratives of the US, EU and Iran

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This paper explores the role of memory and narrative in the forging of the 2015 nuclear deal between Iran and the UN Security P5+1 and the European Union. We hypothesize that narrative alignment between Iran and its interlocutors only became possible when President Obama recognized Iran's grievances about the role of the US in overthrowing Iran's government during the Cold War. A strategic narrative is 'a means for political actors to construct a shared meaning of the past, present and future of international politics to shape the behavior of domestic and international actors' (Miskimmon, et al., 2013: 2). This advances strategic narrative theory (Krebs, 2015; Miskimmon et al., 2013, 2016) by explaining how narrative alignment can occur through the re-contextualisation and re-narration of past events. It also illustrates why the concept of 'collective memory' is problematic and assesses the explanatory value of Hoskins' (2011) 'connective memory' proposition that memory is activated in the present and dependent upon the remediation of visual representations from the original event. This study examines the interlocutors' narratives from 2001–2015, with particular focus on UN Security Council debates and Geneva Talks. Such moments of high politics represent 'tests' in which the (moral, political) criteria of worth present in each actor's narrative is evaluated by others with reference to an empirical problem: in this case, Iran's nuclear programme (Boltanski and Thévenot, 1991/2006). We examine participants' narrative strategies, the style and mode of delivery or projection, and the manner in which each took the others' strategic narrative and its delivery into account during interactions in this period. How were principles of justice, legality, legitimacy and so forth invoked and negotiated as each actor pursued their interests? We explore the forms of evidence presented and made public by each actor, and the visual and rhetorical modes used to contextualise and frame the meaning of the evidence presented. We also analyse how these stylistic and evidentiary aspects of each actor's diplomacy was received in the national media of each actor, and the degree to which this fed back into the process being reported on. This multimodal analysis allows for consideration of the 'activation' of memories of US actions in Iran 1953 and 1979 as the instantiation of connective, not collective, memory. Such memories were denied in US and EU accounts until 2013; what made their activation in 2013–15 sufficiently compelling for Iran to yield. Bibliography Boltanski, Luc, and Laurent Thévenot (2006). *On Justification: Economies of Worth*. Princeton, NJ: Princeton University Press. Hoskins, Andrew (2011). "7/7 and connective memory: Interactional trajectories of remembering in post-scarcity culture." *Memory Studies* 4, no. 3: 269–280. Krebs, Ronald. R (2015). *Narrative and the Making of US National Security*. Cambridge: Cambridge University Press. Miskimmon, Alister, Ben O'Loughlin, and Laura Roselle (2013). *Strategic Narratives: Communication Power and the New World Order*. London: Routledge. Miskimmon, Alister, Ben O'Loughlin, and Laura Roselle (eds.) (2016). *Forging the World: Strategic Narratives and International Relations*. Ann Arbor: University of Michigan Press.



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## Exploring “Regimes of Historicity” Through Semi-Automated Quantitative Discourse Analysis: New Conceptual Insights into the Links Between Collective Memory and Media Discourses on Armed Conflict

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Why do political actors use history in media discourses on armed conflict? Scholars of International Relations interpret this phenomenon predominantly in terms of individual interests: political actors either promote historical lessons and analogies that are hermeneutically useful to develop a better analytical understanding and recommendation for action in complex contemporary crises. Or, political actors instrumentalize history for purely rhetorical purposes, depending on pre-established interests that result from institutional, ideological or personal preferences. While it is methodologically difficult to empirically distinguish between the rhetorical and the cognitive utility of political uses of history, the individualist perspective would predict that political actors – regardless of their national background and specific interpretations of history – tend to draw more normative arguments from history than discourse actors outside the realm of political decision-making, such as journalists and academic experts. Memory scholars, on the other hand, often highlight the role of collective memory as a collective constraint that shapes the ways in which discourse actors perceive foreign conflicts and appropriate responses, regardless of their institutional background. They point to the close relationship between collective memory and foreign policy identity, which results in specific national narratives framing the interpretation of and reaction to foreign conflicts. But to what extent can these arguments help to understand the uses of history by political actors? The links between collective memory and conflict discourses suffer from a lack of conceptualization that would enable cross-case comparison. This contribution argues that the concept of “regime of historicity” can serve as a potential remedy for this gap. Originally developed by the historian Francois Hartog, the concept emphasizes the socially constructed nature of societies’ relationship to History, thus predicting that actors in similar institutional settings use historical references differently across the border of their specific communities, according to their socialization in a national collective memory and resulting foreign policy identity. For political actors, this would for example imply that historical references are used differently by actors socialized in an identity featuring a teleological narrative of historical continuity, than by actors socialized in another identity that is built on the idea of a rupture that has fundamentally changed a community’s relationship to the past. The plausibility of this argument will be probed using initial results from a semi-automated quantitative discourse analysis comparing conflict debates in the French, German, and U.S. press. Through manual coding of automatically retrieved historical references according to the categories “type of discourse actor” and “type of use”, the analysis allows to observe cross-national patterns, which would support the predictions of the individualist perspective, and cross-institutional patterns, which would support the predictions of the collective memory perspective. While first results are not completely clear-cut, the analysis can confirm the existence of specifically national patterns of uses of history, and can at least for the US case also confirm the influence of a specific regime of historicity that interprets US foreign policy in terms of a historical continuity of leadership in a recurring struggle against foreign oppressors.

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## Uses of Collective Memory in News Discourse on Violent Escalation

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Moments of escalation in violent conflict are moments of discontinuity. Salient, destructive events disrupt prior understandings of the situation and call for renewed sense-making, as well as a revision of current strategies for dealing with the conflict. Collective memories play an important role for both these processes: As templates from the past, they help structuring current events, identify possible underlying dynamics, and enable predictions of possible future developments. Furthermore, as lessons drawn from the past, they can be informative for devising suitable response strategies, and legitimize or delegitimize specific policies. Both processes are intricately linked: Casting current escalation in terms of specific historical precedents, different courses of action appear appropriate. Accordingly, the selection and presentation of collective memory references to understand current escalation contributes to shaping public responses, and thereby, possibly, future developments of the conflict. In this study, we analyze recurrent uses of collective memory references in 71 opinion leading news outlets located within as well as outside the ongoing conflicts in Syria, Israel/Palestine, Kosovo, Macedonia, Burundi, and the DR Congo. We focus on distinctive moments of escalation over a time range of four (Syria) to almost ten years (Israel/Palestine). Departing from a quantitative, discourse analytic strategy, we recognize recurrent patterns of language use involving 347 different references to collective memory, as well as 3391 other meaning carrying concepts that may be linked to mobilized memories, using 8134 to 14053 unique queries in eight languages. Based on this automated, fine-grained detection of mobilized memories and their embeddedness within the sampled news coverage, we identify distinct, common ways of mobilizing the past across large amounts of texts. Subsequently, we subject those texts containing such common uses to an in-depth, qualitative analysis, combining techniques of critical discourse analysis, narrative analysis, and frame analysis. Specifically, we focus on the implications for understanding and responding to current escalation that arise from the use of mobilized memories, as well as the role of the memory references for legitimizing advocated interpretations and courses of action. Linking the findings to established scholarship, the presentation discusses the contribution of collective memories to public discourse on violent conflict and escalation. We assess different mechanisms for linking up past and present events, building different kinds of narratives that evaluate current events, predict or warn of likely future developments, and possibly construct prospective memories of lessons we are reminded to apply to current conflict responses. The presentation concludes with a typology of common uses of collective memories in escalation-related conflict discourse, suggesting avenues for further investigation.

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## The Role of Media in Transitional Justice Processes: The Case of Serbia

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The implementation of transitional justice procedures are key tools for society's relationship with its past. Designed as a mechanism for reconciliation, transitional justice measures often mobilise divisions over the interpretation of historical events. The role of media in these processes is often neglected (Price & Stremlau, 2012), although media can become significant political player in the contestation over the interpretation of human rights violations occurred in the past. This paper aims to fill this void by focusing on the media coverage of the events triggered by the arrest of the former Yugoslav president Slobodan Milošević and his extradition to the International Criminal Tribunal for the former Yugoslavia (ICTY) in 2001. This case caused strong political and societal polarisation, initiating public debates on the legacy of Milošević's regime, the peace building process in the Balkans and the role of the international community in public acceptance of the cooperation with the Tribunal (Bideleux & Jeffries, 2007; Scharf 2003). In order to investigate how the conflict was mediated, we draw on the results of a content analysis of four national Serbian print and broadcast media, conducted within the EU-FP7 funded project "Media, Conflict and Democratisation" (www.mecodem.eu). Media coverage focused mainly on disputes between Milošević's supporters, new democratic ruling coalition and the international community (ICTY, EU, NATO and the USA). While media attention shifted from the legality of Milošević's arrest to the question whether or not the country should cooperate with the ICTY, the three-month public debate reflected the tension between international pressures and domestic controversies over the country's recent past. For example, the American financial support to Yugoslavia at the donor's conference in Brussels in late June 2001, which was made conditional on the country's cooperation with the ICTY, was represented as "the Washington pressure" and heavy interference in domestic affairs. Therefore, the aspect of media representations of international political actors in domestic polarisation over transitional justice is particularly addressed in this paper, explaining the conflicts between the country's pro-European forces and those of a more nationalist orientation through the lens of the mobilisation of the past. More specifically, this paper will question the role of the media in shaping the public debate on transitional justice process in new democracies where media professionals tend to "apply the norms and rules they are familiar with from their professional life under the old regime" (Vltmer, 2008: 28) and therefore may lack qualities in promoting inclusive politics. Bibliography Bideleux, R. & Jeffries, I. (2007). *The Balkans: A Post-Communist History*. London and New York: Routledge. Price, M. E. & Stremlau, N. (2012). *Media and Transitional Justice: Toward a Systematic Approach*. *International Journal of Communication*. 6: 1077–1099. Scharf, M. P. (2003). *The Legacy of the Milošević Trial*. *New England Law Review* 37(4): 915–933. Vltmer, K. (2008). *Comparing media systems in new democracies: East meets South meets West*. *Central European Journal of Communication* 1(1), pp. 23–40.

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## Contesting or Carrying on the Past? (Dis-)Continuities of Journalistic Roles, Practices and Ethics from Autocracy to Democracy

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Journalism is a shaper of democratization processes, and media transformation into democratic institutions is considered a prerequisite for the successful democratization of a society. However, media systems and organizations are not created from scratch after the breakdown of old regimes. Instead, existing ones are contested and reshaped, with residual constraints. Likewise, professional journalism does not start with regime change. Although journalistic personnel are partially removed during transition, many journalists remain in their profession. These journalists build on their professional experience, identities, and standards developed under the old regime. These 'legacies of the past' are contested, adjusted and merged with new values and practices, leading to hybrid forms of journalism. However, how professional discourses of the past are strategically mobilized and contested, has hardly been empirically investigated. This paper investigates how journalists perceive the (dis)continuities of journalistic practices, roles and ethics after regime change. Which historical professional discourses are contested (discontinued) or reproduced (continued)? Why do legacies and fundamental 'reboots' exist, which strategies of mobilizing or contesting the past lie behind? What are the consequences for the journalistic profession and (its role within) the democratization process? Methodologically, the paper builds on a comparative study within the EU-funded project 'Media, Conflict and Democratisation' (www.mecodem.eu), which explores journalistic work practices, ethics, roles, and working conditions across a set of democratisation conflicts. The study includes in-depth interviews with 76 print, online and TV journalists from Kenya, Serbia and South Africa. Findings show that continuities exist within journalistic work practices: routines in the selection of topics, investigation and presentation of stories, once learned and memorized through years of professional training and experience, are transferred into the democratic order. Conversely, journalists claim that 'juniorization' of newsrooms in light of economic pressures leads to decreasing "institutional memory" and know-how to cover democratization conflicts as many journalists have not experienced the authoritarian past and lack historical background. Within role perceptions, discontinuities seem to prevail, as many journalists perceive themselves as watchdogs, mediators of an inclusive public debate and fighters for sustainable democratization. In contrast, continuities can be detected, as various Serbian journalists claim that collaborative was practiced in early transition years where journalists felt committed to supporting the new democratic regime. Self-censorship reported by Kenyan journalists when covering ethnic and political tensions can be interpreted as continuing political parallelism and partisan journalism. Journalists in transitional countries build on multiple identities consisting of fluid components inherited from different professional phases, contested and reproduced over time. The degree of (dis)continuities is influenced by the nature and stage of political transformation. Explanations are also found within structural working conditions, as persisting power structures (political ownership, clientelism) and new economic pressures in capitalist markets (financial insecurities, low salaries) limit possibilities of investigative, independent journalism and professional development. These constraints pose a threat to the perceived credibility of journalism as an institutional pillar of democracy.

PS 072

## How Does a Multilingual and Volunteer-Based Online Magazine Work? The Case of Caf  b  bel

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A lot of journalistic work is currently being done in a sporadic, participatory and part-time fashion. Journalistic platforms emerge and dissolve rapidly. Is it even possible to practice non-institutional and networked journalism in a durable manner? To understand the dynamics of sustainability, it is fruitful to focus on such journalistic endeavors that have been able to consolidate their practices and evolve into viable journalistic organizations but that are not yet considered as mainstream. This paper will focus on one such case, Caf  b  bel (<http://www.cafebabel.co.uk/>), which is a European online magazine turning 15 this year. It is a multilingual and participatory publication run by a small editorial staff and a vast network of volunteer contributors – journalism is thus mostly practiced ‘elsewhere’ of the newsroom. The Caf  b  bel initiative arises from the idea of generating a youthful European public sphere, a forum where Europe could be comprehended and discussed through the everyday angles and the viewpoints of young Europeans, the ‘eurogeneration’. Caf  b  bel has its headquarters in Paris, France, where a team of 12 salaried staff members manage the background association as well as coordinate the publication of articles in the magazine, which has six language versions. The material to the magazine is provided by altogether 20 local city teams across Europe as well as individual volunteers. It is estimated that about 3 000 articles are published each year, which means that 1 500 volunteer authors, photographers, illustrators and translators take part in the journalistic practice of Caf  b  bel yearly. The organization is nonprofit, funded by the EU bodies as well as private foundations. Caf  b  bel has slowly been stabilized and recognized – the publication has been awarded by the European Press Club, for example. What are the underlying practices that make networked journalism possible at Caf  b  bel? This presentation is based on 14 individual interviews and a collection of 10 written ‘practice stories’ by the members of the practice community – editors, managers and volunteers – of Caf  b  bel. Additionally, it will draw on observations and photographs from the central editorial office in Paris as well as the hub of the city team in Brussels. By drawing on practice theory (Schatzki et al. 2001), the material is deconstructed into the basic elements of practice: activities, material objects and meanings (Shove et al. 2012). In other words, the analysis asks: what is done by editors and volunteers; what objects are being used; and what meanings are attached to this way of practicing journalism at Caf  b  bel? The paper concludes that emotional labour, online tools, project mentality, mobility and questions of ownership make up the nodes around which journalistic practice becomes possible, but also constantly challenged. References: Schatzki, Theodore S., Karin Knorr Cetina, and Eike von Savigny (eds.) 2001. *The Practice Turn in Contemporary Theory*, 50–63. London: Routledge. Shove, Elizabeth, Mika Pantzar, and Matt Wattson. 2012. *The Dynamics of Social Practice: Everyday Life and how it Changes*. Los Angeles: Sage.

PS 073

## Aspects of Mobile News Production

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Mobile technology brings changes in news publishing and in gathering information, but also in the users' preferences. Users interact differently with the information from mobile devices, and access them more frequently. Mobile journalism as main trend in the recent journalism refers to the journalists' work, and to the stages of the news production process. In the production process of mobile news, journalists manage the content and the structure of the news. Production process of mobile news is related to actors that participate to this process (both journalists, and users), and to the online media product. The mobile news site, as result of news production process, is characterized by many aspects. This study shows the particularities of news production for mobile devices depending on different features of mobile news sites. This study analyzes the mobile news production in the case of 29 mobile sites in the Romanian online media (all mobile news sites). The mobile sites are grouped according to the main subject of the site, and also to the type of media channel. The mobile sites groups help to analyze the relation between the news production and categories of sites. Unlike the approaches taken by other authors mentioned above, which showing insight into the production of mobile news from the perspective of journalists or users, this paper shows the particularities of the production of mobile news, referring to the media product that is the mobile site and its features. To determine the specifics of news production for mobile devices are applied a methodological framework that consists of the content analysis method and the correlation method of analysis. As research object is considered the mobile news site in Romanian virtual space. In the content analysis method, the coding scheme identifies values for the variable that characterize the mobile sites and influence the production process of news. Features are related to type of multimedia content (topics and format), layout & design of the user interface, interactivity, forms of user participation, and structure. All data collected are analyzed through the correlation method of analysis. The conclusions show good practices and demonstrate the specificity and particularities of the process of news production in connection with their distribution on different mobile news sites. Thus, findings show that the most important features of a mobile news site used to increase the number of visitors are the number of news items on the homepage and the way of reading the news, especially using a mobile application. Also, it was noticed that there are several differences noted for the production of news for TV sites or online publications. Also, the use of mobile applications can assure the users' fidelity towards the news sites on mobile devices. This aspect is related to the fact that mobile news is preferred to be accessed in a personalized way.

PS 074

## Content Marketing et al.: Journalism Under Pressure

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Credibility has always been one of the key elements in the evaluation of journalism and its quality: journalism is, before and after all, a bout information you can trust. On the other way, transparency has always been one of the basic pre-conditions for the construction of that credibility: you only trust (and handle accordingly) certain piece of information if/when you know where it comes from, who is responsible for it, how it came to you, which purpose it intends to serve, ultimately who pays for its selection, production and distribution. Things used to be rather clear in this domain: the classical separation of 'church and state' in the media business, regarded for many decades as a sacred dogma, traditionally helped to keep news in the editorial areas and advertisement in the commercial spaces (always presented and labelled as such). You could read / listen to / watch both, but you knew for sure what it was about: either information in the public interest, or promotion of products and services in the private interest of some company that paid for it. In recent years, for a number of reasons (one of the most relevant being the dramatic decrease of advertising revenues and a clear fight for survival within most newspapers, radio and TV stations, still looking for a new 'business model' for the new media landscape), things began to change – and go on changing every day. The fast development of formats associated to hybrid or mixed products such as advertorials, content marketing, native advertising, brand / corporate journalism, etc., brought major challenges to the need for independence of news and information, when opposed to paid propaganda or commercial promotions of the most diverse origins. This is where (and why) credibility of journalism is at stake: when the audience doesn't know for sure (and doesn't have the means to find out) if the piece of information they are consuming is really news – selected, gathered, developed, edited and diffused according to journalistic criteria, allegedly serving the public interest – or, on the contrary, it is no more than a sponsored or commercially-driven initiative, with no proper identification and label, then the trust relationship between the news medium and the public may be broken. In this paper, we intend to show how these new trends in advertising and marketing within the media industry are spreading a bit all over the world, somehow putting pressure on the ways journalism used to be regarded and dealt with. Furthermore, we intend to discuss the consequences of these new hybrid formats in the way the public looks at media products and in the degree of trust such information is given, thus eventually affecting the role of journalism in society. The results of an inquiry among Portuguese professionals that have worked as journalists and then moved to advertising, PR or marketing, will help us to better understand how relevant actors of this process regard it 'from within' and how they forecast its evolution in coming years.

PS 075

## Business News Before, During and After the Financial Crisis – Mere Reflection of Economic Developments or Result of Journalistic Criteria of Selection and Presentation?

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The collapse of the economy from 2007 onwards jeopardized not only corporations but also common citizens. Pertaining to the crisis, journalism was accused of having failed as a watch dog (Manning, 2012). However apart from it, journalism is criticized for being too negative (Ju, 2014). Although journalistic coverage influenced recipients' expectations during the financial crisis (Lischka, 2015), science has neglected longitudinal research on patterns of journalistic reporting. Focusing on a German quality newspaper (Süddeutsche Zeitung, 2005–2012), two main questions are answered: (1) Has the volume of newspaper coverage changed throughout the crisis? (2) Which journalistic criteria of selection and presentation are constant patterns of news reporting and which are bound to times of economic crises? First, there is more news coverage during the crisis than before or after ( $N = 2.057$ ). This tendency to not only applies to times of crises but also to economic downturns before and after the crisis: When the economy is in downswing, the volume of reporting increases. Second, a random sample of articles is examined through content analysis ( $N = 527$ ). Specifically, the valence of economic events chosen as cause of news coverage, the tonality of reporting regarding economic developments as well as politics and the disclosure of uncertainty regarding economic forecasting are examined. In general, journalism does not solely report on economic downturn, thereby disproving a constant pattern of negativity in selection. This changes, as could be expected, with the financial crisis. Regarding negativity in presentation, a diverse pattern emerges: While negativity regarding the economy is, overall, not a constant pattern of presentation, tonality significantly worsens with the break-out of the financial crisis. Although evaluations are therefore at least partially tied to economic developments, journalism fails to fill its watch dog function: There is no journalistic warning prior to the summer of 2007 – neither by referring to negative developments nor by expressing possible endangerment through journalistic tonality. In contrast to this volatility, there is a constant pattern of negativity regarding politics before, during and after the financial crisis expressing a rather tight connection to political news for which similar patterns have been documented. Finally, journalism seldom expresses uncertainty throughout any point of reporting. In sum, there is a constant pattern of exaggerated attention to economic downturns but also negativity regarding politics. In contrast, some criticism towards business news is inadequate and certain journalistic criteria are bound to crises: Journalism news neither solely display negative economic developments nor is there a general negative bias. References: Ju, Y. (2014). Issue obtrusiveness and negative bias: Exploring the moderating factors for asymmetric news coverage of the economy. *Asian Journal of Communication*, 24(5), 441–455. doi:10.1080/01292986.2014.908933; Lischka, J. A. (2015). What follows what? Relations between economic indicators, economic expectations of the public, and news on the general economy and unemployment in Germany, 2002–2011. *Journalism & Mass Communication Quarterly*, 92(2), 374–398. doi:10.1177/1077699015574098; Manning, P. (2013). Financial journalism, news sources and the banking crisis. *Journalism*, 14(2), 173–189. doi:10.1177/1464884912448915



PS 076

## Imagining the City: How Local Journalism Reports on Social Cohesion

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In recent years, both local journalism and social cohesion have faced disruptions and discontinuities: while local journalism is challenged by dwindling readership, media concentration and economic crisis, social cohesion in cities is dealing with social fragmentation, gentrification and the increasing inflow of migrants. At the same time both are interrelated, as perceptions of belonging, identity or community are heavily mediated: local media provide the informational backbone of what people know about social life in their city. Our study analyses what image local media create of social cohesion in a community. And what is decisive for this image – community characteristics or the type of local media the population is exposed to? Social cohesion refers to 'resilient social relationships, a positive emotional connectedness between its members and the community, and a pronounced focus on the common good in a given society' (Delhey & Dragolov 2015: 2–3). We operationalize and measure social cohesion in different genres of local newspapers, by means of a newly developed instrument for a standardized content analysis. We discriminate the role of nine dimensions of social cohesion in local reporting: social networks, trust in people, acceptance of diversity, identification, trust in institutions, perceptions of fairness, solidarity, respect for social rules and civic participation. We gathered information on the share of articles reporting on social cohesion, the distribution of the nine different dimensions of social cohesion and their main point of geographical reference by coding all articles published in the local sections during an artificial week drawn from a three-month period (20 March to 30 June 2015; N= 1309) in seven local newspapers from three German cities. We find remarkably similar images of social cohesion across cities. The main difference is the local level of reference, which varies with city size: the bigger the city, the stronger the focus on the various neighbourhoods; the smaller, the more the city as a whole (and even its agglomeration) provides the most important reference point for coverage. However, while social cohesion is similarly reported across cities, we found strong variation across newspaper types. Depending on whether readers prefer local newspapers, weekly advertisers or tabloids, they are presented with very different images of their local society. Community characteristics therefore seem to have a minor influence on the image of local social cohesion created by local media compared to the characteristics of different types of local media and their respective journalistic resources and cultures, target audiences and local reach. Our findings also support evidence from other studies on the reporting styles of local journalism, such as perceptions of a rather docile style of reporting about local affairs by regional newspapers and a tension between political and journalistic elites with respect to the media's role as critical observers on the local level. We will discuss our results and their relevance in the light of results from other studies and normative implications for local journalism. Delhey, J. & Dragolov, G. (2015). Happier together. Social cohesion and subjective well-being in Europe. *International Journal of Psychology*, pp. 1–14.

PS 077

## The Data-Driven Newsroom

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The data-driven newsroom The past three decades has seen rapid development in the field of audience research. From once relying on measures of exposure such as circulation and readership, technological developments have made present day media companies capable of understanding and relying on audience preferences in new ways (Sonderman, 2011). Media companies are building complex information systems combining the use of quantitative audience data, social media data and qualitative data (Ingram, 2014). As a result, audience research is no longer restricted to the marketing or sales department – it is included in newsroom processes. The development poses an interesting challenge to traditional media and their journalists. From previously relying on professional ideals and 'gut feeling', journalists and media strategists are now faced with quantified evidence of performance and audience ideas of relevance (Anderson, 2011). Furthermore, alternative platforms such as Google and Facebook, which are widely employed by traditional media outlets, inherently carry news values in their prioritization algorithms (Levy, 2010; Galloway, 2004). According to previous research, this development is perhaps shifting the balance of interests and ideals in legacy journalism (Tien Vu, 2014; Kammer, 2013; Anderson, 2011). This study investigates how three Danish legacy media organizations' monitoring and analysis of quantitative and qualitative audience data affects journalism on their online platforms. The topic area is web metrics and online news. Key words include: audience metrics, data analysis, digital journalism, as well as digital media. Qualitative audience data consists of interactions with users through e-mail and social media, combined with traditional audience research methods such as focus groups. Quantitative audience data consists of data collected from social media interactions with news and through tracking of audience behaviour online by digital tools and software for web analytics. Empirically, the study focuses on Danish daily tabloid BT, Danish broadcaster TV 2, and Danish daily newspaper, Jyllands-Posten. Online platforms include both official social media profiles and news apps. One of two sources of empirical data is qualitative interviews with strategic management employees, conducted in the winter months of 2013/2014. These were followed up with second interviews in the summer of 2014. The second source of empirical data is observation in the digital newsroom of each of the three media organizations, conducted in the spring/summer of 2014. The findings are analyzed through frameworks explaining journalistic work processes and they are interpreted through existing hypotheses of journalism objectives, using professional/occupational ideals of Danish journalists, Participatory Journalism (Singer et al., 2011), and Market-Driven Journalism (Cohen, 2002; McManus, 1994) as a reference for analyzing and discussing the impact of audience data in journalistic processes.

Friday, November 11  
14:30 – 16:00

PS 078

## New Forms of Informative Leadership of the Public Service Media for Digital Society. The Case of Twitter Management in the 2015 Spanish Elections

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The Public Service Media (PSM) are called to lead the development for digital society, encouraged by convergent technology (Blake et al, 1999; Meier, 2003; Steemers, 2003; Storsul y Syvertsen, 2007; Moe, 2008; Prado y Fernández, 2008). The role of PSM is priority to the creation of an inclusive public sphere (Iosifidis, 2011). To achieve this, it is not only enough to give neutral and objective information, but to do it according to the exploitation of digital tools for a more personalizable and interactive information. In fact, digitization gives to PSM the opportunity to strengthen the relationship with their audience. One of the most powerful tools to achieve this is social media, which enables a direct and interactive communication. Of all the social media, Twitter represents one of the networks with the highest penetration in the relational television use with the audience. This microblogging network constitutes a neutral channel in the communication link between media and the public, because it is not subject to corporate arbitrariness or communication policies of media companies, so communication is built on an equal footing. This paper analyses the use of social media as a public informative tool, linked to PSM of proximity. The period of analysis takes electoral campaign, as a context of maximum importance for the journalistic coverage. Offering political information accurately becomes fundamental to accomplish the democratic function of journalism. PSM must provide truthful and sufficient information about political parties and electoral process developing. And social media can provide a new channel to reinforce this informational function. The sample of the analysis gathers three autonomic television channels, through the official Twitter account for information services. The sample includes three electoral dates that took place in Spain in 2015: regional and local in Madrid, regional in Catalonia within a context of high national polarization, and the general elections of December 20<sup>th</sup>. Results show the existence of a low use of the potential of Twitter and its informative function, especially connected to personalization of information, by the news services of television of proximity. The digital strategy of public service media is focused on the corporative web and not on social media. Twitter becomes mainly a promotional channel to drive users to the web, where content is developed. This research was supported by the Ministry of Economy and Competitiveness of the Spanish Government [grant number CS02014–52283–C2–1–P]

PS 079

## Journalism as Aesthetic Experience: Developing a Suitable Analytical Method

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In recent years we have seen an increased academic interest in the blurring boundaries of journalism (e.g., Carlson & Lewis 2015, Loosen 2015, Kristensen 2012). Much of this research connects to the altered status of journalism (e.g., Blaagaard 2013, Domingo 2014) and the challenges to legacy news organisations (e.g., Singer 2014, Coddington 2014, Ananny 2014). However, this boundary research in journalism studies has to a certain degree neglected the growth of the more aesthetic and performance-orientated types of journalism, such as (but not limited to) multimodal storytelling online, immersive journalism, journalistic live shows, podcasts and performance-driven journalistic radio shows. This paper aims to develop a media aesthetic analytical method that is suitable when working with aesthetic journalism and specifically the journalistic forms grounded in a (media-made)-personality-driven, performance-based approach. The method will be developed by analysing three international cases, namely the journalistic live show Pop-Up Magazine (US), the performative radio show Flaskens Ånd (Denmark) and the cross-media journalism project Off the Page by The Guardian (UK). The theoretical framework connects to the rather undeveloped concept of aesthetic journalism (Cramerotti 2009). According to Cramerotti, art and journalism have approached each other more intimately in recent years and resulted in a more journalistic based art using techniques from journalism such as interviews, systematic research and documents while journalism on the other hand has found inspiration from the art sphere working with aestheticization, staging, subjectivity and storytelling techniques. Cramerotti has predominantly researched on journalistic art works and to a much lesser degree on the aesthetic variations of journalism. This paper will expand the understanding of aesthetic journalism and further develop the concept. This will be done by for instance examining how hosts and reporters in the cases make use of a media-meta capital (Couldry 2012) in order to create identities that are then used in a playful and ambiguous performance that challenges the traditional journalistic norm of objectivity, the demarcation between professional and private as well as the journalistic conventions of truthfulness and authenticity (Broersma 2010). In developing the analytical method I will let the theoretical framework inspire the model. Specifically I will introduce a number of analytical categories and variables such as performance type (e.g. spatial, corporeal and utterance-based), staging strategy (e.g. illustrative, ambiguous and re-enactment-based), identity use (personal, private, professional, persona) and media specificity (limitations, possibilities). By applying this model, my analysis for instance shows that the personality-driven journalistic variations in the three cases make creative use of a schism between authentic selves and media-made, constructed selves and by doing so can be said to establish a journalistic product with an aesthetic value (aesthesis) in the Baumgarten tradition (Baumgarten 1735). This paper will be a contribution to a neglected research area within the blurring boundaries of journalism and methodologically provide a media aesthetic approach for further research within the expanding field of aesthetic, performance-based journalism.

PS 080

## 'Robo-Journalism' Goes Multimedia: Viewers' Perceptions of Computer-Generated News Video

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Algorithms have been supplementing and replacing human decision-making in areas such as finance and in e-commerce for some time. For example, 'algo-trading' is responsible for the majority of equity trading in the US. Automation is now also being integrated into the detection, production, and distribution of news. In the domain of news production so-called 'robo-journalism', where news stories are generated automatically from structured data feeds, has garnered a significant amount of press attention and, also, some preliminary academic research. That research has, however, only been concerned with journalism in written form. It has not addressed the emergence of computer-generated news videos, which are being distributed by news organisations in countries including Argentina, India, and Spain. This study extends, for the first time, research on robo-journalism to the audio-visual medium. An experimental research methodology was used to determine viewers' perceptions of computer-generated news video. Two 'entertainment news' videos of similar length, style, and content were sourced. The first was from a supplier of computer-generated news videos and the second (the control) was a human-produced video from an online news website. Thirty-five participants were recruited and shown one or other of the videos. Afterwards they completed a survey that asked them to rate the video they watched on 15 dimensions of quality, split into three broad categories: journalistic content, watchability, and credibility. The results were analysed using the Mann-Whitney test. The results show that the computer-generated video was rated more highly than the human-produced video in 12 of the 15 dimensions, with a statistically significant difference in the dimensions of 'accuracy' and 'trustworthiness'. For three characteristics the human-produced video scored higher, but the differences in the ratings were not statistically significant. When the individual dimensions of quality in each broad category were combined, it was found that, although the computer-generated video scored higher in all three categories, only the difference in 'credibility' was statistically significant. This study shows that differences in viewers' perceptions of computer- and human-produced news video are small. For most dimensions of quality the differences were statistically insignificant, with the exception of 'accuracy' and 'trustworthiness', where the computer-generated video scored higher. Although these results may be surprising to some, they are in line with previous research on readers' perceptions of computer-generated journalism in written form. Our results differ from previous research and analysis in two ways. Firstly, they show that, unlike with text, when algorithms generate news in the audio-visual medium the results are not considered to be more 'boring' than the human-made equivalent. Secondly, they demonstrate that robo-journalism has potential in softer areas of news, such as entertainment, and not only in areas such as sports and finance which, with their readily available feeds of structured data, have been the focus of most algorithmically generated news thus far. More widely this study raises questions about the consequences of the availability of huge volumes of cheap-to-produce news video on the choices both news publishers and end-users will make about what kind of stories to publish and consume.

PS 081

## The Social Role of Literary Reportage in Poland After 1989

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Literary reportage is a genre which has occupied a special position in Polish writing for more than a hundred years. After Poland regained its independence in 1918, authors-reporters such as Melchior Wańkowicz and Ksawery Pruszyński helped their compatriots understand the ongoing transformation, identified problems and explained the unknown and foreign. Already at that time, this kind of reportage became part of non-fiction, positioned among diaries, memoirs and epistolography. However, while these three genres represent personal writing, reportage allows for superimposing a subjective perspective onto an objective view of facts based on social mechanisms of cognition. The status of reportage as a genre changed during the period of People's Republic of Poland, when publications were censored and used for communist propaganda. In this setting, masters such as Ryszard Kapuściński, Hanna Krall and Małgorzata Szejnert were able to develop their own styles of writing characterized by a deeply human perspective and an ability to say much despite the political restrictions. After the turning point of 1989, literary reportage in Poland was freed from censorship and propaganda. The genre became an area for various structural experiments and authorial exploration. At the same time it proved capable of capturing very deep and rapid changes in the way of life, social relationships and the hierarchy of values. All these problems of Polish reality feature in pieces of reportage by authors such as Iwona Morawska, Mariusz Szczygieł, Wojciech Tochman, Włodzimierz Nowak, Lidia Ostałowska, Jacek Hugo-Bader, Katarzyna Surmiak-Domańska, Ewa Winnicka and many others. They can be called the „third generation of the Polish school of reportage”, which has, in a way, chronicled the over 25 years in which a new Polish identity has been constructed after the long years of communism. This school of reportage has become something of a mirror in which Polish readers can see themselves as they are, free from accusation or mockery, but also from a new propaganda of success. The crash course in democracy proved to be a very bitter lesson for Polish people; it undermined the authority of many figures and broke down various taboos. In that time of change, reporters were instrumental in giving voice to those who did not have one in the mass media. The most recent period in Polish literary reportage has showed the vast possibilities of this genre. Reporters can inform their readers and assist them in understanding reality, they can be explorers of the non-obvious and therapists for those who do not understand themselves or the world around them. They can also educate, create an intellectual community, mediate and help in acute social problems. My presentation will be focused on all of these kinds of roles played by contemporary literary reportage in Poland. This investigation will be based on genealogy and an analysis of media discourse.

PS 082

## Unfamiliar Worlds? – Discourse (Dis)Continuity Between Journalists and Their Audiences, with the Example of the Refugee Issue

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The refugee issue mirrors change in two variant perspectives: As a global challenge for our societies and as an example to explore how media and communication practices might be engaged in communicating across several divides caused by this change. In the digital media society, journalists no longer are gatekeepers. Audiences gain greater significance, more and more of them acting as a publishing public. This irreversible shift has to be explored in order to learn how this influences communication over dislocation e.g. in societal realms. There is numerous research on journalists as communicators, their various roles and functions. But until now only few about the publishing public – and very few differentiated observation which is not just reduced to those who are stirring up hatred, behaving as mob or troll (Meyen/Riesmeyer 2009; Springer 2014; Serong 2015; Wolf 2015; Ziegele/Breiner/Quiring 2014). This proposal is based on a study with the aim to help to fill this gap. First part is a comparing analysis of online news sites regarding three aspects of the refugee issue. What impressions arise if you analyse selected discourses with a content-analytical approach? Which functions und which roles do the audience play? In what way do those roles differ from roles journalists as traditional communicators play? (Burckhardt 2009; Gerhards 1996; Habermas 1990, 1998; Pew 2014). We referred to three occurrences: Issue 1: border fence in Hungary (first half of September 2015), Issue 2: quotas for the distribution of refugees (first half of October 2015), Issue 3: Family reunification of Syrians (first half of November 2015); the sample consisted of a total of 1592 comments, spread over the German online platforms freitag.de (180); zeit.de (287); tagesspiegel.de (533); welt.de (492). A few key findings: 35.4 percent of welt.de's audience communicated dialogue oriented. Neutral held or intent on synergy comments were rare, most of them are appellative, willing to convince others of one's own point of view but not radiating openness for discussion: a share of 71 percent of the user-commentators acted as critics, three-quarters of them addressed their criticism to politics and politicians, 15 percent of the commentators engaged in smear campaign, also mostly against politicians. Criticism to refugees was relatively rare (5.4 percent); and if refugees were addressees of criticism, then usually in hate-comments (25 percent). The audience of freitag.de, however, being a platform with the self-conception as an example for "opinion media" is very different from this and the other two sites. In two out of three cases freitag.de's audience adopts the role of a teacher, puts importance to information and shows a clear openness for discussion into their comments. Obviously, a community that feels they are taken seriously, promotes a proper and responsive debate with more openness for the common good and with a comparatively low percentage of whiners or baiters in turn promoted more openness for the common good. An experiment rounds the study: ten refugees, ten volunteers engagend in refugees' matters and ten "non-affected" persons were asked about their perception of the coverage on refugees.

PS 083

## The Two Faces of Young Journalists: A Long-Term Study of Austrian Journalism Students Focusing on Changes in Self-Image and the Discrepancy Between Media Usage and Future Work Area

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Asking journalists about their own profession sometimes draws a dark picture concerning uncertain working conditions and the fundamental changes in the media landscape due to digitalization (e.g. Beck et al. 2010; Mast 2011). Correspondingly, the ambitious and honorable ideal of being a journalist as some sort of morally responsible member of society still is very dominant as the image of the profession (e.g. Frost 2011; Reinardy & Moore 2007). The basic nature of a journalist and the essential skills may be valued diversely, but there is a certain overlap of definitions of journalism ethics detached even from country-specifics (e.g. Sanders et al. 2008; Weischenberg et al. 2006; Kaltenbrunner et al. 2008). There is a solid collection of data about the self-image of journalists for a vast number of countries and a comparison between different regions (e.g. Weaver & Willnat 2012). Concurrently, the general motivation for becoming a journalist also has been the subject of recent research (e.g. Vales 2015). Nonetheless, there is hardly any comparable long-term survey data concerning the probable changes in appreciation and attitude towards the profession among the next generation of journalists, namely the journalism students. The changing technological conditions in a networked society strongly influence the media usage and extend the individual media repertoires (e.g. Bjur et al. 2014; Taneja et al. 2012). This also affects (future) journalists in their way of consuming, researching, communicating and, as a matter of fact, working. Hence, journalism students have a complex relationship with media: On the one hand, they need to develop their own professional understanding and define their own role within their future workplace. On the other hand, they are also media users in private life. As their private media routines might inspire their professional attitude, they should be taken into account in research. Regarding these aspects, our research questions are: (1) How do journalism students define their role as (future) journalists and how has this changed in recent years? (2) In which ways do changes in the (private) media usage of journalism students have an impact on their intended work area? Our analysis is based on the results of a steady online questionnaire surveyed in 2011 (64 participants), 2013 (77 participants) and 2015 (104 participants) among journalism students at a university of applied sciences. The questionnaire contained items about media usage, expected job skills, the future job situation and current living conditions. The results suggest that attributions towards the role and the image as a journalist remain stable throughout the years. The fundamental principles and moral liabilities remain at an explicitly high level. Meeting these expectations, the preferred future working area still is the print sector. Comparing this to the private media usage, print is constantly rated on a low level and even criticized for not providing enough details. Notwithstanding, the heavily used online sector is appreciated as reliable source of information and used for social networking, but only slowly recognized as a possible future workplace.



PS 084

## Negative (Auto) Stereotypes in Contemporary Bulgarian Press

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The theme emerged in search of the answer to why in spite of the freedom of expression that exists today – unlike the party censorship during the previous political regime, the press in Bulgaria abounds again with repetitive clichés, myths, inaccurate notions. For the purpose of the study the term "stereotype" was accepted because it incorporates other possible definitions and best illustrates the phenomena studied. Scientists emphasize that stereotypes are not something universally given. People get acquainted with them through communicating with the other people and the institutions. Such important social institutions are the media. They have a huge role in shaping the perceptions of the people for the world and impose themselves as institutions which exercise a serious psychological impact on society. The economic difficulties, the topics taboo and the relationship between media and politicians are one side of the matter. The other is how to write about the problems, what frames are they placed in, how to use the language, the importance of every word. In this complicated situation, the media are not always able to fulfill their public role in the best way and to help people overcome the lack of continuity between the generations, the differences in the estimation of the past, the present and the future. Often the media only reinforce the fears of the people without offering alternatives and fail to impose a more objective tone when considering the most important social problems. The methodology includes an analysis of existing studies on the genesis and nature of stereotypes in the context of social psychology, media and their role in the light of communication theory, and a sociolinguistic analysis of media language. The empirical study includes five Bulgarian daily newspapers in the period from June 2014 to January 2016 (the study continues until June 2016). The study covers the front pages, as well as the sections for comments and analyzes. The thesis is that the media, by using the existing stereotypes or by forming and spreading new ones, undermine the Bulgarian identity and facilitate the division of society ethnically, politically, historically. Researchers point out the existence of a highly negative ethnocentrism – for the Bulgarians is typical not to respect their own State. The empirical study shows that the media reinforces this characteristic – the negative autostereotypes are among the most persistent constructs and that they inspire a sense of inferiority. The interpretation of the economic problems is limited only to ascertainments – the headlines emphasize that we are the poorest, the most miserable, the sickest in Europe, that we do not live, but just survive – "The Bulgarians may be world champions in enduring adversities." A special attention in the study is paid to the negative autostereotype about the young people. The youngsters are often advised to go abroad because "the best of them" are leaving the country with a one-way ticket. One can imagine how it might affect those who remain.

PS 085

## European Journalism Research News: Creating a Special Online News Service

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In this paper we will present the results of a research project that was conducted in the University of Jyväskylä in 2014–2015, to improve the quality of scholarly communication about ongoing European journalism research. An essential part of the research project was to create an online news service: Journalism Research News (JRN) <http://journalismresearchnews.org/>. The paper uses the case study as a strategy for in-depth exploration (Thomas 2016). The main question here is how the JRN has contributed to the European scholarly community by focusing on publishing news about journalism research. First, we will summarize the main strategies and steps for creating a journalism news service. The starting point for the JRN project was the recognition that journalism research has been too slow in reacting to changes in journalism practices. Therefore the gap between academic research and changes in newsrooms has constantly widened. In addition, information on new journalism research projects starting in Europe was not immediately available. Therefore, many opportunities for cooperation among researchers were missed, and many valuable and timely findings lost or inflated during long queuing times for prominent academic conferences and publications. The ECREA 2014 conference in Lisbon was the first real-time test for the news service, which was still only available for the project's participants. Also, 11 journalism researchers were interviewed during ECREA 2014 about their needs for a journalism research news service, and some of them also volunteered as beta-testers. These anonymized interviews will be referred to in the paper. Also data analytics of the JRN will be critically and self-reflexively examined in the paper. The data is based on the use of Google Analytics. JRN was opened to public access in February 2015. During its first year, the JRN has published more than 400 news items, and has had more than 5000 visitors from around the world. The JRN gathers information from hundreds of European websites focused on journalism research and publishes the most relevant items as news. The news stream also contains Calls for Papers and information about upcoming events. The third publishing category is 'trends'. This section focuses on new themes and topics related to journalism research, and research practices in general. Finally, in this paper, we will conclude that the JRN project can make a contribution to the European journalism research community in, at least, three distinct ways. First, it offers a fast communication channel for the European researchers to market their research in Europe and to global audiences. Second, it can be used as a benchmark for other similar kinds of research news ventures. Third, it offers plenty of opportunities for future development, for example, in terms of new content like video interviews, discussions or live webcasts. (448/500)

PS 086

## Social Control Outside the Newsroom? Socialization and Professional Values of Freelance Journalists

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Journalism is generally seen as a profession, although journalists are not licensed, and new journalists do not need to pass a test to join. Instead journalism is seen as a profession because journalists have a strong professional identity, adhere to similar routines and work according to a common set of ethical norms. This professional identity is shaped through the daily interaction with their peers, in newsroom meetings and informal settings. Through these day to day contacts within the newsroom journalists socialize into the profession. The changing nature of news work challenges the role of social control within the newsroom. Around Europe, journalistic work is increasingly done by freelance journalists, who are often working independently away from the newsroom. This potentially changes the journalistic socialization process fundamentally. Therefore, the essential question which this paper asks is: How do freelance journalists socialize into the profession, and do they have the same professional identity as non-freelance journalists? In order to study this question, we combine theoretical insights from the sociology of news production, professionalization literature and recent studies on the changing nature of news work. Empirically, we draw upon a representative survey among 1362 Danish journalist, including both freelancers and non-freelancers. All journalists answered questions about their job situation, formal and informal contact with peers and adherence to professional norms, like objectivity, the watchdog role conception and ethical standards. The survey shows that freelance journalists have significantly less contact with peers, receive less feedback, and are less likely to receive formal training than non-freelance journalists. This translated into different role conceptions and professional values. Freelance journalists who are organized in collectives form an exception, as they are as likely to have social contact as non-freelancers. The implications for freelancers, news organizations and the journalistic profession are discussed. The results challenge common knowledge about social control in the journalistic profession. If the trend towards more freelance work continues, this might ultimately have negative effects on the professional status of journalists.

- PP 177 Between Bridging and Bonding: Befriending Online and Relationship Quality for Romanian Adolescents. Perspectives from a Qualitative Investigation

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This paper aims to describe, using a qualitative approach, the history of befriending online for early adolescents and adolescents (11–18 years old). Many studies highlight the opportunities that SNSs represent for early adolescent and adolescent by offering an relatively safety space to experiment new identities and relationships (Clarke, 2012, boyd, 2008). Thus, friendship seems to be in the centre of adolescents life, as it was often argue that in early adolescence there is a shift from the family influence to peer influence (Clarke, 2012; Pasquier, 2008) and that later on, from the early adolescent to the adolescent, there is another shift from the importance of belonging to a group to being an individuality (Bornholt, 2000). Using Putnam's (2000) concepts of "bridging" and "bonding", we will try to see, in a diachronic perspective, how at this age the friendship relations on the internet switch from the tendency to tighten the existing friendship in an attempt to consolidate the feeling of belonging to a group (bonding) to the tendency to reach new horizon and enlarge the social circle (bridging). In addition we will use dimensions of friendship quality as were described by Ladd, Kochenderfer and Coleman (1996) – validation, aid, self-disclosure, conflict, exclusivity, companionship – for understanding how exactly age (from a developmental perspective, Valkenburg and Peter, 2011), personal history of internet and / or SNS use, and affordances of technology (Hutchby, 2001) influence the process of befriending online. This paper is based on the data from the first qualitative fieldwork of Friends 2.0 project (2015–2017), which takes place in Romania and aims to explore the meaning of friendship for adolescents in the context of social media use. The first qualitative stage of the project consist in 12 single-sex focus groups with young people aged 11–13, 14–15, 16–18, in two urban areas in Romania.

- PP 178 The Interplay of Mothers and Fathers Mediation Strategies Regarding Their Children's Internet Use

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The long research history on parental knowledge and actions regarding their children's media use started about thirty years ago in times of increasing television use. Until today, many studies analyzed the parental handling of children's media use nowadays especially focusing on digital media and Internet use. These findings mainly confirmed four different parental mediation styles: restrictive mediation (e.g., setting rules), co-using, active mediation (e.g., talking about online media content) and forms of technological mediation (e.g., using monitoring software). Regarding the use of different mediation styles, previous studies identified an array of influencing factors including features of the parents (e.g., socioeconomic status, Internet use and attitudes) and the children (especially age and gender). However, only very few studies also looked at mediation differences between mothers and fathers. Moreover, these studies for the most part either asked mothers or fathers, but did not rely on the educational and behavioral interplay of both parents. In the present study, we therefore looked at two central aspects of parental mediation on children's Internet use, namely restrictive mediation and co-using the Internet. Using dyadic data of mothers and fathers, we analyzed how these two strategies of parental mediation can be explained, how they are interrelated, and how they influence the (perceived) frequency of their children's Internet use. The study was part of a representative, large-scale survey study among over 20,000 families in Germany conducted in 2014. For the present analyses, we exclusively concentrated on nuclear families (mother, father, biological child) with children and adolescents between 8 and 15 years whose parents answered an additional media module (mothers: N = 1849; fathers: N = 1255). We finally used the data, if both parents filled out the questionnaire and indicated that their child at least sometimes uses the Internet, resulting in a final dyadic sample of 1044 mothers and fathers. For mothers and fathers, we found small positive relations of perceived educational competence regarding the Internet and the use of both parental mediation styles. In addition, the influence of perceived educational competence on co-using the Internet was partly mediated via a more intensive use of Internet-related rules. Both forms of mediation were more intensively applied by parents who have younger children, especially confirmed for co-using the Internet. Restrictive forms of mediation were more common for boys, apparent for mothers and, to a smaller extent, also for fathers. Regarding the children's Internet use (perceived by both parents), the mothers (but not fathers) own amount of use played a decisive positive role, regardless of the applied regulations. However, the more co-use was practiced the less children generally used the Internet. Looking at the cross-lagged paths, we did not identify any partner effects between mothers and fathers. Therefore, our results suggest that parental mediation describes an individual behavior that seems to be mainly influenced by characteristics of the child and the parents' own features rather than depending on their partner's estimates and behavior. Implications for parental media education are discussed.

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## The Impact of Social Networking Sites (Facebook) on User's Self-Esteem

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Social networking sites have become a crucial part of our lives, mainly because through them one can live a virtual life, in parallel to their real life. Every day millions of people around the world share their personal information to participant in these networks. Such a high level of tendency towards being in touch with the other users is not just limited to getting information or entertainment. It is assumed that it also satisfies the user's emotional needs. Such as participation, to be seen, to be confirmed and to be accepted. All these emotional needs are the basic pillars of self-esteem. This study aims to investigate the impacts of Facebook as a new social environment on the user's self-esteem and if users have selective self-presentation on Facebook in order to earn acceptance. Data needed for this study, were collected through questionnaire from 390 participants. In this research the associations between self-esteem and factors such as gender, job status, education level and age are investigated. The results reveal that Facebook has a significant impact on the user's self-esteem. The analyses of this study has disclosed that job status and age have significant association with the user's self-esteem on Facebook. On the other hand, the self-esteem of all participants regardless of their gender and education level is equally affected by Facebook. This research has also proven that the users reveal themselves in a conscious manner or in other words attempt to represent themselves in the perfect form in order to create a stable identity and to achieve more acceptance.

PP 180

## The Continuity of Anonymous Online Communication. What Anonymity Does to Users and What Users do with Anonymity

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The success of mobile messaging applications like Yik Yak, Whisper or Jodel illustrates a shift in online communication from distinct user profiles on Social Network Sites back to the anonymous roots of the Internet. Commonly, users' behavior in these anonymous online environments is explained based on theories like the Lack of Social Context Cues Theory (Siegl et al. 1986) and the Social-Identity-Deindividuation-Model (Reicher/Spears/Postmes 1995; Spears/Lea 1992). They claim that individuals become deindividuated in decontextualized Computer-Mediated Communication (CMC). Social cues that foster social norms get lost. The users assume a certain social identity depending on the social context. Although these approaches are suited to get insights into the effects of anonymity, they neglect the importance of specific user motives. We argue that research on anonymity in online communication needs both: The focus on what anonymity does to users and on what users do with anonymity. Therefore, we chose the Uses and Gratifications Approach (Blumler/Katz 1974; Palmgreen 1984; Palmgreen et al. 1985) as a supplement of the classical CMC theories. Early and recent research in this area indicates that internet use has always been the consequence of specific needs (Morris/Ogan 1996; Papacharissi/Rubin 2000; Yoo 2011). On the other side, internet use is closely related to anonymous communication irrespective of whether it was characteristic for the early internet or a 'new' feature of modern mobile messaging applications. Overall, anonymity is discussed as a crucial factor for a salient social identity and disinhibited online behavior (Suler 2004; Christopherson 2007; Lapidot-Leffler/Barak 2012). Hence, two research questions were derived: RQ1: What motivates users to communicate anonymously? RQ2: Is social identity in anonymous online communication linked to uses and gratifications? In order to answer these questions a survey among users of the anonymous social media application Jodel was conducted (N=1177). The users' motives were measured by using a scale developed by Scherer and Schlütz (2002) focusing on situationally sought gratifications (Cronbach's  $\alpha=.73$ ). Social identity was operationalized following the exploratory work of Postmes et al. (2001) (Cronbach's  $\alpha=.70$ ). The results indicate that the anonymous communication on Jodel is particularly motivated by pastime ( $M=4.54$ ,  $SD=.66$ ), entertainment ( $M=3.46$ ,  $SD=.86$ ) and orientation/information ( $M=3.14$ ,  $SD=1.11$ ). Self-awareness ( $M=1.93$ ,  $SD=.92$ ) is only a minor motif (RQ1). The motives of users whose social identity with the community is above the average are significantly more pronounced (pastime:  $M=4.58$ ,  $SD=.63$ ; entertainment:  $M=3.61$ ,  $SD=.82$ ; orientation/information:  $M=3.28$ ,  $SD=1.08$ ; self-awareness:  $M=2.04$ ,  $SD=.95$ ; pastime:  $t(298)=2.49$ ,  $p<.01$ ; entertainment:  $t(874)=9.49$ ,  $p<.000$ ; orientation/information:  $t(875)=7.00$ ,  $p<.000$ ; self-awareness:  $t(454)=7.41$ ,  $p<.000$ ) than of those users with a lower social identity (pastime:  $M=4.43$ ,  $SD=.77$ ; entertainment:  $M=2.99$ ,  $SD=.82$ ; orientation/information:  $M=2.68$ ,  $SD=1.09$ ; self-awareness:  $M=1.59$ ,  $SD=.71$ ) (RQ2). Building on the results social identity can be seen as important factor for receiving uses and gratifications in anonymous online communication. We finally discuss an integrative perspective on these concepts and their impact on online disinhibition effects (Suler 2004).

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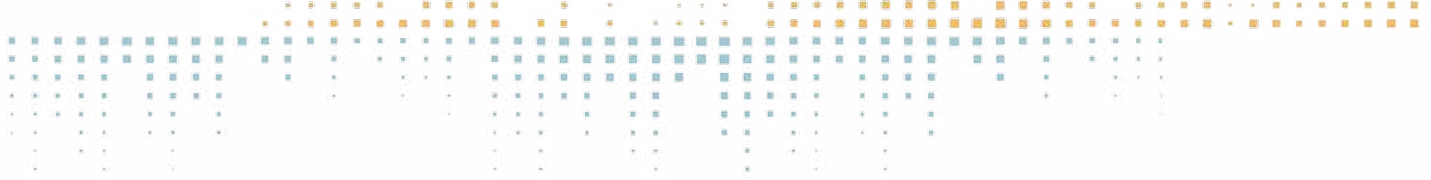
## Interpersonal Interaction in Child-Adult Joint Computer Games

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Theories and models for learning and improving skills among children point to interaction with an adult as key for their cognitive development and skills. Vygotsky (1978) was one of the pioneering researchers that stressed the importance of child-adult interaction for cognitive development. The Emotional Availability model too highlights worthy child-adult interaction as key for meaningful learning (Biringen et al., 2014). Playing together is one medium allowing child-adult interaction that is conducive to the child's cognitive development (John, Halliburton & Humphrey, 2013). It seems reasonable to assume that playing computer games (highly popular endeavor among children) with an adult can enhance the child's learning processes and skills. However, up until now little is known about the nature of child-adult interactions and communication patterns during mutual computer activities or during joint computer games. This study aims at identifying the central characteristics of child-adult interaction during joint computer games. Observations of 20 mother-child dyads, followed by interviews about the experiences of both the children and the mothers during the joint computer game yielded a 4-phase model describing the interaction: (1) early interaction – difficulties and gaps, (2) immediate resolution – parent-spectator and child-player configuration, (3) control struggles, and (4) breaking the configuration – different forms of cooperation and participation. In the first phase, difficulties and gaps emerged that stemmed from the medium's nature and participants' perception of the situation. The difficulties were due to the computer's characterization as





a single-user medium (single, limited-size monitor, single mouse and keyboard). The gaps manifested in different acquaintance levels with the medium (children, unlike mothers, were proficient in computer games) and perceptions regarding computer games (negative and alienated among mothers, positive among children). The second phase included a preliminary, automatic solution whereby mothers allowed their children to assume the player's role while casting themselves as spectators. The third phase consisted of mother child control struggles (e.g., fighting over control of the mouse). Maternal frustration transpired over a division of roles where she was unable to structure and lead the situation. The fourth phase was comprised of various, evolving forms of interactions and participations, as children shared the game with their mothers through consultation, feelings shared or playing in turns. This study examined the characteristics of adult (mother)-child interaction while playing a computer game together. Findings show that at first, this activity raises gaps and difficulties designed to be automatically resolved in a player/spectator configuration; a configuration which must nevertheless be broken if positive interaction is to be generated. The study suggests that a joint game which contributes to the child's learning may require the development of digital technologies and computer games that spare participants the default player-spectator configuration (e.g., by changing medium interfaces and contents). Its contribution lies in the suggested model of yet-to-be-researched interpersonal interactions that play out in joint computer games. Though based on mother-child dyads, future studies may examine this model with other dyads.

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## Doctors Breaking Bad News and Talking About Death

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As a philosophical question, death has been a captivating theme from the early times of humanity. Nevertheless, man has a natural thrive to shut undesirable and elusive matters out. Death has nowadays been detached to hospitals and other institutions, therefore making it easy to forget. However, death is always present in the medical doctor's profession. Breaking bad news and speaking about death is closely intertwined with the work of doctors. What is meant by breaking bad news is a situation where a patient's physical or mental situation has acutely deteriorated e.g. because of a severe illness, an accident or an unsuccessful operation. To whom he is talking and how does he talk about it? What kind of experiences are breaking bad news and talking about death to the doctor? Will a doctor ever get used to discussing these matters? Can talking about death be a routine task, which is simply a part of the job? Or is it possible for a doctor to avoid discussions of these themes? A cancer patient is an example of those patients, with whom the doctor-patient relationship might become prolonged, and in those circumstances the doctor has to face the emotional reactions to and fear of death. This article is based on a qualitative research. 27 doctors, who talked about their subjective experiences and opinions about informing bad news and talking about death, were interviewed for the research. The doctors represent different sectors of health care as well as eight subspecialties. The article describes what kind of experiences telling bad news and handling the theme of death are to the doctor, and further how they behave in these situations. The results can be utilized in the interaction education of the doctors and also generally on the area of health care, when practical procedures how to handle these sensitive issues are being developed. The results show that talking about death is a central theme connected with breaking bad news. The doctors prefer a fact-oriented way of acting and a frank style of discussing the possibility of death with the patient or the relatives. It is typical that after doctor has shared the bad news, the patients/relatives will state questions about the prognosis, the effectiveness of treatments and the probability of death, to which questions the medical expert is expected to give answers. In these situations, one of the most important tasks is to encounter and handle the emotional reactions of the patients/relatives. However, breaking bad news and talking about death are difficult jobs for the doctor. One part of the doctors consider talking about death to be so difficult and emotionally burdening that they avoid speaking about it or advance handling of the topic further to a nurse or another specialist. Therefore in the medical education the doctors should be trained to speak about death to the patients and their beloved ones, and further deal with the strong emotional experiences arising from breaking bad news. Keywords: breaking bad news, death, doctor, education, emotions, patient

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## Intergroup Contact and the Issue of Vaccination in a Facebook Group: A Longitudinal Study About the Effects on Intergroup Attitudes

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Nowadays, a growing number of people think of vaccination as a risky health behavior due to the fear of injecting a foreign substance into the body that could introduce new harms rather than do well. While vaccination in many studies is considered as an increasingly common preventive health behavior, many people report that vaccination involves some level of discomfort and consider it to be an ambiguous health behavior due to the relative perceived health risks. The rise of social media seems to have created a new space for communication and exchange of opinions on different kind of issues from politics to health. As Postmes, Spears and Lea (2002) point out the Internet has the ability to "break" the barriers of ethnicity, race, language and ideology. This seemingly positive outcome is contradicted by the SIDE model (social identity model of deindividuation effects), which suggests that in the new media context the anonymity provided may in fact lead to polarisation and radical decisions in comparison to face-to-face communication (Reicher, Spears & Postmes, 1995; Spears & Postmes, 2015). At the same time, health communication plays a crucial role in shaping people's decisions to engage in particular health behaviors. Today, people tend to discuss health issues and personal decisions online. The purpose of our study is to determine whether the contact between members of groups who support different health issues may have an effect on their intergroup attitudes. Research has shown that intergroup contact is negatively related to prejudice (Brown & Hewstone, 2005); direct and extended contact relate to intergroup attitudes (Wright, Aron, McLaughlin-Volpe & Ropp, 1997); and moderator (such the typicality of the outgroup member, Turner, Hewstone, Voci & Vonofakou, 2008) or mediator variables (such intergroup anxiety, see Hogg & Vaughan, 2008) affect the relationship between contact and attitudes (Pettigrew & Tropp, 2006). For the purpose of our research, we created a Facebook group and invited users of the specific social media to join and post articles, comments, discuss and exchange experiences and information. The purpose of the group was to provide a space for dialogue between supporters and adversaries of vaccinations on children and adults. More than 150 people joined the group, but less than half completed the questionnaires and less than 15 percent of the members actively participated in the discussions. Specifically, during the period that the groups were active, the participants completed three different questionnaires. 68 people completed all the questionnaires, the majority of which was female (F: 52 M: 16), and from those who completed the questionnaires more were pro vaccinations (pro: 47, against: 21). So far, our study has taken into account the particular characteristics of communication over the Internet and the new media that may affect intergroup attitudes: e.g., greater sense of anonymity and increased tendency for self-disclosure (Amichai-Hamburger & McKenna, 2006). At the same time, a number of predictors of intergroup attitudes such as quality of intergroup contact, experienced anxiety, self-disclosure and inclusion of outgroup in the self, extended contact, affect reactivity were measured (Harwood, 2010).

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Perceptions of e-mail consultations in Denmark Successful interpersonal communication between patients and their own general practitioner (GP) is essential for the relation between these and for medical decisions. In 2009, it became mandatory under Danish law for all GPs to offer e-mail consultations (Doctor's Agreement) to support efficiency and quality through digitising of health care. E-mail consultation is part of a broader tendency towards citizen communication and active patient participation related to health-based strategies. In 2013, the number of e-mail consultations in Denmark had risen from 11,000 in 2003 to 4 million, corresponding to 11.2% of all GP consultations (PLO, 2014). E-mailing and searching for health care information are two of the three most frequent online activities, this means that patients are increasingly seeking both support and medical information online (Timimi, 2012; Topol 2015). This trend raises new important questions. The overall research question here is: How does e-mail consultation (and the way it is perceived) influence the patient role, the doctor role and their asymmetric mutual relation? The first part of the project is carried out as a perception analysis (Trevino et al., 2000) with the aid of semi-structured qualitative interviews (Kvale, 2006). The aim is to get to the core of how the e-mail consultation is perceived by the patient and the GP as well as how both parties perceive its importance for their mutual relationship. Forty interviews (each 45 minutes) are to be conducted with 30 patients and 10 GPs in two practices (notified consent). The important questions are: 1) How do the patients perceive the digital consultation?, 2) How do the doctors perceive the digital consultation?, 3) How does the digital consultation affect the mutual relation between doctor and patient? The concept of relation refers to the interpersonal connection between doctor and patient, a professional relation different from other professional relations because the patients often feel vulnerable towards the doctor (Frederiksen, 2009:40). This paper presents the results of the first interviews with patients, including a discussion of e-mail communication as interpersonal communication between patient and doctor. References Doctors' Agreement [Lægernes overenskomst om almen praksis, Praktiserende Lægers Organisation]. June 1991, latest revision 2010. Frederiksen, H. B. (2009). Patientperspektivet på læge-patientrelationen i almen praksis med særligt fokus på interpersonel kontinuitet. (Phd thesis), University of Southern Denmark. Kvale, S. (2006). Dominance Through Interviews and Dialogues. *Qualitative Inquiry*, 12(3), 480–500. doi:10.1177/1077800406286235 PLO (2014). Aktivitet og økonomi i almen praksis i dagtid og vagttid 2003 til 2013. Retrieved from [http://www.laeger.dk/portal/pls/portal/!PORTAL.wwpob\\_page.show?\\_docname=10539072](http://www.laeger.dk/portal/pls/portal/!PORTAL.wwpob_page.show?_docname=10539072).PDF September 15, 2015. Timimi, F. K. (2012). Medicine, morality and health care social media. *BMC Medicine*, 10(83). Topol, E. (2015). The patient will see you now: The future of medicine is in your hands. New York: Basic Books. Trevino, L. K., Webster, J., & Stein, E. W. (2000). Making Connections: Complementary on Communication Media Choices, Attitudes, and Use. *Organization Science*, 11(2), 163–182.

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There is a growing recognition that the overall well-being of patients is affected by the relational communication between health care providers (HCPs) and patients in addition to the medical processes of care. The significance of relational communication has also been identified in the care of chronic illnesses where the need for care is usually life long and where patients' self-care is generally cooperative in nature. Diabetes, in particular, has been noted to require sensitive HCP-patient communication to achieve optimal self-care discussions and treatment outcomes because the illness is often connected to a patient's unhealthy ways of life. Relational communication characteristics, such as non-judgmental acceptance and honest communication, have been found to facilitate self-care discussions. On the other hand, HCPs' minimal emotional support and the emphasized status difference, for example, have been found to be connected to the neglect of self-care. In earlier diabetes-related studies, relational communication characteristics have received limited attention. The HCP-patient encounters to be examined have been chosen mainly by the researchers, or studies have concentrated on the patient's general opinions on the important features of HCP-patient communication. Even less studied are encounter experiences chosen retrospectively by the patients based on what they regarded as positively or negatively significant from the point of view of their self-care. This kind of approach is justified because earlier studies have noted that diabetic patients have difficulties in describing their expectations of the features truly important for self-care, for example, to meet patient satisfaction. The aim of this paper is to introduce results of the first partial study of the first lecturers' doctoral dissertation. The dissertation focuses on the interaction experiences between HCPs and patients in the self-care process of type 2 diabetes. In this first partial study, the issue addressed was the following: What are the critical relational characteristics of doctor and nurse encounters that patients with type 2 diabetes have been found to be positively or negatively related to their self-care. The study was carried out in Finland with qualitative methods by using open E-survey and semi-structured interviews in which the critical incident technique was adapted. The technique was used as a form of research where patients provided, from memory, descriptions of HCP-patient encounters that facilitated or impeded their self-care. Overall, seventy-nine descriptions were analysed by means of inductive qualitative content analysis. Before data collection, ethical approval was obtained by the regional ethics committee. The currently unpublished results will be useful for HCPs who are paying attention to patients' relational communication needs, which have proven to be fairly challenging in healthcare practices and its development projects. Most attention is still paid to solving patients' problems and managing patients' symptoms instead of building a mutual relation. In addition, the results can be used in training patients' reflective skills by considering their own relational communication needs and behaviors. Finally, results could open new insights in adapting relational communication theory in the context of health communication.

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## Interculturality in Workplace Interactions: Moving Beyond Traditional Approaches to Intercultural Communication

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Within the increasingly pluralistic social landscape, the workplace has emerged as a critical site where persons who come from different countries or speak different languages collaborate and develop relationships, engaging in what is often described as “intercultural communication.” While the theme of intercultural communication at work has been encouraging intense scholarly interest, it has mostly been examined from organisational perspectives, employing theoretical frameworks that see culture as an objective set of national/ethnic attributes and experiences that shape interaction. This has led to the creation of polarised understandings of intercultural issues as either an organisational challenge or an asset. In my presentation, I discuss the main findings and implications of my doctoral dissertation (Lahti, 2015) where I employed an alternative lens of interculturality to examine the very interpersonal communication processes through which people’s different cultural memberships may surface at work. Interculturality acknowledges the situated, processual, momentary, subjective and intersubjective character of cultural memberships. The study consists of four articles. The first one is a critical review of intercultural workplace communication literature. The remaining three articles are empirical research reports that are further informed by critical constructivism and ethnomethodology, and that examine relational development, cultural identification and cultural knowledge sharing. They respectively draw on interviews with employees of a Finnish recruitment agency and metal workers recruited from Poland, interviews with female Russian immigrants in Finland performing interaction-intense knowledge work, and records of Skype™ chat conversations of a four-member team embedded in a Finnish organisation and dispersed in Finland and Russia. The findings of my study problematise the dominant storylines about intercultural communication at work. Understandings and manifestations of interculturality are fluid and dynamic, and they are informed by the demands and constraints of the specific working life context. National, ethnic and linguistic identities are social constructs that may become relevant in different ways across interpersonal relationships, communication situations and workplace arrangements. While constructions of interculturality may become suffused with ideologies and have material implications, interculturality is only momentary and not a stable feature of communication. Rather than being a neutral conduit for interactants’ cultural backgrounds, language is a highly important social tool. Linguistic choices and competences can be a powerful means for identification, and they may affect the patterns of interaction. Future research should move beyond the polarised understandings of cultural difference by abandoning the dominant theoretical frameworks, relying more on records of actual workplace interactions, and building thick descriptions of shared workplace cultures developed in the context of workplace relationships, small groups and teams. On a practical level, my findings warrant a critique of the compelling “step lists” offered in popular intercultural communication literature and trainings. References: Lahti, M. (2015). *Communicating interculturality in the workplace* (Doctoral dissertation). University of Jyväskylä, Finland. Retrieved from <https://jyx.jyu.fi/dspace/handle/123456789/47257>

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## Ethical Principles of Interpersonal Communication Competence in Working Life: A Literature Review

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Based on several definitions, interpersonal communication competence includes three overlapping dimensions: knowledge, skills, and motivation. These cognitive, behavioural, and affective dimensions of competence have most often been assessed by focusing on two criteria of competence: effectiveness and appropriateness. (See e.g., Spitzberg & Cupach, 2011.) Besides above-mentioned dimensions, it has been stated that interpersonal communication competence contains a meta-cognitive level of competence, required in planning, controlling, and analysing communication and social interaction (see e.g., Laajalahti, 2014; Valkonen, 2003). Additionally, interpersonal communication competence is strongly intertwined to the discussion of ethics and responsible communication, and several researchers include also various ethical principles, such as a sense of moral responsibility and the desire to respect interpersonal trust, in the definition of interpersonal communication competence (e.g., Jablin & Sias, 2001; Laajalahti, 2014; Morreale, 2009; Valkonen, 2003). However, although the requirements of ethics in interpersonal communication and social interaction have been implicit in many previous studies, there is a lack of research focusing directly on the ethical aspects of interpersonal communication competence needed in working life. The aim of this presentation is to review previous research literature on interpersonal communication competence in working life and to bring together current knowledge on professional ethics of interpersonal communication competence. The main research question is as follows: How are ethical principles noticed in the literature of interpersonal communication competence in working life and how are they studied? In addition, the purpose is to identify current research trends and approaches on the topic, as well as find out gaps yet to be covered. The study is completed following the protocol of a systematic literature review (e.g., Jesson et al., 2011). The search is conducted in multiple multidisciplinary databases (e.g., EBSCOhost, Primo Central Index, ProQuest, PubMed, ScienceDirect, SCOPUS (Elsevier), SpringerLink, Web of Sciences, and Wiley Online Library) and limited to recent scientific research articles on interpersonal communication competence in working life, published 2005–2016 in English peer-reviewed journals. Various search terms and their combinations are used to find the articles (including “interpersonal communication” or “communication” or “social” + “competence” or “skills” + “working life” or “professional” + “ethics” or “ethical” or “responsibility”). The data are analysed from a data-driven perspective using thematic analysis, utilising qualitative data analysis software ATLAS.ti to ease the organization of the data and to help to keep the analysis process systematic, consistent, and transparent. The guiding questions are: 1) How are ethical principles intertwined to the definitions of interpersonal communication competence in working life? 2) What kind of ethical aspects of interpersonal communication competence are studied in working life and how? 3) How are the role and the nature of ethical principles as a part of interpersonal communication competence in working life approached? The research findings contribute to previous research by clarifying the research tradition of interpersonal communication competence in working life from the viewpoint of ethics. In the end of presentation, the findings are further elaborated in order to promote concept development, along with discussion of limitations of the present study and suggestions for future research.



## The Need for Professional Listening Competence Training to Promote Well-Being at Work – Perceptions of Business Administration Students

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In this research, it is explored if there is a need to add some listening training to the curriculum of business administration and marketing undergraduate students in order to offer means to them to promote their own professional listening competence as well as well-being at work. The study is related to a pilot course that was tailored to see how teaching listening could be a seamless part of an organizational communication class. Previously, listening was not included in the courses available for these students. In the study, the concept of professional listening competence is applied to the framework of positive organizational behavior by studying its features and dimensions from the perspective of psychological capital as well as its connection to the well-being at work of the students. When a person has acquired a level of listening that is required for succeeding in his or her profession, he or she is said to have a high level of professional listening competence. The term includes both the features of the traditional definition of listening competence (Wolvin & Coakley, 1994) and the features of the professional aspect of the listening competence (Ala-Kortesmaa, 2015). Psychological capital is constructed of self-efficacy, hope, optimism, and resiliency (Luthans, 2002). It has been noticed to help people to adapt and behave with change strategies, and it has become a necessary set of traits in the business world as both managers and their subordinates have to learn to use new strategies to attain redefined goals. However, if business leaders are not aware of their own psychological capital and how the professional listening competence is related to it, it is hard for them to apply strategies that would facilitate the adaptation and promote both their well-being and the success of the company. The participant group of the study consisted of 42 business administration and marketing majors who were asked to answer to open-ended questions. The questions mapped out both their perceptions of the professional listening competence they will need as well as the aptitude of them to promote their own well-being at work by using various listening strategies in their professional communication situations. The results of the study indicate that when the pilot course started, the participants (N=42) were not fully aware of either the dimensions of professional listening competence or the psychological capital that their work will require. When they were taught appropriate listening strategies, they understood the difference they can make in their own well-being and even in the success of their company by applying their professional listening competence into their professional communication situations. The elevated level of their psychological capital allowed them to see their professional requirements and how to respond to them more realistically. Thus, it is not only considered that the professional listening component will be permanently added to the content of the organizational communication course but also that a separate organizational listening course will be organized.

## Shared Leadership in Virtual Teaming: Temporality and Emergence

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This study examines the development of shared leadership over time in virtual teams from the viewpoint of team leaders and members. Understanding the effects of time is an important, yet rarely studied, part of virtual team research (Gilson et al., 2015). Indeed, there is a lack of research examining shared leadership as dynamic rather than static, emerging over time through social interaction and multiple possible pathways (Clarke, 2012). Team research in general has been critiqued of ignoring temporality in the learning and development processes of authentic teams. As Connaughton and Shuffler (2007) note in their review, much of the research on distributed or virtual teams initially emphasized their temporary nature. This has been partly due to the prevalence of student teams as sources of data, but it also reflects the simple fact that the type of new communication technology that distributed teams rely on was once - indeed - new. In the late nineties, for example, it was simply impossible to find a large number of experienced virtual teams to study. This study inquires into virtual team members' constructions on the emergence of shared leadership over time. Adopting an open-ended, qualitative approach, the study utilizes interview data (N=18) gathered from three teams in organizations in Finland. All of the included teams worked virtually, while occasionally meeting face to face. Team A (8 interviewees) was a temporary project team with an estimated end date. Team B (4 interviewees) was a permanent marketing and facilitation team that had been ongoing in one form or another for approximately fifteen years. Team C (4 interviewees) was an intra-organization development team with a very loose membership structure. Based on an inductive thematic analysis, the results illustrate how in authentic, long-standing teams shared leadership practices can be seen as developing over time. This development occurs simultaneously with the structuration of other communicative practices, the organizational and team culture, etc. The temporal span of this development might be years or even decades, including cycles of adjustment and redefining (c.f. Marks et al., 2001). Shared leadership, on the other hand, can be seen as connected to the temporal development of traditions, 'rituals', and interpersonal relationships. Implications of the results on theorizing shared leadership are discussed. Literature Clarke, N. (2012). Shared leadership in projects: A matter of substance over style. *Team Performance Management: An International Journal* 18 (3), 196–209. doi: 10.1108/13527591211241024 Connaughton, S. L. & Shuffler, M. (2007). Multinational and multicultural distributed teams: A review and future agenda. *Small Group Research*, 38(3), 387–412. doi: 10.1177/1046496407301970 Gilson, L. L., Maynard, M. T., Young, N. C. J., Vartiainen, M. & Hakonen, M. (2015). Virtual team research: 10 years, 10 themes, and 10 opportunities. *Journal of Management* 41 (5), 1313–1337. doi: 10.1177/0149206314559946 Marks, M. A., Mathieu, J. E. & Zaccaro, S. J. (2001). A temporally based framework and taxonomy of team processes. *Academy of Management Review* 26 (3), 356–376. doi: 10.5465/AMR.2001.4845785

## Emotional Display in Virtual Team Meetings

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Emotions and emotional display are part of technologically mediated working life communication, e.g. virtual teams. However, previous research on emotional display in virtual teams has only rarely investigated naturally occurring data. Instead, emotions in virtual teams have mainly been studied in student teams (e.g., Glikson & Erez, 2013). Previous studies have also focused for the most part on text-based technologies, making use of quantitative methods (e.g., Chesin, Rafaeli, & Bos, 2012). We present an empirical qualitative study on emotional display in virtual team meetings. By emotional display we mean the verbal and nonverbal expressions (e.g., words, phrases, facial expressions, gestures and vocalisations) that manifest the inner state of an individual (e.g., Burleson & Rack, 2008). The aim of our study is to find out how team members express emotions about the team and their teamwork. The study concentrates not only on the content, frequency, and repetitive patterns of emotional expressions but also on the role of emotional display as a part of team interaction. The data consist of video recordings of team meetings of three virtual teams. The teams are Finnish expert teams, which work by means of a versatile video conferencing platform (which allowed direct recordings). The recordings were transcribed and an analysis was carried out by the microethnographic approach (Streeck & Mehus, 2005). The analysis was based on the 27 basic emotions that can be perceived and distinguished from one another, as defined by Ekman & Cordaro (2011). The analysis included identifying and categorizing all emotional expressions, and examining the interaction preceding and following those expressions. Preliminary results show that virtual teams differ in their emotional display. However, both positive (e.g., pleasure, amusement) and negative (e.g., confusion, frustration) emotions are present in every team. Emotional expressions are mainly reactions to matters discussed, to other team members' actions and work tasks. Team members also react to emotional expressions in many ways. The results confirm the previous notion of the meaningfulness of emotional display in virtual teams. Moreover, the study gives new insights into the significance of emotional display as an integral part of team interaction in the context of a video conferencing platform. The results of this study emphasize the need of advancing team technologies capable of emotional display. References: Burleson, B. & Rack, J. (2008). Emotion. In W. Donsbach (Ed.) *International Encyclopedia of Communication Online*. Blackwell. Retrieved from: [http://www.communicationencyclopedia.com/subscriber/tocnode.htmlid=g9781405131995\\_yr2014\\_chunk\\_g978140513199510\\_ss19-1](http://www.communicationencyclopedia.com/subscriber/tocnode.htmlid=g9781405131995_yr2014_chunk_g978140513199510_ss19-1). Chesin, A., Rafaeli, A., & Bos, N. (2012). Anger and happiness in virtual teams: Emotional influences of text and behavior on others' affect in the absence of non-verbal cues. *Organizational Behavior and Human Decision Processes* 116 (1), 2–16. Ekman, P. & Cordaro, D. (2011). What is meant by calling emotions basic. *Emotion Review* 3 (4), 364–370. Glikson, E. & Erez, M. (2013). Emotion display norms in virtual teams. *Journal of Personnel Psychology* 12 (1), 22–32. Streeck, J. & Mehus, S. (2005). Microethnography. In K. Fitch & R. Sanders (Eds.), *Handbook of Language and Social Interaction*. Mahwah: Lawrence Erlbaum, 381–404.

## PP 406 How Different Ways of Greeting Affect First Impressions on Others

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The first impressions we generate on others are decisive in the interpersonal communication process that will follow. We know that other people make a first impression of us in the first minutes that they contact with us, and, in addition to our appearance and non-verbal communication, the way we greet them crucially determines that first impressions. In Portuguese society, there are many ways to greet a person, depending on the situational and cultural context, the social and economic power, the age and gender. Similarly, these different types of greetings can be interpreted in two ways: (1) as a person likes another and to what extent he/she is interested in their views, and (2) the relative perceived status between sender and receiver. Therefore, this paper tries to explain the Portuguese greetings and its different meanings and interpretations. Thus, this exploratory study is based on the application of a questionnaire survey to a relevant sample, which shows the importance that people impute to the ways of greetings and the meanings attributed to them. Finally, we highlight how important it is to master the ways of greeting to have an effective interpersonal communication. Key-words: Interpersonal communication, nonverbal communication, greetings and first impressions

## PP 407 Physically Disabled Teenagers Struggle to Overcome Bodily Stigma and Exclusion in Online Relationships

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Research on disabled people's relationships online has tended to focus on how virtual interaction enables them to establish relationships without being constrained by their body. Drawing on an ethnographic study on physically disabled teenagers' use of the Internet in a special education school, this paper argues that disabled teenagers struggle to overcome bodily stigma and exclusion online. The paper highlights two issues. First, the visual and stereotypical presentation of the self on social networking sites can make it hard for physically disabled teenagers to be accepted. Second, online anonymous interaction can provide disabled teenagers with the confidence to form new relations. However, they also often experience rejection in pursuing romantic relations or friends online. For instance, the exclusionary logic of failing to conform to normative bodily and other characteristics is simply transferred into the digital realm. The issues are illustrated by three case studies: (i) a gay disabled teenager seeking identity and romantic relations online, (ii) a disabled girl, abandoned by her friends for not being able to live up to a "girlie" image and resorting to stalking them and (iii) a young disabled athlete, who via the creation of a 'sporting identity' is able to find acceptance in his authentic presentation of self. The case studies tease out the complex ways in which teenage lookism, normative behaviour, exclusion and rejection are mediated by disability and digital media.

## PP 408 How Do You Make a Facebook Friend? Greek Students' Criteria for Choosing Friends in Facebook and Deciding to Interact with Them

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Facebook (Fb) is self-defined as a means of building, strengthening and enriching friendships. However, the tools it provides to its users (like, comment, chat, share) to actualize friendships work by simply reinforcing contacts, e.g., for the most part by using like and checking-in with someone and less so by using comment and chat). This simplistic mode of handling contacts allows for the unlimited multiplication of Fb friends, as well as for bringing together under the rubric "friend" diverse kind of friendships ranging from close analog ("real") friends to complete digital strangers. This puts forth the question, whether Fb serves its alleged goal to pursue, strengthen and expand friendship or underlying goals, such as promoting desired social identities, enhancing and using popularity as added value in one's social network. To probe answers to this question the present study focused on Fb users' subjective perception of friendship in Fb. Participants were students (N= 166) from different Universities in Athens; they responded to questions inquiring about intensity of Fb use, and number/kind of friends in Fb (e.g., analog vs. purely digital); they also listed their responses to open questions on how they define Fb friendship, what criteria they employ in making Fb friends and how they decide to interact with them digitally and/or in the analog world. Of particular interest was the question of the criteria used to determine that a purely digital friendship turns into an analog one. Participants' written responses were content analyzed. It was found that friendship in Fb is associated more with ease of communication among friends that share an already established friendship in the analog world, rather than with making new friendships digitally. Main criteria for making a friend on Fb were demographic similarity, geographic proximity, common interests, activities and values. Attractive physical appearance was frequently listed among the criteria used to decide whether one could meet in the analog world an unknown digital friend. Other criteria included, providing a sense of trust, being predictable and "normal", by common standards, having chatted for a long time, having common friends and giving the overall impression of a positive personality. Friendship in Fb seems to be, on the one hand, an index of popularity that includes a wide range of relation kinds (hence the big number of unknown friends) chosen on the basis of superficial, albeit, cautious, criteria and on the other, a consolidation of relationships already existing in the analog world (e.g., family, friends, old friends, distant friends, acquaintances). A limited number of new friendships arising from digital interaction may transfer to the analog world under very strict and multiple requirements. Thus, some Fb friendships, are destined to remain locked in the digital environment as parallel to the analog ones.

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## Avatar-Self Discrepancy and Its Reflections on Self-Presentation in Virtual Environments

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Ways to present oneself in front of various audiences have increased tremendously as computer-mediated communication technologies have developed in the last few decades. The possibilities for identity building, self-presentation and impression management online are not relying anymore on asynchronous, textual communication (see e.g. Baym, 1995; Walther, 1992), but are numerous via audio, video and graphical channels (see e.g. Griffith & Papacharisi, 2010; Hogan, 2010; Tiidenberg, 2015). 3D virtual environments (VEs) are one example of communication media that enable various possibilities for self-expression and impression management (see e.g. Bullingham & Vasconcelos, 2013; Dunn & Guadagno, 2012). These environments can be defined as communication systems in which multiple interactants share the same three-dimensional digital space despite occupying remote physical locations and can navigate, manipulate objects, and interact with one another via avatars, digital self-representations in a graphic 3D form (Sivunen & Hakonen, 2011; Yee & Bailenson, 2007). Impression management, identities and self-presentation have been studied both in two-dimensional and three-dimensional online settings in several contexts (see e.g. Tidwell & Walther, 2002; Bessière et al., 2007). These studies show that in social networking sites and blogs users tend to "put their best face forward" (Hancock and Toma, 2009) but still aim at presenting themselves authentically (Ellison et al., 2012; Uski & Lampinen, 2014), whereas in game settings and virtual environments role-playing, gender-swapping and accentuation of certain aspects of one's avatar may be more common (Griffiths et al., 2004; Messinger et al., 2008). What is yet not known, however, is how authentic self-presentation and role-play are defined in 3D virtual environments, in which avatar appearance can be very different from users' offline appearance. In this article, I study avatar-self discrepancy and its reflections on users' self-presentation performances and motives in virtual environment Second Life (SL). The users interacted in SL with assigned avatars that bore some or no resemblance to them, and whose appearance they were able to modify only to some extent, for six weeks. Data was gathered by conducting semi-structured interviews with the users (N=27) and analyzed with qualitative thematic analysis (Boyatzis, 1998; Braun & Clarke, 2006). In thematic analysis, the data is encoded with a specific list of themes that may be both inductively derived from the data and deductively generated from theory and prior research (Boyatzis, 1998). Drawing from self-presentation theory by Goffman (1959), I analyzed users' online self-presentation in VEs as synchronous performances (Hogan, 2010). The findings show three different types of self-presentation performances and four different types of motives that guided these performances. Preordained discrepancies in appearance did not always dominate self-presentation performances. Instead, participants developed ways to adjust their self-presentation despite of their divergent appearance. The results extend earlier work in this area by unpacking the relationships between users, their avatars and self-presentation in front of various audiences and contribute to the literature by showing the overlapping motives behind these self-presentations. Finally, the findings reveal how users' (lack of) understanding of and interest towards particular online context is intertwined with their online self-presentations.

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## Youth's Experiences with Online Strangers: Developmental Perspective

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Youth interacting with unknown people from the Internet (so called online strangers) represents major concern for parents and general public (Fleming & Rickwood, 2004; Madden, Cortesi, Gasser, Lenhart, & Duggan, 2012). Empirical data about the experiences of youth themselves are however scarce and often focused primarily on their negative experiences (e.g. Livingstone, Haddon, Görzig, & Ólafsson, 2011). Previous research also mostly utilized quantitative designs which may result in omission of important parts of youths' lived experiences and perceptions. In the present study, we analyzed qualitative data from EU Kids Online III project connected to meeting unknown people on the internet. Interviews and focus groups for this project were conducted with youths from nine countries (Belgium, the Czech Republic, Greece, Malta, Italy, Portugal, Romania, Spain, and the United Kingdom, N = 368). The age span of the sample includes childhood (age of 9–10 years), early adolescence (11–13 years) and middle adolescence (14–16). Participants were inquired about potentially negative or problematic situations they may encounter while using the internet and digital technology. Using thematic analysis, we classified participants' direct and indirect experiences connected to meeting online strangers. We describe richness of these experiences and classified them in to five dominant categories, which are sorted by the varying level of interaction with unknown people online. These categories are: 1) one-way interaction, 2) instrumental interaction, 3) initiation of contact, 4) communication, and 5) offline face-to-face meeting. This classification includes both, pleasant and unpleasant experiences, and brings a wider picture to this problematic. In this presentation we specifically focus on the developmental perspective: how different are youth's experiences with online strangers with relation to their age. The results are discussed with regard to youth development (transition from childhood into adolescence) and categories of situations which children experienced and reported.



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### Communication Styles of Greek Preschool, Primary and Secondary School Teachers Based on Their Personal Perceptions Related to Nonverbal Immediacy During the Teaching Process

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According to literature review, teaching immediacy consists a key aspect for improving the teaching process and academic achievement of students, because it affects in a positive way on interpersonal relationships among teachers and students. Teaching immediacy makes the lesson more interesting and the instructor looks more motivating and enthusiastic. This view is based on a series of researches that have been implemented over the last three decades in the USA, in many European and other countries all over the world. Teaching immediacy has been particularly investigated by professors V. P. Richmond, J. C. McCroskey, & A. D. Johnson (2003). They constructed the Nonverbal Immediacy Scale - Self Report (NIS-S). This scale aims in reporting of personal opinions' of teachers regarding to the contribution of nonverbal behavior in creating immediacy during teaching. Within the above-mentioned theoretical framework, this study examines the teaching style of the Greek teachers who teach in public kindergarten, primary and secondary education schools, as it is estimated by the analysis of their own perceptions regarding to the issue. For the reporting of teachers' perceptions the standardized scale Nonverbal Immediacy Scale - Self Report (NIS-S) was used after its translation into Greek and pilot test implemented by the researchers of this study. In this study nine hundred and thirty five teachers of preschool, primary and secondary education were participated in total. Actually, those teachers were constituted the final sample of the research. The provided answers were statistically processed with SPSS 20.0. After extracting the individual score of each participating teacher the hermeneutic method was used for analyzing the overall results and conclusions per level of education (preschool, primary, secondary), which were based on quantitative data obtained by the descriptive analysis of provided answers. The study concludes that the teaching immediacy of Greek teachers appears inversely proportional to the class they teach. Teachers who teach in kindergartens and nursery schools appear the highest teaching immediacy than all participants. Teachers who teach in primary schools seem having less teaching immediacy in comparison with previously mentioned teachers even though they hold a very satisfactory level indeed. Teachers who teach in secondary schools stated significantly less teaching immediacy than all previous mentioned teachers naming various reasons. The findings indicates that in spite Greek teachers have already acquired a satisfactory level of teaching immediacy, there is enough space for the improvement of their nonverbal behavior aspects during teaching process in order to be more able in enhancing this very aspect and through this their classroom communication style and teaching effectiveness as well.

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### Exploring Difference as a Dynamic of Dialogue: A Study of the Relational Construction of "Person-Centred" Care in an Interdisciplinary Social and Health Care Team

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In dialogue-based communication, communication is configured as dialogue in which multiple social actors co-produce knowledge collaboratively across multiple knowledge forms and knowledge interests. According to dialogic ideals, expert knowledge is democratized as multiple ways of knowing are recognized as legitimate. Crucially, difference is viewed as the transformative force in the co-construction of knowledge in dialogue. By harnessing difference as a transformative force, it is claimed, dialogue can generate knowledge across difference, including differences of organizational position and professional background, theoretical perspective, gender, ethnicity, class and so on. But how exactly is knowledge co-produced in dialogue through the harnessing of "difference" as a transformative force? And what tensions are in play in dynamics of inclusion and exclusion where some voices, articulating particular forms of knowledge and subjectivities, dominate and others are marginalised? The paper examines these questions through empirical analysis of the collaborative practices of an interdisciplinary social and health care team in Australia which offers advice to residential care home workers on "person-centred" care for residents with dementia. The theoretical framework, The Integrated Framework for Analysing Dialogic Knowledge Production and Communication (IFADIA), is based on a combination of Bakhtinian dialogic communication theory and Foucault's theorization of discourse and power/knowledge. The theoretical framework is applied in empirical analysis of how knowledge is co-produced collaboratively across difference in social interaction in six team case meetings. Methods of data production are video and audio recording and participant observation. The focus of the analysis is on the relational construction of "person-centred care" and the collective identity of the team in opposition to the practices and identities of residential care workers and relatives of residents. The analysis shows how knowledge is co-produced within a discourse which constructs a particular understanding of "person-centred care", particular social relations within the team and between the team, residential care workers, residents and relatives, and particular identities for team members, care workers, residents and relatives. Within the discourse, "person-centred care" is ascribed meaning qua its difference from non-person-centred care, and a collective identity as advisory team is created through the difference from care-workers. A strong team "we" is (re)produced that engages in "person-centred care" and treats residents in the normatively correct, "person-centred" way in opposition to the residential care personnel-"Other" who treat residents in the normatively wrong, non-person-centred way. The conclusion explores the implications of the empirical results in relation to dynamics of inclusion and exclusion at work in the harnessing of "difference" in dialogue. It is concluded that inclusion and exclusion are in play in the relational construction of "person-centred care" and identities as advisory team and residential care workers. In particular, the construction of residential care workers as the Other who do not treat residents in the normatively correct way has implications for the knowledge about "person-centred care" that is produced and the relations that are established and maintained in social interaction between the team and residential care workers. It can be argued that it limits how dialogic and person-centred that social interaction can be.

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## Managerial Feedback as a Contextual Phenomenon

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Providing feedback to employees is considered one of the core tasks of managers. In managerial literature, feedback is often seen as an essential tool in performance management and managers are encouraged to give ongoing feedback to employees. Previous research has studied feedback in traditional organizational settings using mostly quantitative survey methods. There is lack of qualitative research investigating the meanings given to managerial feedback in complex global organizational settings. Previous research on feedback has paid little attention to the many changes occurred in working life such as the increase in knowledge intensive work, virtual teams and technologically mediated communication. The objective of this paper is to describe and understand managers' and employees' experiences and interpretations of managerial feedback by discussing the results of a qualitative investigation. The paper aims to build an understanding of managerial feedback as a contextual phenomenon and describe its different forms, manifestations, dimensions and meanings in virtual (i.e. remote) manager-employee relationship in distributed organizational settings. The data was collected interviewing (N=28) employees and managers working in global business companies. The participants work in demanding expert and leadership positions and represent six different nationalities. The interviews were recorded and the transcribed, and analyzed qualitatively. The results suggest feedback is a contextual and multifaceted communication phenomenon. Contextual factors such as the operating environment and organizational structure, the nature of work, and the quality of the manager-employee relationship are interrelated with the interpretations and meanings given to managerial feedback. The paper discusses the ambiguity inherent in the feedback concept and analyses feedback as a complex communication phenomenon. The detailed results and implications for organizational development are discussed in the full paper.

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## Excessive and Inappropriate Self-Disclosure in Finnish Professional Relationships

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Meaningful professional relationships – as interpersonal relationships by definition when compared to random encounters – assume continuity, reciprocal exchange of personal information, and a feeling of deeper connection (e.g. Gerlander 2003; Sias 2009; Tardy & Dindia 2006). As Social Penetration Theory posits, disclosing private information reciprocally in depth and breadth may bring the participants closer to each other (Altman & Taylor 1973). In practice this could happen through self-disclosure, understood as sharing private thoughts, emotions, and/or information in interaction (Derlega, Metts, Petronio & Margulis 1993). Although self-disclosure is widely studied, less is known about it in professional relationships, and even less about the excessive or inappropriate forms of self-disclosure in professional contexts. In the presentation we will ask, 1) what are the questions and concerns put out for the theoretical concept of self-disclosure, when examined its excessiveness in professional relationships, and 2) what are the theoretical constructs that help us to understand excessive or inappropriate self-disclosure. Our theoretical examination is grounded in practice through the examples of Finnish hairdresser-client and advisor-advisee relationships. Both relationships can be long-term, perceived as close, and include patterns of friendship-like communication, including self-disclosure. In hairdresser-client relationship, it is common for the client to disclose, while the hairdresser seldom discloses his or her private life (Gimlin 1996). Yet, some Finnish hairdressers recognize, report on, and need to cope with their clients' occasional excessive self-disclosure. In the university context, asymmetry is a fundamental feature of the Finnish advisor-advisee relationship (e.g. Author 2009). However, an advisor and an advisee, respectively, may not be willing to disclose nor receive private information although it could deepen the mentoring quality of the relationship. Most recently, social networking sites have set new questions on self-disclosure, its excessiveness, and ethical considerations. Choices of sharing private information in Facebook are potential manifestations of excessive or inappropriate self-disclosure in advisor-advisee relationships. The existing theoretical tools to understand excessive or inappropriate self-disclosure in professional relationships are such as Expectancy Violation Theory (EVT, Burgoon 1993), Communication Privacy Management Theory (CPMT, Petronio 2002), and Relational Dialectics (RD, Baxter & Montgomery 1996). The EVT and CPMT, for example, offer explanations for how, when, and possibly why the interpretation of excessive or inappropriate self-disclosure arises. However, these theories may not be able to provide an understanding of the possible consequences or further developments of the relationship. The strength of RD relies on its capacity to understand excessive self-disclosure as a natural part of a dialectical construction. Yet, the tensions seem to vary considerably, for example, when comparing Finnish hairdresser-client and advisor-advisee relationships. Earlier studies on self-disclosure suggest that the forms and functions of self-disclosure may depend on the relationship type, be it in the private or professional context. As a conclusion we suggest that this should also be considered when excessive or inappropriate self-disclosure is being studied. Furthermore, several theories do offer standpoints to explore excessive or inappropriate self-disclosure in professional relationships, yet they all have their limitations.

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Development of society and changes in health care environment require improvement of health care personnels' competencies. Health care professionals are expected to be able to adapt themselves to constantly changing situations and interactive relationships, e.g., in various negotiation, group, and conflict situations (Health Care Act, 1326/2010; Ministry of Education, 2006; Myers et al., 2011). Therefore, masters' level education must provide students with interpersonal communication competence required by their future work positions. In the development of interpersonal communication competence, the simulation method has been found to be effective and useful. By imitating real-life situations, simulation makes genuine phenomena and processes visible in fictional conditions, develops interactive skills, and fosters reflective learning (Brindley & Reynolds, 2011). However, research on the topic has thus far concentrated either on the clinical settings or applying simulations in expert-client interaction (Bambini et al, 2009; Koponen et al., 2014). Few studies have been concentrated on the use of simulation in the context of communication training of health care teachers, managers and experts. Moreover, debriefing is less studied part of the simulation pedagogy, which is the focus of this study (Suvimaa et al., in process). The purpose of this study is to describe what kind of contents are included in students' reflection after communication simulation, as well as what kind of issues students consider meaningful, related to debriefing. The aim of the study was to increase knowledge of the reflection contents and the meaningful issues in debriefing. The data of this qualitative study consisted of students' critical incidents writings (n = 32). Narrative analysis was conducted to analyse the data. The study shows that the students' expressions of the reflection contents consist of five areas: self-learning, learning together, self-action, communication apprehension and negativity. The issues students considered meaningful were familiarity of debriefing method and structure, the role of teacher and debriefing facilitation, giving and receiving feedback, cooperative learning, process learning and reflection, debriefing ambience, communication apprehension and emotions. Reflection is an important part of simulation education. Students need support for reflection and self-evaluation. Reflection should be based more on cooperation and the goals of simulation - not self-action assessment. A debriefing structure, ways to give feedback and a role of teacher are meaningful when creating a safe learning environment. Some of the students were nervous about the debriefing and communication apprehension was brought up in reflection content, too. The simulation caused up different types of emotions, which was expressed in students' reflection. The knowledge produced in this study can be used for development of communication simulation, especially debriefing, as well as social and health care simulation education generally, and in other disciplines as well. Keywords: simulation, debriefing, interpersonal communication, professional development, narrative analysis

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# Bereaved Parents' Online Grief Communities: De-Tabooing Practices or Relationbuilding Grief-Ghettos?

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Abstract Parents may talk about their children extensively, as long as they are alive, but expressing the same kind of parental practice is taboo, once your child is dead (at least in the Nordic countries). This limits bereaved parents' means for coping with and interpersonally communicating about their loss as well as their ability to establish and continue their role as parents. However, with new practices on children's graves, the growing use of memory tattoos and especially the use of online media as platform for various communities for bereaved parents, this seem to be changing and strengthen both the interpersonal communication and social interactions about and with the deceased child. This study presents results from case studies of both open and closed online grief communities for bereaved parents in Denmark and Sweden (Refslund Christensen & Sandvik 2013, Hård af Segerstad & Kasperowski 2014) in order to analyze how development of practices and norms for grieving and mourning online are related to the particular conditions for participation, and how these practices are related to dominant ideas of grief in society as such. Rooted in contemporary research on processes of grief and mourning – especially focusing on changes from a paradigm om 'letting go and moving on' to paradigm of continuing bonds (Klass et al. 1996) and performing parenthood (Christensen & Sandvik 2015) – this presentation discusses which kinds of practices are performed and shared in the different forums and how norms and traditions are performed, challenged and negotiated in the various formats of interpersonal communications. Can these practices lead to a softening of prejudices against mourners, i.e. de-tabooing the loss of a child, or do they lead to new biases and misconceptions as displayed in popular media, casting online communities for bereaved parents as grief-ghettos? Studying bereaved parents' grief work in dynamic communities online enhances our understanding of contemporary and contributes to a nuancing of theoretical understanding of parental grief. References Christensen, D. R., & Sandvik, K. (2015). Death ends a Life not a Relationship: Timework and Ritualizations at Mindet.dk. *New Review of Hypermedia and Multimedia*, 21(1–2), 57–71.10.1080/13614568.2014.983561 Hård af Segerstad, Y & Kasperowski, D. (2015) A community for grieving: affordances of social media for support of bereaved parents, *New Review of Hypermedia and Multimedia*, 21:1–2, 25–41, DOI: 10.1080/13614568.2014.983557 Klass, D., Silverman, P.R. & Nickman, S.L. (1996) *Continuing Bonds- New Understandings of Grief*. Oxon: Taylor & Francis. Refslund Christensen, Dorthe & Sandvik, Kjetil. 2013. *Sharing Death: Conceptions of Time at a Danish Online Memorial Site*. In Dorthe Refslund Christensen & Rane Willerslev (eds.), *Taming Time, Timing Death. Social Technologies and Ritual*, 99– 118. Farnham: Ashgate.

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# Support Seeking from a Helpline: Sex, Violence, and Loneliness of Boys

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This research focuses on boys' and young men's support seeking from a male helper in a phone based helpline. The aim of the study is to analyze the issues that have boys' reach out and to describe the communication of the specific support needs. Several studies indicate that loneliness and social isolation is more common for boys than it is for girls. Additionally, research shows that loneliness is hereditary, and fathers' emotional loneliness is greater than that of mothers. Boys are likely to encounter violence in their peer groups and are commonly interested in but also puzzled by sex and sexuality. One's own personal relationship skills also raise questions when transitioning from a child to an adolescent. This research has two goals: 1) to categorize and scrutinize the boys' communication with a helpline professional, and 2) to analyze and describe the boys' support needs, problematic interaction situations, and the ways of communicating the challenges. The data of this research comprises of all the phone calls made in 2010 and 2015 to a helpline called the Boys' Phone. The Boys' Phone is a service of a non-profit organization called the Family Federation of Finland. Their work concerns the well-being of Finnish families, youth and population. The Boys' Phone is a helpline to which boys 20 years of age or younger can call anonymously from 1 to 6 pm Monday to Friday. For example, the Boys' Phone received over 22,350 phone call attempts in 2014 to which they were able to answer to approximately 7,586 (33,9%). The data contains reports and transcripts of actual phone calls between the boys and the helpers. Four professional helpline workers, all men who are trained in social work or sexual health, collected the data. Each phone call transcript contains demographic information about the caller when available, the topics discussed, and a word for word description or transcript of what was said during the phone call: What the boy talked about, what the issue was that he stated he was dealing with, how he talked about the issue, and what he needed from the professional. The boys' communication is in transcripts whereas the professionals' communication is saved in audio format. The supportive interaction is possible to be analyzed by linking the specific transcripts to the audio. The methods of analysis are quantitative and qualitative content analysis made with Atlas.ti qualitative research analysis program. The analysis is carried out carefully with ethical conduct and protecting the boys' anonymity. The results from 2010 and 2015 will be compared and discussed in relation to the conference theme of continuation or discontinuation of issues that weigh on the lives of our youth. This study is part of a larger research project, which addresses boys' communication competence and supportive interactions that are most beneficial to them on a helpline. The paper will present the preliminary results of the study and they will be compared to the existing international research.



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John Durham Peters argues that media as communicational tools not only enables dialogues with the living, but also with the dead. He argues that “every new medium is a machine for the production of ghosts”; the recordings of people who have passed away fixed in photographs, sound tapes, film and in all kinds of digitized formats for registering and archiving, thus overcoming time and space is a one of the “key existential facts about modern media”: the possibilities for the living to interact with “the communicable traces of the dead” (Peters 1999:149). This argument will make a starting point for this paper analyzing bereaved parent’s communicational practices in order to create continuing bonds (Klass et.al. 1996) to their dead children. The use of media and materialities ascribed with media qualities allows us to “deal with and come to terms with death without being dead ourselves” (Christensen & Sandvik 2014a: 1). However, we would like to broaden the scope of Durham Peter’s reflections, suggesting that the ways in which parents communicate to/with the dead child are not just a matter of one-way speaking into the air but also a matter of two-way communication implying that the child has a presence despite its absence. This paper focuses on how the loss of a child initiates processes, which – beyond the recognizable period of mourning – fruitfully might be conceptualized as performing parenthood and as performing family. These processes are articulated through communicational practices in the shape of everyday parental activities such as playing with the child, reading bedtime stories, celebrating birthdays or just bearing the dead child in mind, the purpose of which are to keep the dead child as a present part of the parents’ and family’s continuing life. We argue that these practices are best understood as parents’ everyday practices relating to a child we have rather than to a child we had or a child we did not get. The child’s continuing existence and presence is inscribed in everyday life through uses of digital media, physical objects working as media – even the parents own bodies when getting a memory tattoo. Based on observation studies and qualitative contents analysis performed since 2008 on children’s graves and on online memorial sites (Christensen & Sandvik 2013, 2014a, 2014b, 2015a) and furthermore including interviews with bereaved parents (Christensen & Sandvik forthcoming), this paper argues that bereaved parents communicational are more than anything about negotiating, (re)appropriating and performing parenthood. They may be understood as ways in which bereaved parents perform acts of loving, caring and other parental conducts in order to maintain the significance of parenthood. They do so in relation to themselves, to the dead child, to the child’s older or younger siblings and their family as such, to their peers or to their surroundings at large, and they do this through a manifold (Couldry 2012) of intertwined and interacting media.

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People increasingly seek help to their problems via mediated interpersonal discussions or private chats in internet counselling services. Previous studies from face to face counselling show that it has many positive effects on wellbeing and coping. Online counselling effects is increasingly but less studied. Online counselling conversations main objectives are to support, help and comfort support seekers and their needs in the private online conversations. In this paper private online counselling conversations are examined from the viewpoint of supportive communication. Theoretical types of supportive communication used in the study are emotional support, informational support and esteem support. Emotional support messages involve expressions of empathy and encouragement. Informational support is characterized by messages that provide facts, guidance or advice. Advice appears to be more helpful when it is an appropriate approach to the problem, when the content is useful and responds solving the problem. When advice followed a comforting message it has evaluated more favorable than when the advice has given before such a message. Esteem support involves compliments and expressions of agreement with a support seekers’ perspective (Goldsmith & MacGeorge 2000; Virtanen 2015). This paper objectives are 1) briefly review previous studies of online counselling in the perspective of supportive communication, helping communication behavior, competent online counselling and mediated interpersonal communication 2) to examine the types of supportive communication in the private helping online conversations between support providers and support seekers. The method of this online counselling communication study is qualitative content analyses. I seek answers from the data with the questions: How to communicate support? When and why specific types of support messages are more or less prevalent in this computer-mediated context? Results of the collected conversational data will be explored more in detail in the presentation. The data of the paper will be collected during the 2016 from Finnish Evangelical Lutheran Church online counselling services, from the saved conversations in online chats and also from interviews of support providers. Finnish Evangelical Lutheran Church has 1400 trained voluntary and 600 professional employees in the church online counselling services. According to previous studies I define online counselling as a behavioral health services or psychological interventions delivered over the internet, either synchronously or asynchronously or as any delivery of mental and including but not limited to therapy, consultation and psychoeducation, by a practitioner to a client in a non-face-to-face setting through distance communication technologies such as the telephone, asynchronous e-mail, synchronous chat, and videoconferencing (Dowling & Rickwood, 2014). According to previous studies support providers have difficulties to gather relevant background information and keep the support seeker online during the chat. In support seekers point of view online chat brings many benefits for their crisis situations; for instance they are free the barriers related to time and distance and they can keep anonymity in helping services. Online text based conversations characteristics are relatively slow speed of chat and the lack of non-verbal cues which gives rather fast speed to get deeper level in the supportive conversation.

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# Interpersonal Communication About Climate Change: From Weather Forecast to Climate Conference

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Climate change is a relevant and contested topic, as studies on attitudes towards climate change of the general population have shown (e.g. for the US Leiserowitz et al. 2013, for Germany Metag et al. 2015). Information from the mass media about the topic does not necessarily lead to significant changes in people's behavior and attitude towards climate change. It may rather reaffirm existing beliefs and thereby increase the polarization of the debate (Feldman et al. 2014, Taddicken 2013). Interpersonal communication is a key factor for understanding how attitudes towards climate change can alter, especially since personal conversations are more pervasive and less self-selective than information from the mass media (which is part of the Two-Step-Flow hypothesis by Lazarsfeld et al. 1944). Although a lot of research has been carried out on media coverage of climate change, there are currently only very few empirical investigations of interpersonal communication about the topic (e.g. Leombruni 2015). Our study focusses on the role of the recent UN Climate Conference in generating talk about climate change. As climate change is likely to generate conflict in discussions, it is not usually a topic of small talk, which mostly deals with "safe" topics that do not stimulate conflict (Coupland 2003). The questions addressed by our study are: Do people take the UN climate conference as a catalyst for discussion about climate change? With whom do they talk about climate change? What role does media coverage play in the process? How do these conversations proceed and do they trigger conflicts? We conducted a qualitative study during the climate summit 2015 with 42 participants from different socio-economic backgrounds in Germany. They filled out daily digital communication diaries in which they noted their media use and conversations related to climate change. To deepen the insights from the diaries, we conducted four focus group interviews with subgroups of the participants (n = 15). First results show that the conversations tend to develop from small talk about the weather or about media reports of the climate conference into a substantial debate. Conversation topics differ depending on the communication partner: With their partner – the person most often named in regard to climate change –, the respondents talk about their fears and perspectives for the future; the conversation is a mutual, complementary exchange. With acquaintances and colleagues, more diverse points of view tend to collide and conflicts arise. These observations confirm and complement previous network analysis research on political discussions, where weak ties work as bridges between communities with different viewpoints, whereas discussions with strong ties usually take place with like-minded individuals (Morey et al. 2012). This paper contributes to the analysis of interpersonal discussion on climate change and the study of persuasion attempts by providing qualitative evidence to the field.

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# Psychologically Safe Communication Climate in Global Teams: Overcoming Subgroups in Electronic Communication Practices

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Global virtual teams (GVTs) reflect the discontinuities of modern society, as they operate across geographical, temporal, and cultural boundaries. As a result, they often face disjunctures in communication practices that lead to the formation of divisive subgroups. While the existence of subgroups and their effects on teams have been documented, the communicative practices that help to either enflame or overcome subgroups have been understudied. We draw on the notion of psychologically safe communication climate (PSCC), or a climate that promotes support, mutual respect, and speaking up, which has been found to moderate the negative effects of virtuality on team innovation. The ways in which teams construct a PSCC have not yet been systematically investigated, however. Much of the virtual teams research relies heavily on self-reported data from surveys and interviews, rather than studying actual communicative exchanges among team members. Further, much of team communication now occurs through electronic media such as email, instant messaging, or videoconferencing, yet the ways in which team processes are constructed through these electronic communication practices have been understudied. Grounded in the communicative constitution of organizations (CCO) approach, we argue that structures created through interaction can be potentially enabling as well as constraining for virtual teams, as group processes such as identification, psychological safety, and conflict are manifested in these structures. However, little is known about how such structures arise through social interaction and how they in turn shape interaction through the language team members use. This study attempts to address this gap by examining how the use of language (such as "we") in electronic communication practices changes over time and creates enabling and constraining subgroup identities in GVT collaboration, and how development of a PSCC can help teams overcome subgroup conflict and promote identification with the team as a whole. This study draws on an in-depth analysis of two global teams over time to examine the language used to construct team and subgroup identification and conflict. Through a multi-method analysis (consisting of both quantitative and qualitative analysis) of a corpus of 839 email communications and 16 interviews with team members and coaches of two global teams over the duration of the project, we find that developing a PSCC plays an important role in managing subgroup conflict and fostering team identification. Our analysis draws on the CCO perspective to provide insight into the conditions through which a PSCC is constituted in electronic interaction. We find that PSCC-related communicative practices of taking collective accountability, talking about problems as they arise, and assertive yet supportive communication help to overcome subgroup conflict by diffusing status differences and giving voice to all team members. Development of a PSCC is also associated with a significant increase in team identification and decrease in subgroup identification. Theoretical and practical implications for conflict management in global teams are discussed.

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Mediated (through Skype or videotaped) witnessing is nowadays possible in Finnish trials (CJP 2015/732). Normally, however, a witness will be personally present in a trial and will be heard in witness hearing. He/she will be in a courtroom only during the witness hearing. A witness is an individual who was present when the crime was committed. However, a witness can also be an expert witness. The goal of the criminal trial is to achieve a profound and permanent verdict in a fair trial. Fair trial means that the judgment is formally correct and reasoned and the case is handled publicly, equally, fast and all parties have been heard (CrPA 97/689). Witness hearing is a part of institutional communication (Ruusuvuori, Haakana & Raevaara 2001). It is also a situation where an individual and a layman meets the legal agents (judge, prosecutor, lawyer). All participants of the trial create a professional relationship, which will be enhanced by their communication. The concept of Justice will then be operationalized by the communication between legal agents and litigant parties. In the legal context communication relationships are formal, hierarchical, distant and asymmetric (Välikoski 2004). During the witness hearing, it is possible for a witness to get an experience of what the professional communication in a courtroom context is like and how it supports the picture of legitimized Justice. According to Perttula (2008) the witness can create an experience of a fair trial through the relationship between him/herself (subject) and the legal agent representing the system (object). In this qualitative study 32 witnesses (of which 10 expert witnesses) from criminal cases were interviewed in 3 district courts in Middle Finland in Spring 2015. The goal of the study is to find out how the witnesses' experience of the fairness of a trial (fair trial) is related to the experience of the communicative nature of witnessing during the witness hearing. There are 3 Research questions posed: R1: how do witnesses describe their experience of witnessing as a communication situation? R2: how do witnesses describe the concept of Justice (fair trial)? R3: how are these two (R1 & R2) related to each other? Legal agents are required to listen to the other participants because of the principle of a fair trial. Previous results show that legal professionals understand the importance of listening as a part of their professional communication competence (Ala-Kortesmaa & Isotalo 2015; Ala-Kortesmaa & Isotalo 2020; Välikoski & Ala-Kortesmaa 2014) but their listening behavior is somehow unclear (Välikoski 2000; Välikoski, Paulanto & Kulmakorpi 2015). However, preliminary results of the study show that prosecutors' communicative behavior is more person-centered than lawyers' and judges. The result is not supported by earlier findings (Välikoski 2000; Ala-Kortesmaa & Välikoski 2008). The results also indicate that while describing the characters of a fair trial, witnesses actually describe the different communicative behaviors of the legal agents. However, listening behaviors are difficult to separate from other communication behaviors (Bodie 2011; Imhof & Janusik 2006; Pecchioni & Halone 2000).

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The Internet's relevance for health communication has increased significantly within the last years. More and more people tend to search for health information online. In addition to health information, people search online for interpersonal relationships in the form of social support and exchange of personal experiences. In this context, especially blogs are becoming an important platform for people with severe diseases and health problems such as diabetes. With its character of being a rather personal medium, some people even develop a mostly fictional and unidirectional relationship to the blogger called 'parasocial relationship' (PSR). Keeping in mind that the blogger does not have to be a health expert, which can have serious consequences for the readers' health, we posed the following research questions: What makes information found online credible? Does the actual quality of a blog influence its perceived credibility? And what influence has the type of relationship between reader and blogger on the perception of credibility? The purpose of this study was to test the influence of a blog's quality on its credibility, which was divided into content and blogger credibility. This relation was expected to be mediated by the degree of PSR between reader and blogger. Moreover, the direct effect of PSR on the two forms of credibility was examined. Based on the Continuum of Social-Parasocial Encounters (Giles, 2002) the relationship to the blogger was divided into three sub-groups: 'plain parasocial relationships', 'communicative parasocial relationship' and 'social relationships'. Data were collected using a quantitative online survey (N=103) which was posted on five diabetes blogs to measure PSRs and credibility. PSR was measured using an adapted version of the parasocial interaction scale by Gleich (1997) and content and blogger credibility were measured by the use of a translated credibility scale by Kang (2010). A quantitative content analysis of blog articles (N=96) was conducted to measure the blog's quality using a self-developed quality scale for blogs. Whereas the results indicate no significant correlation between a blog's quality and its credibility, the degree of PSR to the blogger influenced both blogger and content credibility. Moreover, a significant distinction between plain PSR and both communicative parasocial and social relationship showed an effect on blogger credibility judgment. There was also a significant interaction between content and blogger credibility, but no evidence for effects of gender have been found. The findings expand the current state of research regarding the relation between credibility and parasocial relationships. Gleich, U. (1997). Parasoziale Interaktionen und Beziehungen von Fernsehzuschauern mit Personen auf dem Bildschirm: ein theoretischer und empirischer Beitrag zum Konzept des aktiven Rezipienten [Parasocial interactions and relationships of TV viewers with people on the screen: A theoretical and empirical input to the concept of the active recipient]. Landau: Verlag Empirische Pädagogik. Giles, D. C. (2002). Parasocial interaction: A review of the literature and a model for future research, *Media Psychology*, 4(3), pp. 279–305. Kang, M. (2010). Measuring Social Media Credibility: A Study on a Measure of Blog Credibility. Institute for Public Relations.

## The Effect of Interaction Topic And Social Tie on Media Choice and the Role of Four Underlying Mechanisms

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The mobilization of computer-mediated communication (CMC) technologies enhances the connectedness among members of a social network. Individuals are now able to choose from many communication applications when interacting with their friends, family and colleagues, with different modalities and affordances (Birnholtz et al., 2013). Having access to a large pool of available media has made choosing the right one more important than ever. Previous CMC research is often experimental, whereby participants are assigned to a communication condition (Walther & Bazarova, 2008). However, in the real world (online) media are often chosen strategically from a large number of channels individuals have at their disposal. Therefore, the question arises what determines people's preference for certain communication media when they do have the option to choose. We propose that two factors determine individual's media choice: the interaction topic and the interaction partner. Furthermore, we pose that people base their media preference on four underlying mechanisms: anonymity, controllability, co-presence and affective understanding. The study employed a 3 (topic intimacy: low, medium, high) x 2 (social tie: strong, weak) scenario-based design with topic intimacy and social tie as independent variables and medium choice as the dependent variable. The scenarios described interaction situations of low, medium and high intimacy with a weak or a strong tie. Participants (N = 238) viewed five scenarios. After each scenario, they answered questions regarding the underlying mechanisms and ranked four communication channels (FtF, Skype, audio-only and text-based CMC) in their order of preference. The results showed that, overall, people had the highest preference for FtF communication, followed by audio-only CMC, text-based CMC and audiovisual CMC. Furthermore, people preferred audio-only CMC and FtF communication for highly intimate topics, and text-based CMC and FtF communication with strong ties. Additionally, when people value controllability, they have higher preference for audio-only CMC while when people value anonymity, they prefer to communicate via text-based CMC. Moreover, when people value co-presence they are more likely to prefer FtF communication and audiovisual CMC. Finally, an interaction effect showed that preference for FtF communication was higher when communicating about a highly intimate topic with a strong tie versus with a weak tie. Our study has three conclusions. First, FtF communication was the most preferred way of communicating (Baym et al., 2004), especially with strong ties. People may not find CMC suitable enough for communication with close friends as these media often lack nonverbal cues. Second, the four underlying factors largely explained media choice, especially for FtF communication and text-based CMC. More specifically, preference for FtF communication increases when co-presence is valued more, and preference for text-based CMC increases when people value anonymity. Third, the interaction effect between topic intimacy and social tie illustrates that when people share an intimate topic with their strong ties, they prefer FtF communication, as they seek empathy and closeness, which can be achieved through non-verbal cues. In sum, individuals do not necessarily seek out the richest channels, or the poorest channels, but strategically choose a channel depending on the interaction topic and partner.



PP 716

## Emotion Perception from Recorded Stimuli by Children with Hearing Impairment

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Exceptions in social interaction norms are easily recognized. One exception can be inability to recognize vocal non-verbal communication due to hearing impairment. Childhood plays an important role in learning social interaction, however, a child cannot produce emotional vocal expressions if s/he does not hear them first. Hearing impairment may disturb normal development of emotional life, e.g. expressing and perceiving emotions, understanding humor and double meanings which are conveyed by changing the color of the voice, i.e. voice quality. Also development of speech may result sounding monotonous. There is a threat of a withdrawal and exclusion from social situations of a child with hearing impairment. Therefore, it is important to learn early enough to recognize vocal emotional expressions. Hearing aids and cochlear implants (CI) are designed to distinguish mainly between words, not vocal nuances. Thus, the present study concentrated on vocal emotion identification by children using CIs. The participants of the present study were 9–17 year-old children (N = 21; 10 males, 11 females) using CIs. They came singularly in a listening test which was conducted in a soundproof studio at Tampere University Hospital. First, they completed a questionnaire with background information. Then, they listened to the stimuli (N = 32) which consisted of non-sense sentences and prolonged vowels /a:/, /i:/ and /u:/ expressing excitement, anger, contentment and fear. These emotions were chosen since they were thought to represent everyday-life emotions and hence, they would be easily recognized. The samples were produced by professional actors and student actors. At the test, the participants were faced to three loudspeakers and they answered orally to the researchers which emotion from the four options they perceived. The answers and the questionnaires were analyzed using SPSS program. The study answers ethical requirements. The results showed that the children's chronological age did not correlate with emotion identification, however, the age of implantation correlated statistically significantly with the identification ( $p = 0.02$ ). No gender differences were found. Contentment was best conveyed by nonsense sentences. Fear and anger were best conveyed by vowel /a:/, and excitement by vowel /u:/. Anger was the best recognized emotion of the four emotions expressed and it was most often chosen for an answer. Excitement was most seldom chosen for an answer. Fear was frequently confused with contentment, obviously due to their similar arousal level (i.e. low, on an axis low – moderate – high, measured by dBs). It was concluded that CIs do not give a sufficient support for recognizing nuances conveyed by voice quality. When linguistic content of the speech is eliminated children with hearing impairment have difficulties to perceive the non-linguistic content of vocal expressions. Mainly they seem to rely on arousal level which may be a crucial mistake if they confuse e.g. fear and contentment, as it was shown in the present study. Thus, co-operation with the audiologists needs to be strengthened in order to re-design the CIs to support normal social and emotional development of children with hearing impairment.

PP 717

## Expressing Homosexuality in Public – The Influence of Negative Events and Public Opinion on Showing Homosexual Orientation Among Gay and Bisexual Men in European Countries

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While heterosexual people show their sexual or romantic attraction to each other in public by holding hands or kissing, sexual minorities might tend to hide this behavior depending on the society's acceptance of homosexuality. This study investigates the expression of homosexuality in public environments in European countries. Theories of public behavior postulate an individual's strive for conformity. This is especially true for the spiral of silence-theory by Noelle-Neumann (1974; 1984) as well as for the dramaturgical approach by Goffman (1959; 1963), which has been broadly extended into the sphere of sexual prejudice by Herek (2009). Both theories assume that individuals have a perception of the public opinion and that this perception guides their public behavior. One source of information about society's views are negative events guided by public opinion or stigmatization. When it comes to gay and bisexual men, negative events can be acts of physical or verbal abuse as well as insulting jokes related to sexual orientation. Thus, we hypothesize that more encounters with physical or verbal abuse as well as overhearing heterosexist jokes are associated with a higher tendency to hide same-sex sexual attraction in public (H1). However, theorists postulate that perception of public opinion is not solely based on manifest experiences like negative events. It is assumed that individuals have a feeling for latent opinions in a society. Herek (2009) introduces the idea of "felt stigma" among sexual minorities not based on manifest experiences with negative events but on the more subtle processes in a society that negatively affect members of these minority groups. Therefore we hypothesize that the more gay and bisexual men perceive their society as anti-gay, the higher their tendency to hide same-sex sexual attraction in public spaces (H2). It can further be hypothesized that this effect is partly independent from the effect proposed in H1 (H2b). Hypotheses were tested based on the European sub-sample of gay and bisexual men who participated in the 2015 global Gay Happiness Monitor survey (N=86,420 men from 49 West and Eastern European countries built the basis of the analysis). In a first step, after controlling for socio-demographics ( $\Delta R^2 = .07$ ), we found that manifest experiences with physical or verbal abuse ( $\beta = .09$ ,  $p < .01$ ) and overhearing negative gay-related jokes in everyday life ( $\beta = -.14$ ,  $p < .01$ ) were significant predictors in a regression model ( $\Delta R^2 = .10$ ) with willingness to express homosexuality in public as dependent variable (3 items: e.g. 'holding hands with another man in public'). However, the direction of associations only partly supported H1. In a second step, perceived gay-related public opinion (6 items by Herek & Glunt, 1995: e.g. 'Most people around me would willingly accept a gay/bisexual man as a close friend') was entered into the model ( $\beta = .47$ ,  $p < .01$ ). This variable added further – and in the final model the highest – explanation to the willingness to express homosexuality in public ( $\Delta R^2 = .19$ ; total adj.  $R^2 = .35$ ), supporting H2 and H2b. Findings are discussed regarding the power of public opinion as well as theoretical implications regarding sexual minority stress and the theory of public opinion.

PP 718

## Out of Sight, Out of Mind? Effects of Tie Strength and Residential Separation on Relationship Maintenance Behaviors on Facebook

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Ever since its market launch, Facebook has become a suitable means for individuals' relationship maintenance (Lampe, Ellison, & Steinfield, 2006; Tong & Walther, 2011). In doing so, users engage in different maintenance strategies depending on certain characteristics of the respective contact persons (Bryant & Marmo, 2009). For instance, Bryant and Marmo (2012) demonstrated that close friends communicate using a variety of Facebook's features, while acquaintances typically monitor each other's profile updates mostly without direct interaction. These findings are in line with Haythornthwaite (2005) who showed that weakly tied individuals, in contrast to strongly tied friends, limit their interactions to instrumental purposes. Although some authors emphasized Facebook's quality for maintaining relationships despite a lack of physical proximity (e.g., Bryant & Marmo, 2009), few studies examined maintenance patterns of geographically distant Facebook friends. Thus, Vitak (2014) found evidence that distance enhances engagement in various relationship maintenance strategies after controlling for relational closeness. Adding a temporal dimension, earlier findings by Shklovski and colleagues (2008) further indicated that communication modes might differ with regard to its value for relationship maintenance after geographical separation. The present study extends this line of research by linking together the effects of interpersonal tie strengths, physical proximity and length of separation on different relationship maintenance behaviors on Facebook. A total of 295 participants ( $f = 203$ , age  $M = 23.85$ ,  $SD = 4.16$ ) completed an online survey which was distributed via university mailing lists and social networking groups. Therein, participants were presented items quantifying their frequency of interaction as well as their surveillance behavior on Facebook, each with regard to a close friend (strong ties), a good acquaintance (weak ties) as well as a distant acquaintance (latent ties) with which they are befriended on Facebook. Additionally, participants stated both their own and their friends' current residence and, if existent, the date of their geographical separation. As expected, analyses revealed a linear trend of relationship strength on the frequency of direct interaction via Facebook ( $F = 280.19$ ,  $p < .01$ ) with strong ties exceeding weak ties ( $F = 54.51$ ,  $p < .01$ ) and weak ties exceeding latent ties ( $F = 120.61$ ,  $p < .01$ ). More interestingly, the impact pattern of tie strength on surveillance behavior turned out to be quadratic ( $F = 10.43$ ,  $p < .01$ ). According to that, participants passively monitor the Facebook profiles of good acquaintances more frequently than those profiles of both close friends ( $F = 8.26$ ,  $p < .01$ ) and distant acquaintances ( $F = 5.32$ ,  $p = .02$ ). Additionally, hierarchical regression analyses showed moderation effects of tie strength as geographical distance negatively predicted frequency of direct interaction only in close friendship ( $t = -2.96$ ,  $p < .01$ ) as well as positively predicted passive surveillance among good acquaintances ( $t = 2.12$ ,  $p = .03$ ) but neither among close friends nor distant acquaintances. While the former results are in line with previous findings on relationship maintenance strategies in different types of relationships, these latter results extend the literature by indicating heterogeneous dynamics for maintenance behaviors over geographical distance.

PP 719

## Listening in the Performance Review

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Listening has been shown to improve job satisfaction and employee engagement as well as promote trust between superiors, subordinates and colleagues, and to reduce the uncertainty experienced by the personnel, and thus, to contribute to the well-being (see. eg. Rodwell, Kienze & Shadur, 1998; Ala-Kortesmaa & Isotalus 2015). As has been stated in studies examining supervisors and their staff, under the superior experience of listening to the feedback and the impact on organizational commitment (see. Van Vuuren, Menno, & Seydel, 2007; Gerlander & Isotalus 2010; Ala-Kortesmaa 2015). The goal of the study is to map how people observe and describe listening, understand it, and to examine attitudes of managers and employees towards it before and after the performance review. The study shows how informants (a manager and an employee) perceive and describe listening, what each perceives as the most important indicators of listening, and what is their satisfaction regarding the performance review in general (see. Nelissen & Van Selm, 2008). So the concept of listening, attitudes towards listening and listening behaviour will be researched. Research questions: R1. What is the significance of listening in the communication relation of superiors and subordinates in the context of performance reviews? R2. According to the subordinates, how is their well-being at work affected by the listening competence of their superiors? R3. According to the superiors, how does their listening competence affect their own well-being at work? R4. How can listening competence be developed? The data of the study were gathered by interviewing the informants after the performance reviews (34 interviews). The reason for the approach is to examine the interviewees' own experiences and observations. Being heard and listened to are becoming important elements of the professional well-being. The interviewees were asked for example: What is listening in your opinion? Did the other listen to you? How did you notice that? Did you listen and how did you show that you were listening? City of Tampere has 16,000 employees in 2,000 different units. For example, the informants for this study are from various units: nurses working at children's day care, home care department for aged people, and hospital department of geriatrics, and employees from recruitment, public relations, and building units, libraries, and the department of exercise. The preliminary results show that the informants think they are good or quite relatively listeners, because they give the speaker time and opportunity to tell what they want. Informants think that it is important to make notes and not to interrupt. All informants said that listening is important, but the reasons why were different. Some informants told that of course we have to listen all the time but some of them told that is not needed to listen and why. The interviewees, supervisors and subordinates, say, or imply, that it specifically is included in the role of the listener that the supervisor and the employee have good listening skills.

## PS 090 'Pinning' Human Grief to the Board: The Changing Practices of Curating Social Change

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Social media have changed the way international humanitarian organisations respond to disasters, how they coordinate their campaigns and thus fundamentally altered their communications strategy. Nonprofits now routinely use social media for building public support and increase visibility for their broad objectives as well as raise support for particular crises. International humanitarian organisations face growing competition for attention as growing numbers of organisations navigate their path through the vast digital media environment. Through the adoption of social media branding strategies, nonprofits have pushed forward on the mediatization and professionalization of their organisations, enabling them to tailor their messages to specific groups and stakeholders, explore new ways of recruiting volunteers, raise funds and advocate online. While platforms such as Twitter have proved helpful for delivering fast emergency relief aid in times of crisis, for example in the aftermath of the earthquake in Haiti in 2010, global media campaigns such as Kony 2012 have highlighted the potential of engaging and mobilising a digital global polity for social change. Although research exists on how nonprofits use social media such as Twitter or Facebook for their daily work, newer, image-heavy social media platforms such as Instagram and Pinterest are much less researched. Pinterest's user base has risen rapidly over recent years, demonstrating the 'interest' of users to publicly curate and share their personal life and fields of interest via 'repins' and 'boards'. By exploring the use of Pinterest by humanitarian organisations, this paper attempts to answer the following questions: How do humanitarian organisations make use of Pinterest to present their work to a rapidly growing community of 'Pinners'? What strategies are used to determine what to curate and how to communicate the content they publicise? How do they engage stakeholders and how do those stakeholders respond? Finally, what are possible effects of 'advertising' humanitarian crisis on potential or actual donors and supporters? Responses to these questions are informed by an analysis of 936 pins collected from twenty Pinterest profiles of international humanitarian organisations such as CARE, Oxfam and the World Food Programme. In broad terms, the paper explores the changing practices and implications of curating human relief work in a digital media environment driven by a 'networked media logic'. Preliminary findings show that these organisations face a number of challenges as well as opportunities in attempting to keep up with the fast-moving digital environment. The paper suggests some strategies which these organisations can adopt to make their social media campaigns more effective in driving public support.

## PS 091 Corporate Sustainability as a Strategy for Building a Positive Organisational Image

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Corporate Sustainability has many meanings, but for the purpose of this study it will be understood as providing the best for people and the environment in the future, linked to a long-term vision and motivating factor for the organization which drive its actions in an ethical and responsible manner. Thus, the company needs to be aware that it should contribute to the development of society, monitoring the economic, social and environmental impacts of its actions for all parties involved. It is therefore understood to conduct business in a sustainable way a long term commitment to society and the environment are necessary, if the organization wants to be known for being sustainable. In addition, it's also important to note that certain behaviours that may be against environmental awareness can be punished with: difficulty in attracting and retaining talent; consumer boycott; government inspections among others. Therefore, it is important for the organization to communicate to stakeholders about the sustainable practises it has adopted as this is an important strategy for building a positive image of the company in today market, especially for those publicly traded. To satisfy this interest and inform investors about these sustainable actions, corporations publish the Sustainability Report (SR), which has become the main tool used for this purpose. Thus, this study aims to investigate how the business discourse on sustainability is constructed in a text published in the SR of a multinational organization based in Portugal, Jerónimo Martins S.A. In other words, it was intended to study: how the organisational ethos is built from sustainable practices, culminating in a positive image; as it gives authority to the view of Aristotle ([V BV] 1998); the arguments are arranged as follows; a textual enunciation situation was created which favours the transmission of the message conveyed in the text; and in that discursive formation and ideological formation is the aforementioned speech. Therefore, the following theories are used: one that deals with the Corporate Sustainability and Business Communication; the Rhetoric and Discourse Analysis of French line. The latter also constitutes the methodological understand the selected discursive construction. Finally, we arrive at the result of the image obtained by Jerónimo Martins SA, starting from the discursive construction of sustainability practice by this company and explicit in a published text on SR.

## PS 092 The Impact of the Erasmus Academic Mobility on the Perception of the Host City Image by International Students

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In the context of economic globalization and a knowledge based economy, talent attraction and retention have become one of the key purposes of city branding and city communication strategies developed by local authorities. The competitive advantage of cities is closely related to their capacity of attracting and retaining highly skilled and talented people or the "creative class" (Florida, 2002, 2008, 2010; Zenker, 2009; Zenker & Beckmann, 2013). This is particularly relevant for some European cities affected by industrial delocalization and ageing population. As observed by the OECD (2009), the international student policy has become an effective tool for high level skill attraction by local authorities, as students are regarded as a talent pool with strong future potential. Yusuf & Nabeshima (2005) emphasise the role of world-class Universities as global nodes of learning in continually enlarging and renewing the pool of skills by attracting local and foreign students and in contributing to the circulation of talent. Since its launch in 1987 by the European



Commission, the Erasmus Programme has created a specific framework for encouraging student exchange between European Universities. Each year more than 250.000 European students enjoy their international academic mobility, spending, on average, six months, in other European Universities. Madrid is one of the most attractive academic destinations in Europe, welcoming each year more than 5.000 Erasmus students. The global purpose of this research is to assess the impact of the Erasmus academic experience on the intention to live and work in a specific city, using the example of Madrid and the Madrid University CEU San Pablo as one of the receiving academic institutions in the capital of Spain. The research has been carried out through a series of in-depth interviews and an online survey done to a sample of Erasmus students on their international mobility to the Madrid University CEU San Pablo in 2015–2016 academic year. The methodology was developed in order to deepen the understanding of how Erasmus students perceive Madrid and to identify the main drivers for their intention to live and work in the city. The paper includes theoretical implications and practical recommendations for the development of a consistent city branding and communication approach focused on a specific highly-skilled target of international Erasmus students. Key words: Erasmus students, city branding, city communication, talent attraction and retention.

PS 093

### Communicating Corporate Social Responsibility: An Analysis of Corporate Reports

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Corporate social responsibility (CSR) has taken its place among organisational communication's issues in the last decades. Nevertheless, CSR communication studies are still dispersed across multiple fields and haven't got a significant body of literature (Ihlen, Bartlett, & May, 2011). Thus, this paper aims to focus on CSR communication, specifically on how companies held as "best places to work" convey social information through their annual reports, and if that information stresses the internal focus on CSR that those companies are believed to have. The analysis was developed through a multiple case study methodology, focused on 10 companies ranked as "best place to work". CSR is a set of policies and practices adopted by a company, in a voluntary basis, with the objective of meeting the needs of their stakeholders, as much as fulfilling their search for profit and legal compliance (CE, 2001). From the organisational communication point of view, this multiple case study proposes to understand the choices companies make while communicating their CSR, namely in their annual reports. Non-financial reports have been paving a way as a must-have corporate communication instrument, that reflect which topics are more relevant for companies and their stakeholders. These reports are the ideal shape to build a discourse that mirrors the actual CSR efforts that companies make. Also, being a non-changeable document (once it is published, unlike website contents, e.g.), they freeze whatever the company wants to communicate internally and externally about their CSR in that given time. Using content analysis and triangulating those data with other relevant sources of information, this paper's broader proposition is to look at CSR reporting through the lens of organisational communication and CSR; looking to answer the following research questions: how does a company portray itself on the annual report as a socially responsible company and if that identity-creation action matches their image as a "good place to work". Keywords: Corporate Social Responsibility; Organisational Communication; Corporate Reporting.

PS 094

### To Trust or Not? The Role of Advertisement in Evaluation of Online Information

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The placement of advertisement on websites has quickly become routine practice. Online advertisement (e.g., banners, pop-ups, or logos) is designed to influence internet users, however its effect may go beyond the primary business intent. Prior research considered its effect on overall user experience (Brajnik & Gabrielli, 2010), with prominent focus on the effect on the assessment of trustworthiness or credibility (Beldad, de Jong & Steehouder, 2010; Metzger & Flanagin, 2008). This article follows this line of research and examines the effect of two types of online advertisement present on the websites - the presence of advertisements in general and presence of specific advertisement subtype: the brand logo - on users' evaluation of trustworthiness of information about online security software. Acknowledging that trustworthiness might not be unidimensional concept (Cho, 2006; Ou & Sia, 2010), we separately investigate their perceived effect on the assessment of both trust and distrust towards presented information. Further, we also examine the role of individual characteristics (gender, online expertise, need for cognition, and disposition to trust), that might be related to different effect of these elements on the information trustworthiness. The current study is based on the data from 613 Czech university students (19–28 years old, 53% females) who filled up online questionnaire in PC lab of the university. Respondents were instructed to imagine they are looking for best internet security software to secure their personal computer and to report how their decision to dis/trust presented information would be affected by the presence of general advertisements and brand logo of the antivirus company. The survey system randomly assigned two conditions: approximately half of respondents evaluated how the presence of both would affect their trust (n = 297) and the other half evaluated effect on their distrust (n = 316). Responses were measured on 6-point scales ranging from (1) "would not affect my dis/trust at all" to (6) "would absolutely increase my dis/trust". The comparison of the levels of dis/trust raised by these two features showed that while the brand logo would rather increase the trust in information (and not affect distrust), advertisement would rather increase distrust (and not affect the trust). The brand logo would increase assessed trust especially for women, even when controlling for the individual levels of disposition to trust, online expertise, and need for cognition. With regard to advertisement, we found that people with higher need for cognition reported that their trust would not be influenced by the advertisement. Despite our expectations, we did not find any link with online expertise nor disposition to trust and the trust assessment. Further, none of the tested predictors was significantly linked to the levels of distrust, which supports the presumption that evaluation of trust and distrust are processually different (Chang & Fang, 2013; Cho, 2006). The results are discussed with regard to the praxis of online advertisement.



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Structural changes are quite common in all organizations – it's an organization's way to adjust to changing environment and changing expectations. Intra-organizational processes of this kind aim at getting from point A to point B smoothly. The experience of the studied state organization (with nearly 300 employees) shows that although there is a substantial body of shared understandings of desired ways of carrying out an organizational structure reform, people's retrospective representations of how things unfolded, differ significantly from these shared notions of "how things should have been done". The interest of the paper lies in the role of communication within the complex of organisational practices of structural change: redistributing tasks, redistributing employees between departments, recruiting, relocating people and compiling regulative documents. The study is driven by a social practice approach, especially by Theodore Schatzki's view. Practices are considered to be non-individual phenomena, meaning that the organization of a practice is not the sum of what employees in an organization have or think, but rather how they have incorporated the elements of practices as entities in their varying practice performances (Schatzki 2005 p. 480). Practices have two basic components – actions and structure (Schatzki 2006 p. 1864). The structure is formed of understandings of how to do things, rules and teleo-affective structures (Schatzki 2005 p. 471). Those components are held persistent and they form practice memories of the organization (Schatzki 2006 p. 1868). This gives an opportunity to make sense of the named components of the communication practice to understand why the same pitfalls appear throughout the changes. The study uses two sets of in-depth interviews in a state organization: 10 conducted after the 2011 reform and 27 in 2014. The sample consisted of employees with varying professional profiles and their work had been directly affected by the reforms. Conclusions: Communication activities are a part of all practices that constitute the complex of structural change – recruiting, relocating etc. There are also unifying acts of communication between those practices that interweave them together into the complex of structural change. This can, and should, be addressed as a separate practice of communication, the goal of which is to bind other practices. This practice is present whether activities of communication are planned and reasoned beforehand or not, but the success of change implementation depends on how these activities support or obstruct the interweaving process. References: 1. Schatzki, T. R. (2005), "Peripheral Vision: The Sites of Organizations", *Organization Studies*, Vol. 26, pp. 465–484. 2. Schatzki, T.R. (2006), "On Organizations as they Happen", *Organization Studies*, Vol. 27, pp. 1863–1873.

PP 011 News Quality on the Local Level. Investigating Changes in Local Journalism

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The acceleration of social life and political or cultural changes are directly experienced by the individual in his local environment since this is the place where he lives and works. Local news in audience surveys is usually top-ranked and obviously information about the immediate surroundings is highly relevant. In the 1970s/80s studies revealed various deficits in local press coverage, e.g., the diversity of topics is limited, there is a lack of background information, local elites have a strong influence, a critical perspective is usually missing etc. Against this background the aim of this project is to measure the quality of local news content in print and online media – the two major outlets for local news in Germany. Can the deficits still be found or did local journalism improve in recent decades? Is a local political discourse organized by the papers? Do the papers attach more importance to their printed editions or do they work by the principle “online first”? How about user participation? The quality items that are operationalized in this study are based on three theoretical perspectives: In a system oriented perspective it is assumed that journalism has a vital function for society that emerged in an historical process as the result of the interplay between journalism and audiences. Journalism selects current, relevant and factual topics in society, edits and returns them as media content. In doing this it provides a self-observation of society with a broad resonance. To fulfill this function journalism has to regard quality criteria like diversity, credibility and relevance, it has to be critical, it should offer background information and it should be easy to understand. In a normative-political perspective journalism is expected to support the democratic process and to offer information that enables the citizens to take rational decisions. Media laws and other codified texts partly repeat the functional criteria but in addition to this underline principles like impartiality, discursivity and the respect for the personal rights. In a spatial perspective the local environment is emotionally a place to identify with. In a functional way it is the place where the individual lives, works and communicates. In a political dimension the focus is on participation. This results in quality criteria like identification, the usability of news content or participation. In the first part of this project the content (all articles and photographs that can be found in one week) of a representative sample of 103 German local printed newspaper editions and their corresponding websites are analyzed. For the sampling procedure we used a complex random design weighted by circulation of the newspaper editions. Right now the coding process is completed and we are analyzing our data. In autumn we can present the results of this so far largest content analysis of local news in Germany. Other parts of this project will include interviews with newspaper editors and content analysis of alternative local news websites. This project is funded by the German Research Fund.

PP 012 Keystone Media Crumbling Down: The Declining Role of Dutch Regional Newspapers in Local Democracy

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Over the last few years there has been a growing concern in the Dutch media policy debate that the democratic function of traditional local and regional news media might be deteriorating rapidly. In a large scale research covering all locally and regionally operating media in 2014 a rather alarming report was presented to the Minister responsible for Media Policy. Local news supply was characterized as limited in quantity and quality against the background of the important role that media are supposed to play in local community and democracy. This is especially the case in the smaller municipalities (<50,000 people) where some 80% of Dutch citizens live (Landman, Kik, Hermans and Hietbrink, 2015). Researchers were also able to point out that digital news media, be it traditional media online or so-called online only ‘hyperlocals’, did not seem to provide a significant added value to local media landscapes (Hietbrink and Hermans, 2015). Regional newspapers, in other countries called (paid for) local newspapers, are still performing as the ‘key-stone’ media in local media landscapes (Kleis Nielsen, 2015). And notably the regional newspapers in The Netherlands are suffering even more than other types of journalistic media. The number of journalists working in regional newspapers has dropped dramatically during the last decade. However, research to pinpoint the effects of this decay is lacking so far. Against the theoretical background of civic journalism and deliberative democracy the following research question is addressed: What is the difference in the contribution of Dutch regional newspapers to deliberative democracy between 2004 and 2014? In a large scale content analysis of all regional newspapers during a constructed week in 2004 and 2014 a total of 3712 articles pertaining 40 municipalities were coded on subject. All the articles with a link to local policy were coded on genre, number of words and sources used. Findings show that the amount of news has dropped by 12,5% and that there seemed to be less focus on local policy in 2014 compared to 2004. Furthermore, there was a shift in genres from context to short news articles, fewer sources were used and among them were fewer ‘active citizens’ and a large number of institutional sources. Overall, the watchdog function is declining and the gap between newspapers and readers seems to broaden. On the other hand, against the background of severe decline in the journalistic workforce, the decline in quantity and quality of local news can also be characterized as surprisingly small.

## Hyperlocals Moving into Journalistic Maturity or Redefining Local Journalism?

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Can local online-only media develop a sustainable business model and move to a journalistic maturity phase? This is the question in the research we conducted in The Netherlands, a market where traditional local print and broadcast media see their footprint getting smaller, and with a relatively high number of local online-only media. In 2013 and 2015 we conducted a research to identify independent Dutch hyperlocals that provided their communities with original news on a regular basis. The background of this study is that local journalism seems to belong to the first casualties of the diminishing footprint of traditional media. Local daily and weekly newspapers close down or merge titles and editions, remaining titles see circulation going down. Local broadcasters have always been a marginal media form in the Netherlands, radio is still their most prominent platform. Traditional local media seem to be incapable of reaching a younger audience and develop a digital business model. No existing news medium has been left untouched by the digital revolution. Users and advertisers increasingly turn to online platforms where competition is high and advertising rates are therefore low while the inclination to pay for news is almost absent because free news alternatives are abundantly available. Traditional media struggle to make the switch to a predominately digital future. Digital start-ups provide audiences with numerous innovative news and information platforms, often targeted at the younger generations. The general picture of digital news might be confusing, but general 'rules' might not be applicable to each section within the digital news and information sector. Media differ in scale and scope. Global and national players targeting a well educated or niche audience might be more successful than media that aim at a general public, in particular smaller local audiences. In two years we conducted a research to find hyperlocal media (media targeting one specific geographical area like a municipality, town, village), map the development and assess their journalistic efforts. This last issue is the core of our paper as in the first research in 2013 it became clear that hyperlocal media often use a totally different concept of 'journalism'. They often define it in terms of serving the community, filling a hole that traditional media don't cover. Service seems to be more important than independent reporting and investigations; business and journalism are not separated but are operated together. Content analysis and interviews on two dozen hyperlocals revealed that the sense of community, being part of the community and serving the community was the main focus of these operations but also the key to their success in terms of business and local presence. The business model of successful local media does not resemble that of traditional media. We usually found small operations that relied for an important part on volunteers, freelancers and an extremely active social media following. People working for the hyperlocal often had no connection with traditional journalism. We argue that the concept of journalism might have to be redefined when it comes to these new players.

## Participatory Action Research in Studies of Hyperlocal Media

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News is under reconstruction, and reporting is being distributed across a greater variety of news organisations (Downie & Schudson, 2009). Hyper locals appear often in discussion about the future of the news media and potential alternative models. Hyper local news has potential as drivers of civic engagement (Metzger et al, 2011). Some media studies argues that by giving 'ordinary' people access to media and other ICT, and encouraging them to create their own local content, they are better able to become 'active citizens' (Rodriguez, 2004). Engagement is one of the goals of hyper local media initiatives, but simply creating an interactive site is no guarantee that participation of the community will take place. There is a strong need to analyse development of hyper local news initiatives to better understand the needs of this sector, possibilities and challenges of collaboration between the community and media initiatives. Scholars are conducting a re-examination of the theoretical and methodological foundations of the journalism (Franklin, 2014). The transformation of journalism requires development of research methodology in media studies that focus more on community participation and dialogue. PAR is usually used as a tool to engage people in complex settings involving multiple stakeholders. It draws inspiration from different disciplines, theoretical perspectives and methodological approaches. PAR is expected to provide researchers and facilitators with a new approach to educational, workplace, community and public engagement (Chevalier, J. M. & Buckles, D. J., 2013). Still, we need more experience of implementation of PAR in media studies in order to discover and reflect upon hyper local journalism practices in rural communities. Object of this paper is to discuss implications of participatory action research in journalism studies, particularly in Swedish hyper local journalism initiatives. In context of the current situation on the Swedish local media market and the development of hyper local news we aim in this paper to discuss the possible ways of implementation of participatory action research, as tools and processes that are integrated into the development of media initiatives. PAR is designed to build the capacity of media initiatives themselves to monitor and evaluate and consequently alter practices as part of their on-going development. In our coming study we seek out a number of places where news coverage is poor or non-existing. We participate actively promoting the creation of news and information services through hyperlocal media entrepreneurship. We will work with PAR, which means that we will be in place for longer periods, and actively participate in the staging of hyperlocal news agencies at the selected locations. It also means that residents and aspiring entrepreneurs in the local media in these locations will be involved in the project to the news agencies to be established and survive. The paper will discuss the practice and implications for wider use of PAR, with focus on practical research considerations: -What challenges, limitations and possibilities can we expect of using PAR in hyper local media studies?

PP 015

## The Quality Classification of International News Argumentative Forms

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In an increasingly globalized world filled with conflicts and crises, the role that international news plays became more important given the emergence of an interdependent and globalized economy that the media serve as the main conduit for discussions about global issues in front of international audiences (Willnat & Luo, 2011). Scholarly studies not only analyzed the constitutive power of persuasive languages and communicative interaction used by different arguers (governments or institutions) in attempt to persuade their antagonist to accept certain claims (van Eemeren & Grootendorst, 2003), but also suggested that messages delivered by these arguers through media are no longer just speaking to their own domestic audiences, but also engaging global stake holders (Riley & Hollihan, 2012). The quality of storytelling in news reports has been discussed under the framework of media argumentation on different text-structures and rhetorical properties (Glasser & Ettema, 1994; Van Dijk, 1988; White, 1998, 2005; Hunter, 2001; Waugh, 2005; Zlatkova, 2012), however, much less work had been done to develop theories about the quality of international news coverage under the media argumentation framework, especially from a cross-national comparative perspective. By merging theories of media argumentation, rhetorical criticism and cross-national comparative perspective on global journalism (Terhi & Oliver, 2008), this paper is targeted to define the quality classification of international news coverage and to generalize different criteria on argument forms, narrative paradigms and logic relationship that reflected in international news coverage for a joint of empirical and critical analysis within and beyond the comparative framework. The findings will also echo the globalization process of news-making nowadays that a "global rhetorical regime" is necessary for finding the right mechanism for arguing across cultural, social, and even political formations. Reference: Glasser, T.L. & Ettema, J.S. (1994) The Language of News and the End of Morality. *Argumentation* 8: 337–344, Kluwer Academic Publishers, Neatherlands. Hunter, A. (2001) Hybrid argumentation systems for structured news reports Anthony Hunter Department of Computer Science, The Knowledge Engineering Review, Cambridge University Press. Riley, P. & Hollihan, T.A. (2012) Strategic communication: how governments frame arguments in the media, in van Eemeren, F.H. & Garssen, B. (eds) *Exploring Argumentative Contexts*, John Benjamins Publishing Company, chapter 4. Terhi, B. & Oliver, B.B. (2008) Global and national news agencies: threats and opportunities in the age of convergence In: de Beer, Arnold and Merrill, John C., (eds.) *Global Journalism: Topical Issues and Media Systems*. Allyn & Bacon, Boston, USA, 33–47 van Eemeren, F.H. & Grootendorst, R. (2003) *A Systematic Theory of Argumentation: the Pragma-dialectical Approach*. Cambridge University Press. Van Dijk, T.A. (1988) *News Analysis. Case Studies of International and National News in the Press*. Hillsdale, NJ: Erlbaum. Waugh, L. R. (1995) Reported Speech in (French) Journalistic Discourse: the Relation of Function and Text. *Text* 15.1, 129–173. White, P. (2005) Death, disruption and the moral order: the narrative impulse in mass-media 'hard news' reporting. in Christie, F. & Martin, J.R. (eds) *Genre and Institutions: Social Processes in the Workplace and School* (Continuum Collection). Bloomsbury Academic. pp.101–133 ...



PP 078

## Journalists and Techno Actors in the Newsroom: The Unbearable Lightness of Producing Together

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The processes of convergence and hybridization caused by media digitalization (Manovich, 2001, 2013; Merrin, 2014) are making journalism face new and different challenges. One of these challenges takes place in the professional area, attending to the emergence of new actors in the newsrooms, including multimedia designers and programmers. Canavilhas Satuf, Luna & Torres (2014) use the neologism "techno actors" to frame these professionals who have a key role in the online newspapers, changing the previous power relations inside the newsrooms. In the traditional model observed by Breed (1955), the newsroom had a vertical power structure where journalists negotiated to decide the covered subjects and the news production settings. Later studies linked to the classical approach of newsmaking reinforced the central role played by journalists as control agents on the production and distribution of information (Ericson, Baranek, & Chan, 1987; Gans, 1979; Tuchman, 1978). The presence of techno actors in the newsroom with a key intervention at the level of the news genres and languages based on image and databases has the potential to change this structure. From an instrumental point of view, techno actors dominate the programming languages and the news edition software that affect the journalistic work in online newsrooms. In addition to these instrumental questions, there is also a professional culture clash, since relationships between journalists and techno actors tend to create tension zones with significant implications in the development of journalism: "Engineers who rarely think about journalism cultural or impact or democratic responsibility, are making decisions every day that shape how news is created and disseminated" (Bell, 2015, p. 36). Journalists, who lead the traditional media newsrooms, now need to establish negotiation mechanisms with designers and programmers, with its own logic and professional cultures, and work with the same goal: to produce relevant journalistic information .. Royal (2012) raises some pertinent questions related to this new environment in the newsrooms: 'By merging these cultures, what emerges in terms of a hybrid dynamic? How do the actors, their backgrounds and training, their processes and the organizational structure affect the products they deliver?' (p. 8). In this research we add other issues: Can we still say that journalists are the centre of the working network inside the newsroom? Could the emergence of new actors interfere with journalistic production mechanisms? Do designers and programmers share with journalists the same concept of 'news'? To answers these questions, our research is carried out through interviews with journalists, designers and programmers from six Brazilian and Portuguese online newsrooms. The interviews are structured with questions that seek to understand the negotiations between the different actors (Robinson, 2011). The study shows that overcoming the difficulties depends on obtaining basic knowledge of the different functions that would improve communication in newsrooms and improve news production. The interviews also indicate that the present and the near future of online journalism depend on the presence of professionals with different backgrounds that dominates a kind of "liminal knowledge", although professional hybridization is yet looked upon with reservation.

PP 079

## Collective Memory, (Dis)Continuities and Journalism – How Journalists Shape the Past Within the Boundaries of Today's News Media

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From the horrors of World War 2, the terrorist attacks of 9/11 to the Arab spring or the nuclear disaster of Fukushima it often falls to journalists to shape, disseminate and maintain the collective memories specific societies associate with specific events. Although the just listed examples are globally discussed developments, this is also true for many regional developments like hundred year floods or smaller political upheavals, which are embedded in the collective memory of smaller communities. Even though there is a substantial number of research projects and scientific publications dealing with the relation of journalism and collective memory (e.g. Zelizer & Tenenboim-Weinblatt (eds.) 2014) the discussion has been mostly concerned with journalistic output – articles, news stories, reports etc. – which are seen as part of the "social framework of memory" (Olick 2014, 27). The role of journalists – both, as a group as well as individuals –, who are responsible for the creation of these news, has been largely marginalized and seldom the focus of empirical research. In many cases general concepts about the work of journalists are used as frame of reference, but explicit work on how journalists are involved in shaping collective memories remains largely theoretical. Therefore, it is argued in accordance to sociologist Jeffrey C. Alexander (2012, 16 & 22) that it is necessary to take a more specific look at journalists, as they are to be understood as core carriers with a societal claim to establish meaning (Alexander 2012, 16) within their corresponding public spheres. By doing so it becomes possible to discuss with the following questions, which shall help understand the relevance of the individual journalist for the emergence and maintaining of collective memory: • How are journalists shaping and maintain the meaning associated with past events? What kind of sources are used to do so? What institutional and societal influences and boundaries are core in this process? • How is the work on anniversaries or commemorative events affected by the individual journalist's normative predispositions? Does a journalist's interpretation of a past event relate to his or her work on a topic? • How do journalists deal with discontinuities, as interpretations of past events become problematic because of contemporary political and societal developments? To do so, the paper will draw upon data from a recent research project (2012–2015), during which Austrian journalists from quality newspapers "Der Standard" and "Die Presse", the Austrian public service broadcaster "ORF" as well as the news magazine "Profil" (n=26, long form narrative interviews) were questioned about their anniversary and commemoration reporting of past events – both national as well as international – while also being confronted with their own past work that dealt with such commemorative events. References: Alexander, J. C. (2012). Trauma: A Social Theory. Polity. Olick, J. K. (2014). Reflections on the underdeveloped relations between journalism and memory studies. In Journalism and Memory (pp. 17–31). Palgrave Macmillan. Zelizer, B., & Tenenboim-Weinblatt, K. (Eds.). (2014). Journalism and memory. Palgrave Macmillan.

PP 080

## Sources and Actors in the News: Relation Patterns and Legitimation Practices

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While newsgathering processes and ethics set the foundations of any journalistic practice, the studies that examine issues related to the nature of sources and the practices of sourcing, are not too many, and largely remain at the level of describing, usually quantitatively, the sources' main features or the journalists' main preferences (in certain types of sources). The relations of journalists with sources are not easy to study, due to, among other reasons, the sources', but also the journalists', reluctance to discuss openly issues of collaboration, pressure, interdependence or dependence. Also, what a source is, is not straightforward, and one of the main difficulties, when attempting to study sources in the news texts, is to identify them. A challenge, frequently encountered, is to distinguish between sources and actors in the news. This study, attempting a conceptual and methodological demarcation in the identification of news sources, examines critically the presence of sources in the news and investigates how these sources are used by journalists, not only in giving the basic information and range of opinions on the important issues for societies, but also in legitimating actions and policies. The research focuses on the events of the financial crisis in Greece, and more specifically on the periods around the signing of the three memoranda between Greece and the Troika (2010–2012, 2015), which were presented as necessary for the 'salvation' of the Greek economy, and which, since they included harsh measures, needed to be legitimated by the involved actors. For the purpose of the study, articles from the two domestic daily newspapers with the highest circulations at the time of research –Ta Nea and Kathimerini– are analysed, using both quantitative and qualitative content analysis. The specific aim of the research is two-fold: First to examine, after locating the sources' main characteristics, the patterns of relations developed in the news between sources and actors. Second, to study how the sources are used in the news texts to legitimate or delegitimize other sources, actors or policies related to the bailout agreements, and their implications. The analysis, informed by the critical discussion on the ideological aspects of news, will profit from a previously developed model of discursive legitimation mechanisms (Doudaki, 2015; 2016), as well as from van Leeuwen's (2007) work on legitimation in discourse.

PP 081

## Mapping the Journalists' Journey – Strategies in Digital News Gathering

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A journalist is an explorer and investigator, he or she 'spots', recognizes or is presented with ideas for news. These ideas are made into news by a complex news gathering process, finding new sources, checking facts, and corroborating it with already available information. In the end the end product is produced, published and marketed. Traditionally the ideas generating phase is underdeveloped in journalism studies. Much focus is on gathering and production with emphasis on sources, selection and routines (Gans, 1979; Manning White, 1950; Breed, 1960; Tuchman, 1973). In our study we build upon these classics but we will shift our attention to the ideas generating and information gathering phases of the journalist in the digital era, where digital sources, online publishing, availability of a wide ranges of sources, social media, online collaboration and integrated newsroom form the background against new working ways. We ask how journalists work in a fully digital environment, how they generate and pitch ideas, what tools they use, how they find sources, combine these sources in their production, how they collaborate with colleagues and finalize the productions. The aim was to draw a realistic picture of this process and discuss suggestions on how the whole process could be more structured and efficient. Recent literature by Machill and Beiler (2009), Diekerhof and Bakker (2012), Nieman (2012) and Broersma, Den Herder and Schohaus (2013) suggests that information gathering is often an unstructured process and that reliance on digital sources is substantial. How ideas are gathered, and how (or whether) journalists structure their unstructured behavior is not yet clear. Theoretically our research also builds upon grounded theory and design thinking as a method for extracting meaningful data from our respondents. For our research we interviewed and observed two dozen journalists in different media (TV, online, print, multi-media) and in different age categories. In the interviews insights from design thinking were used as we had journalists also draw their ideas generating and information gathering process (their journalistic journey map) and have them reflect on that later as well. The results show that for ideas most journalists rely heavy – or sometimes only – of digital sources, with social media (i.e. Twitter) as the number one sources, also other media, newsletters, and personal tips where used. Many journalists developed a 24/7 social media habit. They often feared pitching their ideas as it could be demolished within minutes, sharing with colleagues in general was not very popular. In some cases, however, the sharing led to better ideas and stories as colleagues offered tips and advise. Gathering was – as was already demonstrated in other studies – extremely unstructured. The final production stage was a sole operation for most journalists. We conclude that much can be won in structuring search strategies, better dossier-building and more structured collaboration in the first and last phase of the journalistic journey. The fact that some journalists profit from the much dreaded 'sharing' experience can lead to better and more efficient produced news items.

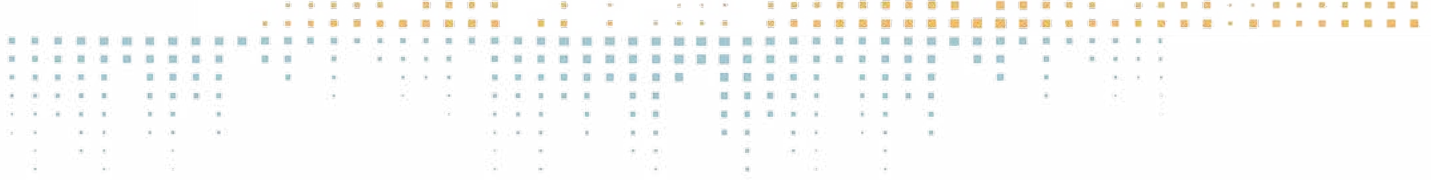
PP 082

## How the Language of Journalists Is Seen: Permanent Expectations and Criticism Throughout History

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The way journalists use language is regarded both as a reflection of general usage and as a standard (Raymond & Lafrance 2001). This double feature can cause a tension in social expectations but also in the practice of journalists. Journalists are being set up as examples, but we know very little about the reasons and details of such a status and we do not know to what extent journalists actually accept this role. We propose to question the existence of a "communication contract" related to the use of language by journalists. Charaudeau (2011) suggests that a communication contract is ruled by both the regulation of social practices and social discourses building its value. Our presentation will precisely study the social discourses about the language of journalists and its status in a sociohistorical perspective (Le Cam & Ruellan 2014): how do media workers, linguists, media specialists, and the public of the media (Higgins 2008) consider the way journalists write and speak? We focus on the French-speaking part of Belgium and the period stretching from 1920 to nowadays.



The corpus used for this research consists of four categories of sources: publications and studies from linguists, discourses from media actors such as journalists and journalism teachers (professional journals, handbooks of journalism, books about journalism, etc.), archives of a central journal of intellectuals (*La Revue générale*) and 1.302 online comments posted by readers on five news websites. Even though current discourses – and online comments in particular – consider the “poor quality” of language and the presence of mistakes as a recent phenomenon, this study reveals that this kind of criticism can be found throughout the history of journalism, both outside and inside the profession. For example, a Belgian handbook of journalism published in 1983 quotes Voltaire denouncing, as early as 1739, the language mistakes made by journalists and their impact on language evolution. Furthermore, normative expectations are constant. We organized the discourses about the status of the language of journalists around four interlinked key notions: the reflection of the language of society; the influence on the language of society and on language evolution; the social role in terms of language; and the professional obligation. These notions will be developed in the presentation. These criticism and expectations may reveal a “communication contract” which is constantly challenged. Moreover, the quality of language is never defined by the authors who seem to consider an implicit conception of what good language is. As a result, the contract contains some blurred dispositions. CHARAUDEAU, Patrick. *Les médias et l’information. L’impossible transparence du discours*. Bruxelles : De Boeck, 2011 (2<sup>nd</sup> ed.). HIGGINS, Michael. *Media and their publics*. New York, Maidenhead: Open University Press, 2008. LE CAM, Florence and RUELLAN, Denis (eds.). *Changements et permanences du journalisme*. Paris: L’Harmattan, “Communication et civilisation”, 2014. RAYMOND, Diane and LAFRANCE, André A. *Norme et médias*. Montréal : Les publications du Québec, 2001.

PP 016

When Journalists Go "Below the Line": Engaging with the Audience via Comment Fields at the Guardian (2006–2013)

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Mainstream news media have been struggling with the rise of a network society in which the distinction between journalist, source and audience has blurred. This is particularly true with the opening up of news articles to readers' comments. "Below the line" comment fields are one of the most popular forms of user-generated content within legacy news media. Such spaces are important because they give audiences a space to debate news content with each other—and journalists themselves—and this could, in theory, shape the practice of journalism and impact both the mediated and general public spheres. To date, most research on audience participation via comment fields has concentrated on journalists' experiences and perceptions. Few empirical studies have analysed the actual behaviour of audiences/journalists in comment sections and then mostly focusing on civility/incivility. This paper begins to fill these gaps by examining how journalists interact and collaborate with their audience via comment fields. Our research seeks to illuminate how the bottom-up features of readers' comments (re)shape traditional top-down journalism practices by making crowdsourcing, audience interaction and the emergent news sharing culture an integral part of the reporting process. It does so by searching for answers to two crucial questions: To what extent and how do journalists engage with the audience in comment sections? And how do journalists and the audience together negotiate journalism's quality standards in their interaction? The paper ultimately aims to explore the ways journalists interact and collaborate with their audience, and what this tells us about journalism today, which is more and more influenced by the affordances of a networked online culture. Our research is based on a quantitative content analysis in combination with a textual analysis of the comment fields at the Guardian from 2006 until the end of 2013. Our corpus consists of all articles containing at least one Guardian journalist comment. First, the paper quantitatively analyses the number of articles open to comments each year; the volume of comments received; and how often journalists engage. Second, the paper uses content analysis to analyse all of the comments made by a random sub-sample of 25 (political and/or environmental) journalists over the 8-year period. As a measure of the journalists-audience interaction, each comment posted by a journalist is firstly coded for reciprocity (e.g. is it a direct reply to a participant?). Secondly, it identifies the function of the comments (e.g. arguing, providing/requesting information/sources, degrading, acknowledging/thanking, requesting reader input, criticizing/defending journalism, updating/correcting the story). Finally, the influence of the comment is coded (e.g. receiving replies, changing the tone of debate). Based on our observations, we discuss the findings in light of ongoing debates around journalistic knowledge production and quality journalism, seeking answers to questions such as: do comments reflect on journalistic practices, provide additional viewpoints or suggestions for further research, relate to other comments, or look for new information? What happens when a journalist participates in the discussion: how do they relate to their audience, do they receive replies, and does their contribution impact the debate?

PP 017

Sourcing and Engaging the Crowd: Audience Interaction and Participation in Slow Journalism

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Legacy news media have been struggling with the rise of a network society in which the distinction between journalist, source and audience has blurred. Although traditional media acknowledge the need to adopt new, participatory forms of online journalism, they remain reluctant to leave their top-down practice behind out of fear of jeopardizing their authority as source of trustworthy information about society. Against this background, new 'slow journalism' startups like De Correspondent and Krautreporter in respectively the Netherlands and Germany explicitly embrace audience involvement and emphasize its value as an additional way of gathering in-depth information from different perspectives. Characterized by in-depth research, transparency about its methods and procedures, and a more personal form of coverage, the discourse and practice of slow journalism draws on a more bottom-up participatory culture of reporting on and engaging with the news. This article examines how slow journalism redefines journalistic quality in terms of transparency, participation, and collaboration and how this affects the journalistic practice and forms, focusing in particular on the interaction between the journalists and their audience. By analyzing the comment sections of De Correspondent and Krautreporter, we search answers to three central questions: What is the nature of the debate and deliberation amongst the users? To what extent and how do journalistic professionals engage with the audience in comment section? And how do journalists and the audience together negotiate journalism's quality standards in their interaction? The paper ultimately aims to explore the way these outlets interact with their audience and what this tells us about the way quality journalism is being redefined in the 21<sup>st</sup> century. Our research will be based on a quantitative content analysis in combination with a textual analysis of the comment sections of De Correspondent and Krautreporter. Our corpus consists of all the comments on the articles published in the contributions from April 2016. The sample will consist of 100 to 150 journalistic articles containing 1000 to 2000 comments per platform. As a measure of the nature of debate and journalists-audience interaction, each comment will firstly be coded for the type of interaction (with the content, journalist, and/or fellow participant). Secondly, it identifies the function of the comments (e.g. arguing, providing/requesting information/sources, degrading, acknowledging/thanking, requesting reader input, criticizing/defending journalism, updating/correcting the story). The function of the comment can be specific for the roles of the user or the journalist but they may also overlap. Finally, its influence is coded (e.g. receiving replies, changing the tone of debate). So far, most research on audience participation on journalistic platforms has concentrated on journalists' experiences and perceptions. Very few empirical studies have analyzed the actual behavior of audiences/journalists in comment sections and then mostly focusing on civility/incivility. Moreover, the focus is mostly on traditional journalistic organizations. This paper begins to fill these gaps by examining the role of the audience on new slow journalism startups, which seeks to move beyond traditional professional standards and redefine quality journalism as a more collaborative practice of gathering, verifying and interpreting information.



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This research attempts to analyze how social networks are used by professional journalists to integrate other voices –far from official ones– in their discourses. Digitalization has transformed working routines; and also the production and consumption of contents, the relationship between media and citizenship, and the organization and distribution of media companies. When every mobile phone can record video and take pictures, everyone is a potential news source (Gillmor, 2004; Deuze, 2012). There are lots of good examples of crowdsourcing in investigative journalism. But is it the most common use that journalists give to social networks? This paper, focused on the use of Twitter by the Catalan and Belgian journalists, argues that there is still a long way to go. The corpus is a traditional newspaper and a "pure player" of each country –the media with the largest audience in a specific region of two countries with a multilingual reality like Spain and Belgium. The methodology consists of a two-week observation in each newsroom and more than twenty in depth interviews to different professionals, from editors in chief to journalists and social networks managers. Moreover a model study of the official Twitter accounts has been implemented. It is called DIP and measures the average involvement with the audience. Only 2% of tweets analysed (a total of 965) was to interact with the audience. The findings point out that most journalists and journalistic institutions have failed to take advantage of the explosion in potentially newsworthy content facilitated by the growth in digital communication. The use of Twitter in news production process (research of information likely to become news, documentation and contact with sources) was similar in the four cases, although it was more intense in Catalan newsrooms. Regarding the diffusion process, the distribution of own journalistic contents through the microblogging platform is the main use they give to this tool in the four studied newsrooms (92.75% of tweets analyzed had this purpose). Despite its name, the participation in the media as we know it is still mostly one-way: serving the news organization's needs more so than the audience's. The results suggest that instead of betting on two-way communication in which journalists freely exchange tweets with the audience and engage discussions around certain hashtags as organizers actors of democracy, the media use social networks to disseminate content, promote the brand itself and invite users to participate in the media driven spaces, all actions motivated by economic interests. Interaction is virtually nonexistent, let alone even dialog or debate. The participation in the media, on everyone's lips, it is still a utopia.

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The crisis of journalism has produced a reduction in resistance to change and the emergence of innovation departments and new consultancies over the last five years (Salaverria, 2015). Media are no longer merely fighting to survive. Journalism companies are aware of the need to adapt to the public's new demands, because the adaptive journalism is a key factor to survive. Besides, advertisers are no longer interested in the number of pages viewed or the number of unique visitors. They want media retaining users for longer in a context marked by the attention economy. During the last years, media have developed several strategies to connect with the audience. Mass media use drones on occasion to cover demonstrations or even to reach inaccessible areas (Culver, 2014; Holton, Lawson, & Love, 2014); documentaries have been made with augmented reality (Pavlik & Bridges, 2013); and robot journalism (Carlson, 2015) is automatizing business news and some sports pieces in news agencies like Associated Press. If this is already the present, what does the future hold in store for the media? This paper presents the insights of major players in the field of the future of media, covering the trends, the opportunities for improvement, and the difficulties faced by recognized international media consultants and innovation managers from Argentina, Spain and the United States. Our qualitative research, based on ten semi-structured in-depth interviews, aims to gather suggestions for succeeding in the media business, offering critical views on how to manage innovation and the relationship of media with their publics. According to our results, innovation managers show a prudent and moderate attitude when they speak of the prominence of their profile in the media. Little by little, a culture of experimentation is being introduced in companies, and although there are good intentions, the margin for action is limited. Some consultants believe that it is more difficult to change than to set up a new medium, because it is easier to learn than to unlearn. Therefore, the main resistance to change is usually found inside the company, in the newsroom, which tends to be a conservative space (Boczkowski, 2004; Domingo, 2008). Until now the media have moved more by intuition than on the basis of knowledge, and this strategy must change if the media want to improve their relation with audiences. This attitude can also be seen in their activity on social media, where conventional media tend to be more institutional in form and content, generating a pseudo-interaction (Palomo & Meso, 2014). The newsroom organization also requires a new focus. Experts support the need to create multidisciplinary work teams. Journalists must learn to work with programmers, database developers, web designers, and statisticians. Opening an account on Facebook and Twitter is not a synonym of an innovative medium. Innovation is more related to continuous learning and the materialization of that knowledge. To obtain this label, investment in human talent must become a priority, since the ability to launch new products or services will depend on such personnel.

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Convergence has rapidly become an important concept within journalism, though it is far from straightforward both in theory and practice (Tameling & Broersma 2013). However, the focus of studies on converged journalism is generally limited to the view of practitioners and academic conceptualisations: like in much journalism research, scholarly insight into audience perspectives on the values, uses, and potential empowerment associated with converged news is lacking (Loosen & Schmidt 2012). A changing relationship between media producers and consumers is implied and fundamental shifts in news user's behaviour assumed, rather than thoroughly researched. In this paper we aim to provide insights into news users' perceptions and experiences of convergence. Specifically, we contribute to this gap in knowledge by focusing on one of the assumed ideal users of participatory and multi-media formats, namely young people (Witschge 2012). Beyond just the actual empirical data on this phenomenon, this paper aims to contribute a research perspective and methodological tools that can allow us to consider the user, their perceptions and experiences more squarely. How are such possibilities conceived of, and negotiated in an online environment? To address this question we first highlight how we understand convergence, putting forward a view on convergence from a user's perspective by linking it to the forms most prominent and valuable in everyday life. This is translated into an exploratory study designed to capture the impact of different modes of digital storytelling and various levels of participation. To gain the user's perspective, we combined semi-structured interviews with think-aloud protocol on a series of digitally-manipulated news articles. The talk-aloud experiments with twelve Dutch young people (between 16–23 years) allowed us to gain detailed accounts of hands-on experience of converged news content. To deepen our understanding we followed these assessments up with interviews soliciting further reflections on the value and (non-)use of convergence. Our analysis shows that users' evaluations of multimedia storytelling are heavily based upon perceived complementarity between media; rather than deemed of value, additional 'layers' of information sometimes hampered clarity and story value (cf. Jenkins, 2006). Participatory affordances, contrary to our expectations, were rarely mentioned and, when probed further, considered of little personal value. This provides an alternative consideration of convergence: while co-creative processes are often deemed crucial for media brands to survive (Malmelin and Villi, 2015), and convergence is seen to help create audience conversations (Simpson, 2015), for the young media-savvy users who participated in our research, its value is not self-evident. Ultimately, the paper shows how a user-centric approach can highlight significant tensions around discourses of audience empowerment and contrast these with user practices. References Tameling, K. & Broersma, M. (2013) De-converging the newsroom. *International Communication Gazette* 75: 19–34 Jenkins, Henry (2006). *Convergence Culture*. New York: NYU Press. Malmelin, N., & Villi, M. (2015). Co-creation of what? *Convergence*, July. Simpson, E. (2015). Converged conversations. *Convergence*. April. Loosen, W.; Schmidt, J. (2012): (Re-)Discovering the Audience. *Information, Communication & Society*, 15(6) 867–887. Witschge, T. (2012). The 'Tyranny' of Technology. In Lee-Wright, Phillips, & Witschge, *Changing Journalism*. London: Routledge, 99–114.

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This panel will provide a comprehensive analysis of journalism education around the world as seen through the eyes of journalism students, therefore shedding important light on ways in which future journalists are moulded. This is important, because our understanding of journalism education is still incomplete, despite that a university journalism education is increasingly a dominant pathway into the profession in many countries. This boom in the popularity of journalism education, which has been described as a 'graduatization of journalism' (Splichal and Sparks, 1994: 114), has been a result of various attempts at professionalizing journalism around the world. One motivation has largely been that by educating journalists at university it would lead to increased public standing as an academic discipline, while at the same time news organizations have appreciated this kind of outsourcing of journalistic training at a time of increased budget pressures, despite an uneasy relationship between them and the academy. Despite the fact so many journalists of the future are now educated at universities, we still know relatively little about the ways in which journalism education influences students' perceptions of and attitudes to their future profession. Yet, this is important because arguably these students would take many of the views formed during their education into their professional work in the future, despite the likelihood that once in newsrooms, these views are likely to evolve further. Increasingly, scholars are engaging more closely with the question of what happens to journalism students at university, but there have been few large cross-national attempts which might improve our understanding from a global perspective that would be appreciate of the influence of individual, institutional and also broader political, economic, social and cultural factors. As a result, the study "Journalism Students Across the Globe: Professionalization, Identity and Challenges in a Changing Environment" was born. It brings together scholars from 30 countries around the world and is a unique attempt to capture the views of journalism students in a large variety of political, economic, social and cultural contexts. This panel will present preliminary results from this major collaborative research project. Based on surveys with representative samples of students in each country, the study enquires into journalism students' motivations for studying journalism, their views of the most important traits for journalists to have, their role perceptions, ethical views, their views of media performance in their country, as well as their views of a variety of challenges for the media. In addition, the project gathers a large amount of information about students' personal backgrounds and views, as well as the tertiary journalism education landscape in each participating country. This panel focuses on presenting first results by engaging with key themes in the literature on journalism education. Following an introduction to the project and an overview of countries who participated and demographic profiles of the students surveyed, the panelists present findings on journalism students' motivations for studying journalism, their emerging role perceptions, ethical views and their views of the news industry.

PN 004

#### Comparing Journalism Education: An Overview of "Journalism Students Across the Globe"

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While journalists and their professional views, attitudes and backgrounds have been the subject of academic study since at least the 1950s, comparatively less attention has been given to the ways in which journalists are socialized through university education, an increasingly dominant pathway into journalism in a large number of countries around the world. Even when such work has been undertaken, it has often focused on educators' perceptions or reports of particular educational programs, while journalism students' views have been less regularly countenanced. Over the past decade or so, this has been slowly changing, yet there is still a relative gap in our understanding of the influence of university education on emerging journalists. The professional values and attitudes of journalism can be learned and internalized by journalists by way of living different experiences in a variety of settings and by interacting with multiple sources, including those stemming from professional educational settings, which are therefore important to investigate. As a result of the popularity of tertiary journalism education in recent decades, a number of studies have examined the ways in which journalism students see their work and the extent to which university education may account for these worldviews. However, while there now exists a sizeable body of work on individual nations' journalism students, rarely have such studies attempted to compare their results across nations in order to examine the extent to which findings may be nation-specific or cross-nationally applicable. Comparative research on journalists has pointed to some universal aspects but also to considerable differences across the globe. Research on journalism education models has also pointed to considerable differences, and even within a continent such as Europe, scholars report significant differences between countries. This paper provides an introduction to the rationale and organization of the study Journalism Students Across the Globe, a cooperative academic endeavor connecting journalism scholars in 30 countries. It presents and discusses some of the important parameters of the study, thus framing the following four papers in the panel. It does so by providing an overview of the various contexts in which journalism students study around the globe, providing comparative data across the countries and universities involved in the research. Further, it identifies who actually studies journalism in each of the countries, drawing out similarities and differences across political, economic, social and cultural contexts. This is done by examining students' age, gender, political views, their progress in their education, previous education, their interest in politics, as well as their family backgrounds and the economic conditions in which they grew up. Thus, the paper will present a series of profiles of journalism students, which will enable a better understanding of who these future journalists are. This richer understanding of who actually are journalism students allows for improved analysis of some of the individual-, institutional- and national-level factors which may impact the development of certain views about journalism.

PN 005

## Who Wants to Be a Journalist?! Motivations for Studying Journalism Across Countries

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While much scholarship has been devoted to journalists and the importance they place on various job characteristics, less is known about journalism students' views. Professional media people, when asked about their motivations they have for doing their job, focus rather on their current situation than their memories of the early stage of their career. Hence, if one wants to learn more about the reasons behind journalists' decisions for entering the journalism profession, more attention should be paid to students' views. While professional education is not a precondition to work as a journalist in many countries, recent years have seen an increasing number of journalists who hold university degrees. This so-called „graduatization” or „academization” of journalism has additionally attracted growing scholarly scrutiny based on the belief that journalism education molds the perception journalists have of the roles and function of the media. This paper provides an overview of journalism students' motivations for undertaking journalism education across countries. In particular, we examine fields and areas in which journalism students would like to work when they finish their studies and the aspects of journalism that seem to be appealing to them. In order to achieve that goal, the study addresses three research questions: (1) How many of the journalism students want to pursue a career as a journalist? (2) In which areas of journalism do they want to specialize? (3) What aspects of journalism motivated them to study the degree (idealistic, practical, or personal)? It would appear obvious that journalism students actually want to work in the media organizations. Yet, the study shows that students have diverse career expectations and goals, including getting a job in the business/corporate communication, public relations, or advertising. Scholarship on journalism is also dominated by a focus on political journalism, but the profession is more multi-faceted today, with particularly the growth of lifestyle journalism opening up new avenues for employment. Indeed, the study shows that a significant number of students is interested rather in soft news than hard news journalism. Finally, the findings reveal a diversity of motivations of journalism students for embarking on a tertiary degree. While some of them are motivated by a public service ideal, others are interested in the non-routine, non-conventional, and sociable nature of journalism. Personal motives such as status or pay seem to be also important to future journalists. Most of the studies that exist have tended to focus on the views and backgrounds of journalism students in single-nation studies, with just two more comprehensive cross-national studies in the last two decades. Thus, the international comparative context of this study allows for examination of the universals and particulars of journalism students' motivations. As such, the variables noted earlier will be compared across institutional and national-level variables to identify the conditions which may lead to students' preferences when embarking on a journalism degree.

PN 006

## Journalism Students' Role Orientations and the Discursive Constitution of a Profession: A Comparative Analysis

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How journalists perceive their own roles, and how these perceptions change over time, has come under increasing academic scrutiny as cross-national comparisons of these perceptions have shown both some continuities and similarities, but also stark differences from country to country. What journalism is for, and what journalists do, is often conceptualised primarily in terms of ideas about the media's role in deliberative democracies. The notion of journalists collectively constituting some kind of 'fourth estate' privileges political journalism as the preeminent form of reporting in many societies. But there is much more to journalists' roles, even in democracies - via a wide variety of beats, journalists are often also educators, entertainers and advisors; many don't cover politics at all. Moreover in many countries in the world, the media is more tightly controlled by the state, or has developed via different traditions, and journalists are expected to play, for example, explicitly developmental roles, or participate in 'nation building' and other patriotic or nationalistic projects. Recent multinational comparisons such as the research done for the Worlds of Journalism Study (Hanitzsch et al., 2011) have shown just how contested these role expectations and discourses about journalism are, both within countries and between countries. Somewhat less explored have been the role expectations of journalism students. As part of a discourse of professionalization, journalism education at a tertiary level has grown appreciably across the globe producing large numbers of 'graduate journalists'. But what do these students think or hope they are getting into when they enter a journalism school? What, for them, is journalism for? And does their education shift their initial role perceptions over the two to four years of intensive socialisation into discursive practices of journalism germane to their particular country? Drawing on the "Journalism Students Across the Globe" study, which has probed journalism students' views across 30 countries, this paper sketches a cross-national comparative overview of shifts in students' views of journalist roles during the course of their studies. As the survey was administered to students across each academic year in the respective journalism schools, a complex picture emerges of just how varied student conceptions of journalism are, and how widely students' motivations for doing journalism differ from polity to polity (and often, how it differs between students within some societies, when measured in the survey by proxies for class and gender). Drawing on the most recent theoretical work regarding the discursive constitution of journalist's roles, and focusing on contestation and struggle around two distinctive 'levels' of these roles, namely role orientations and role performance, this paper demonstrates how fluid, varied and contested student notions of journalists' roles are across the globe.



PN 007

## What Is Ethical? Exploring the Influence of University Education on Journalism Students' Ethical Views

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The focus of the 21<sup>st</sup> century information ethics has moved from the question of publishing ethics towards information processing ethics. Cases like Wikileaks and espionage charges against Edward Snowden as well as the phone-hacking scandal involving News International in the United Kingdom have revealed that confidentiality and privacy concepts are changing and 21<sup>st</sup> century journalism ethics is partly in turmoil. On the one hand the privacy is becoming increasingly important, on the other hand the evolution of democracies depends on an informed public having access to information that power-holders would prefer to hide. While there are numerous studies engaging with the ethics of journalism, including the ethical views of journalists, comparatively less is known about how these ethical views might be developing over the course of journalists' education. With increasing numbers of journalists across the globe now holding a university degree, it is therefore important to examine the ways in which tertiary journalism education may actually influence students' ethical views. Past studies have shown that journalism students' ethical views tend to be broadly in line with practicing journalists in many respects, but also different in others. To better understand educational influences, then, it is crucial to inquire into this question more deeply. This paper will examine the influence that journalism education has on journalism students' developing ethical views across almost 30 countries. We are interested in the ways in which these students interpret journalistic ethics and make sense of changing concepts in this area. Based on an unprecedented data set in size and representativeness, we investigate similarities and differences between journalism students who are at the beginning of their degree and those at the end of their degree. Determinants will be investigated on the individual level by examining the influence of gender, social and economic background, as well as motivations for studying journalism in the first place, as well as their preferred area of specialization. Institutional influences will be tested against individual universities' backgrounds, such as the academic orientation (vocational and theoretical emphasis) and whether journalism programs offer ethics-specific courses. Finally, we test for macro-level influences by taking into account social, political, economic and cultural contexts across the countries studied. In doing so, we focus on ethical questions concerning deception and the value-dilemma which journalists face in daily practices: confidentiality versus transparency. Both these aspects of journalism ethics are linked to the normative aspects concerning the information gathering phase in journalistic information processing and these controversial choices are usually discussed in ethics classes. We also enquire into the extent to which journalism students may hold loyalties and accountability towards different stakeholders, including sources, private persons, business organizations and government. By asking students about a range of ethical practices asking them to indicate whether they are always, sometimes or never justifiable, we are also able to identify where students rank in regard to situational vs. universal ethics.

PN 008

## The Only Certainty Is Change: Future Journalists' Perspectives on News Industries Across the World

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The news industry is experiencing a series of seismic changes that are threatening to destabilise established forms and practices of journalism. Media ownership is consolidating and gradually concentrating power in the hands of a few, whilst public service broadcasters are under increasing pressure to scale back their operations - undermining media plurality and threatening job security for journalists. Across the world, journalists are experiencing commercial pressures in different ways, from the influence of advertisers and PR, to newsroom cuts and changing working practices. The UK national newspaper, the Independent, recently announced that it was ceasing its print publication and going online-only, whilst the BBC has similarly ceased broadcasting one of its channels and made it accessible only via its website and mobile apps. Both are indicative of global trends reflecting how traditional media are responding to fluctuating technological environments and audience behaviours - exemplified by Newsweek ceasing print publication only to restart it again, and Amazon founder, Jeff Bezos' purchase of The Washington Post. Such shifts are also engendering new forms of digital storytelling and emerging brands that seek to occupy the news media landscape - from Vice and BuzzFeed, via a plethora of mobile apps to a lively hyperlocal and community media - that are both engaging and adopting the language of younger audiences. All the while, of course, journalists in many unstable or non-democratic countries are facing a whole set of more fundamental challenges, from state interference to censorship and physical threats, though we should not assume that Western journalists do not experience such restrictions in more subtle ways. Uncertainty and unpredictability therefore characterise the industry that journalism students are soon to inhabit. But is this how they see it? In this paper we unpack a series of questions from the global survey of journalism students that focus around: (1) How they rate state and private media performance in their country; (2) How optimistic they are for the future of quality news in their country; (3) What they see as the major problems facing quality journalism in their country; (4) Whether the above factors influence how they see their own role in the future, and their associated perceived job prospects. To answer these questions we draw on the results of a global survey of journalism students (at all levels of university study), drawn from over 30 countries. This comparative perspective will give a unique insight into perceptions of challenges facing the news industry and how these are shaped by (and reflect) contrasting media systems, political cultures and stages of economic development.

Thursday, November 10  
09:00 - 10:30

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For over a century games and playful elements in the shape of crosswords, puzzles and quizzes, have been present in newspapers all over the world (Foxman 2015). The transition towards digital journalism has only increased the growing trend of combining news and games storytelling techniques to inform the public, sometimes blurring the traditional boundaries between news and games. The importance of trying to understand this development stems from the different roles that digital games and news have in contemporary Western societies. While journalism is often regarded as the main source of information for the public to act as citizens (Costera Meijer 2001), digital games predominantly remain considered as entertaining media (Vorderer et al. 2004). But are they? The multifaceted nature of journalism and the many types of games provide a room for interaction in which both worlds can coexist in meaningful ways. And yet, the process in which games and playful thinking have been incorporated to digital journalism taking advantage of new technological advances remains largely under researched. Newsgames are digital games put to use in the context of journalism, embraced by producers in order to engage the audience playfully in news events. As such they present possibilities and limitations as they emerge as a prominent platform for journalism. Games have become pervasive. Much of what is now communicated at a societal level has been subverted by the mechanics of game-play (gamification). Yet the idea that the future of news will be played, rather than read or watched is hard for many to accept. This panel focuses on the use of games and playful thinking as an overarching theme for journalism practice, ranging from production, consumption, and interpretation. First, paper (A) sheds light on the tensions that emerge in the experiential immersion of a playable virtual documentary. The way in which play and virtual reality intervene in journalistic content demonstrates journalism's struggle to reinvent itself and adapt to playable environments. The second paper (B) reflects upon the processes by which ludic content and playful thinking seep into existing journalistic practices. The third paper (C) empirically analyses the effects of gamifying a news story by conducting an experiment that measures the response of readers towards an Al Jazeera news article that uses gamification as a storytelling technique. Fourth, paper (D) analyses how a major political scandal in Spain influenced the patterns of creation, distribution, and reception of 23 newsgames. Finally, the fifth paper (E) exemplifies the tensions between the general understanding of news and games and how readers negotiate those tensions depending on which frame they use to approach newsgames. Literature Costera Meijer, I. (2001). The public quality of popular journalism: Developing a normative framework. *Journalism Studies* 2(2), 189–205. Foxman, M. (2015). Play the news: Fun and games in digital journalism. Tow Center for Digital Journalism. Columbia Journalism School. Vorderer, P., Klimmt, C., & Ritterfeld, U. (2004). Enjoyment: At the heart of media entertainment. *Communication theory*, 14(4), 388–408.

PN 045

**Journalism 'Feelies' – Play and Simulacrum Through Experiential Immersion**

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This paper will consider how a new technologically enhanced virtual reality 'simulacra' has the potential to reinvent our relationship to the mediated factual through play. Since Nonny De La Pena's pioneering work in 'immersive journalism' ([www.immersivejournalism.com](http://www.immersivejournalism.com)), technological advancements coupled with the increase in uptake of home 'virtual reality' devices, enable factual audiences to gain first-hand experiences of the story through a ludic, experiential encounter. News games and experiential journalism are both increasingly attractive to UK broadcast commissioners. My current consultancy work with the BBC and independent documentary production companies is witness to a trend where 'deep' television commissioning of factual series now takes VR seriously. It is seen as a way to engage audiences, especially the younger 'lost' generation, not acculturated to the legacy forms of delivery, more fluent and attenuated to gamic environments with multiple screen deliveries. AHRC funding has allowed me to create a playable documentary that transports the user to 1880s East London to the scene of Jack the Ripper's horrific murders. (A VR version is now being developed). It uses traditional documentary conventions creating templates for merging archive, talking head etc. within a closed dynamic rule based system. It aims to create a playful simulation that produces real knowledge about real things. Through experiential immersion it asks participants to play a part in an imaginative construct as a way of generating knowledge. The user can learn about Victorian society, its political intrigues, contexts surrounding immigrant stereotyping, the victimisation of women and the poor, and even the state of Victorian forensics. Players have a choice to manage their own exposure to the more horrific, real photographic images. As producers we seek to disturb but not to exploit. Constructed environments depicting reality are nothing new, but now the ludic is accentuated as users game their own authentic engagement with the subject, invested in their own agency. Friedman anticipated how computer simulations would increasingly 'bring the tools of narrative to mapmaking, allowing the individual not simply to observe structures, but to become experientially immersed in their logic' (Friedman 2002, 14). Understandably, journalism's struggle to reinvent itself and adapt to these playable environments is proving an uneasy transition. Yet, documentary has often been caught in this epistemological battlefield between the impulse to record and the impulse to simulate social reality. These tensions have underpinned our historical encounters with the mediation of factual content, from Grierson to Direct Cinema, from Cinéma Vérité, to Docu-Soap and finally Reality TV. As the Big Brother game show became an international sensation in 2000, commentators noted that, 'empirical observation appears now to be of only limited utility – it needs to be augmented by simulation in order to have anything very useful to say about our shared world.' (Dovey 2004, 243). Literature Friedman, J. (2002) (ed.) *Reality Squared: Television Discourse on the Real*. Piscataway, NJ: Rutgers University Press. Dovey, J. (2004). It's Only a Game Show. In E. Mathijs & J. Jones (Eds.) *Big Brother International: Formats, Critics and Publics*, (pp. 232–256). London: Wallflower Press.

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It is widely acknowledged that journalism in the digital age faces the need to re-invent itself (Bardoel and Deuze 2001; Papacharissi 2009). The readership of online newspapers and the audiences of news broadcast are declining, and younger generations are more likely to access news content through peer-to-peer distribution and sharing on social media rather than through 'trusted' news outlets. It looks like the traditional position of journalists as the gatekeepers of information is also transforming (e.g. Deuze 2005; Deuze, Bruns and Neuberger 2007; Nieborg and Sihvonen 2009). The political economy of social networking sites and online collaborative platforms is so different from the non-digital world that also the modalities of production and consumption need to adapt, and this transition is proving rather slow and painful. Incorporating gameful content and gamifying the mechanics of news journalism has been considered an interesting 'solution' to the problem of declining readerships and disinterested citizens. The appeal of gamification in this context is founded on the notion of social networking sites and games being the two most popular forms of digital media. The redevelopment of journalistic content delivery and its interactive capabilities has therefore been governed by the belief that adding game-like – or ludic – elements to the traditional system might be a way to re-engage media users that are sceptical or even antagonistic to the practices of journalism at the present state. The combination of journalistic content and gameful mechanics, or 'newsgames', has thus received a lot of interest and excitement over the past decade (Bogost, Ferrari and Schweizer 2010). However, most of the studies on newsgaming have been focused on the journalistically oriented or "serious" games, news content being channelled through digital games, or the usage of such hybrid forms. The processes by which ludic content and ludic thinking gets transposed into existing journalistic practices have remained under-researched. This presentation takes a look into these processes, and aims at providing us with an understanding of how ludic journalism is developing. Although it is unlikely that journalists will become game designers in the future, there are elements of playful and ludic thinking that they need in order to achieve a fruitful interplay between games and journalistic practice in their own work. Literature Bardoel, J. & Mark D. (2001). Network journalism: Converging competences of media professionals and professionalism. *Australian Journalism Review*, 23(2), 91–103. Bogost, I., Ferrari, S., & Schweizer, B. (2010). *Newsgames: Journalism at play*. Cambridge: MIT Press. Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism* 6(4), 442–464. Deuze, M., Bruns, A. & Neuberger, C. (2007). Preparing for an age of participatory news. *Journalism Practice* 1(3), 322–338. Nieborg, D. & Sihvonen, T. (2009). The new gatekeepers: The occupational ideology of game journalism. *DiGRA '09 – Proceedings of the 2009 DiGRA International Conference: Breaking New Ground: Innovation in Games, Play, Practice and Theory*. <http://www.digra.org/wp-content/uploads/digital-library/09287.29284.pdf> Papacharissi, Z. (2009) (Ed.). *Journalism and citizenship: New agendas in communication*. New York & London: Routledge.

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The purpose of this study is to analyse the impact of so-called "Barcenas case" in the production of mobile games. This case, a Spanish political corruption scandal surrounding the former treasurer of the ruling party under a dual charge: having more than 22 million euros undeclared and managing an unregistered donation system that allowed illegal financing of specific party activities, has been chosen due to its relevance, as it became one of the most significant news events in Spanish politics during the year 2013, serving as an analytical tool to research its impact in the production of newsgames contextualized through one of the most popular and contemporary technologies: mobile devices (tablets and smartphones). The choice of the object of study responds to its uniqueness in the Spanish media and newsgames landscape. No other political figure or news story in the Spanish journalistic arena has gathered such attention from newsgames producers, generating as many as 23 newsgame applications, distributed in mobile content platforms, where Spain's Prime Minister (Mariano Rajoy), as a mean of comparison, only captured the attention of six newsgames in those very same platforms of distribution. Methodologically, this paper uses a multi-method approach with both quantitative and qualitative methods in order to analyse the main features of creation, distribution, and reception of 23 newsgames informing about the Barcenas case made available for download both in the Apple Store and Google's Play Store during 2013. First, a set of in-depth interviews and questionnaires with the developers of these products have been conducted. Second, each newsgame's narrative and interactive features were thoroughly analysed and coded. Finally, the reception by users of these applications as it has been done through each distribution platform has also been analysed. The temporal flow of newsgames production in relation to the evolution of the political situation and case relevance in Spanish news during that year has been taken into consideration. The results show the growing influence of viral aspects over informative traits, the role of reinforcing public opinion and the increasing importance of these platforms as distributors of news content. This study offers a first glimpse of degree and extent of influence on public opinion through their participation in public discourse from their condition as entertainment and the way in which the level of popularity and downloads could influence or even distort the informative discourse of the news.

PN 048

## Engaging the Readers: An Experimental Study of the Effects of Gamification in News Consumption

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New forms of storytelling that include game mechanics, such as newsgames and gamification have steadily been incorporated into digital journalism (Bogost, Ferrari, and Schweizer 2010). By adding game-like features that act as persuasive actors in order to motivate young readers to consume news, digital publishers aim to attract readers and foster the habit of reading the news. Games cater to specific gratifications, but most importantly feedback to the user's experience that fulfil psychological needs and provide intrinsic motivation to seek a more interactive medium (Przybylski, Rigby, and Ryan 2010; Sherry et al. 2006). This has potential ambivalent implications for journalism and how it is perceived by the public. However, there are currently no empirical studies that research on how users are affected by gamified news stories and whether reader engagement with the news increases or not. In the fall of 2014 Al Jazeera release the award-winning news story *Pirate Fishing: An Interactive Investigation*. Set in the context of illegal fishing in Sierra Leone, this gamified news story turns readers into players by creating a storytelling interface in which the reader is prompted to consume multifarious types of content, from text, video, and photos, to different maps, documents, and audio clips. This paper investigates the effects that the use of game mechanics as news storytelling technique has on readers in terms of interest, motivation, credibility, and content retention. To do so this paper gathers data by conducting an experiment where the treatment group (n=30) is asked to read Al Jazeera's article in its original gamified format, while the control group (n=30) reads the same news story but using the non-gamified traditional news format of the digital news site. This paper aims to empirically test how users react to such a gamified storytelling technique, and whether journalistic content is experienced and understood differently by creating a playful interface that immerses the reader in the story. Literature Bogost, I., Ferrari, S., & Schweizer, B. (2010). *Newsgames: Journalism at play*. Cambridge: MIT Press. Przybylski, A.K., Rigby, C.S., & Ryan, R.M. (2010). A motivational model of video game engagement. *Review of General Psychology*, 14(2), 154. Sherry, J. L., Lucas, K., Greenberg, B. S., & Lachlan, K. (2006). Video game uses and gratifications as predictors of use and game preference. *Playing video games: Motives, responses, and consequences*, 24, 213–224.

PN 049

## Negotiating the Tension Between News Frame and Game Frame

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It has been a little more than ten years since the initial experiments in combining news and digital games, such as *September 12<sup>th</sup>* (Frasca, 2003) and *Madrid* (El País, 2004). These "newsgames", which, broadly speaking, can be understood as an interplay between news and games, or "news gamified" have had their share of hope and hype not unlike that of the more general concept of gamification. However, until so far few empirical studies exist looking into questions of how audiences might react to and interpret newsgames. In this paper, we follow Huotari and Hamari's (2012) approach to gamification, where the focus is on the experiential level. Put short, instead of focusing on systemic elements (game design), a central question is what do people do with the affordances presented to them - whether they see a game there, and if so, what do they make of it? For this study, four focus groups (23 interviewees) familiarized themselves with select newsgames. Following an open-ended thematic analysis of their group discussions, the results are discussed through the theoretical lens of framing (e.g. Entman, 1993; Reese, 2001). The analysis focuses especially on the tensions resulting from (partially) overlapping and conflicting frames, and on the question of truthfulness and credibility as they are constructed in participants' discussions. The results illustrate how the problematic in understanding newsgames can be similar to the one journalism faces when approaching audience either as citizens or as consumers (e.g. Ferrer Conill & Karlsson, 2015). It is within the intersection between the news frame and the game frame that both the great promises and the great risks lie. Ludography Frasca, G. (2012). *September 12<sup>th</sup>*. Available at <http://www.newsgaming.com/games/index12.htm> El País (2004). *Madrid*. Available at <http://www.newsgaming.com/games/madrid/> Literature Ferrer Conill, R. & Karlsson, M. (2015). The Gamification of Journalism. In H. Gangadharbatla & D. Z. Davis (Eds.) *Emerging research trends in gamification* (pp. 356–383). Hershey PA, USA: IGI Global. Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication* 43(4), 51–58. Huotari, K. & Hamari, J. (2012). Defining Gamification - A Service Marketing Perspective. In *Proceedings of Mindtrek 2012*, October 3–5, 2012, Tampere, Finland. pp. 17–22. Retrieved January 29<sup>th</sup>, 2012 from [http://www.hiit.fi/u/hamari/Defining\\_Gamification-A\\_Service\\_Marketing\\_Perspective.pdf](http://www.hiit.fi/u/hamari/Defining_Gamification-A_Service_Marketing_Perspective.pdf) Reese, S. D. (2001). Prologue – Framing Public Life: A Bridging Model for Media Research. In Stephen D. Reese, Oscar H. Gandy Jr. & August E. Grant (Eds.), *Framing Public Life: Perspectives on Media and Our Understanding of the Social World*. Mahwah (pp. 7–31). N.J.: Lawrence Erlbaum.



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The post-war research implied that the Japanese power elites made up for an interlocked "iron triangle" of the ruling political party, elite bureaucracy, and established business circles. This power alignment did not explicitly incorporate the mass media since they are not part of the administrative authority, but they too must be approached as a key power broker with their "social monopoly" on communicating sociopolitical issues and gatekeeping the information flow. In Japanese journalism, this monopoly is largely represented by the so-called "reporters' clubs" (kisha kurabu) that serve as effective PR tool, and self-censoring apparatus with restricted access. Dr. Denisa Hejlova explains how the professional structures of mainstream press, which are reflected in these "clubs", facilitate a media bias in favor of specific businesses, political and interest groups. Furthermore, Dr Hejlova examines how the reporters' club co-constituted the representation process in cases such as the media reporting on Fukushima crisis in 2011. The situation immediately after Fukushima was not only emblematic of "distorted" reporting on the disaster fallout. As a matter of fact, the whole period in post-3/11 Japan was particularly rich in media scandal of all sorts. Dr. Igor Prusa argues that contemporary Japanese scandal often stands for a mediatized and commodified (pseudo)ritual of pollution, followed by scripted "degradation ceremonies", and eventual reintegration of the transgressor. While using examples of recent scandals, Dr. Prusa scrutinizes the scandal-gatekeeping process and indicates that the mainstream media are often "forced" to take up, or to hush up elite deviances. The mainstream media do not only frame individual events, but in the long run they can also shape social sentiments. The notions of pacifism, victimhood or war responsibility have been interrelated and media-framed throughout the 20<sup>th</sup> century Japan, and Dr. Takashi Hosoda discusses how the Japanese media came to optimize the use of "emotional nationalism". Furthermore, Dr. Hosoda argues that the media often feed the public enthusiasm via "nationalist" or "pacifist" articles in order to secure profit, rather than to impartially inform the readers about important security policies. The contemporary discourse on pacifism in Japan is however not entirely in the hands of the big media colluding with power elites. Organized activism and social movements also played an important role in post-war Japan. Lukas Kraus demonstrates this by pointing to the activist group SEALDs, which gained its momentum during the 2015 protests against reinterpretation of the Japanese "Peace Constitution". Based on his fieldwork, Kraus discusses the group's novel tools of political communication that succeeded in appealing to politically "apathetic" spheres of the Japanese public. The panel will be concluded by a theoretical discussion of not-so-universal concepts of "unbiased information" and "balanced reporting" in journalism. While operating within the discourse of (media) dewesternization, Martin Sturma explicates on Japanese equivalents of these concepts, namely *fuhen futō* (impartiality), *kyakkan hōdō* (objectivity) and *chūritsu* (neutrality). Furthermore, Sturma argues that it is mainly the usage, frequency and transformation of these concepts, which is symptomatic of important changes within both the journalistic profession and the overall social climate.

PN 050

## Japanese Kisha Clubs: Effective Media Control and PR Tool

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Despite over two decades of economic stagnation, Japan ranks 3<sup>rd</sup> or 4<sup>th</sup> position on various lists of world biggest economies (International Monetary Fund or World Bank, 2015). It has also one of the most advanced media markets, including the "big five" domestic newspapers, two dominant press agencies (Jiji, Kyodo) and variety of other media, which report economic and political news. However, Japanese media, companies and politicians can form a powerful information cartel (Freeman 1996; 2000) and perform media bias in favor of specific business, political or interest groups (e.g. in case of Fukushima disaster, Olympus scandal etc.). Despite long tradition (since Meiji restoration) of democratic press and continuous interest of foreign journalists in Japan, there are still some major barriers in understanding Japanese news and gathering relevant information for journalists. One of the biggest obstacles in reporting and information gathering represents a traditional system of "reporter's clubs" (so called *kisha kurabu*), which can control effectively the gatekeepers of information by limiting journalists who are their members and other specific rules. These "clubs", administered by the Japanese Newspaper Association (*Nihon Shimbun Kyōkai*), organize access and facilitate relations between news media and sources (Prusa, 2015). Club members are appointed as "official reporters" to various business, political or other *kisha* clubs and they share a variety of formal and informal rules, including self-censorship or collective agreements (*kokuban* and *hōdō kyōtei*), which limit timing of release of given information. The existence and organization of *kisha* clubs is not unknown and it has been previously described and researched mainly by van Wolferen, 1989; Farley, 1996; Freeman, 2003; Engesser, 2007 etc. Kelly, Masumoto and Gibson (2002) and Cooper-Chen and Tanaka (2007) examined specifically the problem of close relationship between media and public relations (*kōhō*), which create a situation where business information in media is well managed, controlled and leads to positive news. *Kisha* clubs are thus an effective PR tool for Japanese companies, which operate in *keiretsu* system. Despite many attempts to abolish the system of *kisha* clubs and slight loosening of their organizational structure in the past few years they still represent a solid network between Japanese businesses, media and politicians, which according to some experts leads to media capture and information monopolization in Japan (Au and Kawai, 2012). Although there are many social and digital media channels and democratic discussion is not strained in Japanese society, we can still see major communication problems when it comes to specific scandals and crisis situations, as will be explained on the example of Fukushima crisis and Olympus scandal. For the "world outside Japan" *kisha* clubs represent a major problem in information gathering, news reporting and understanding Japan – and the aim of this article is to explain why.

PN 051

## Power-Related Scandals and the Case of Japan

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Japan after Fukushima was not only emblematic of restoration efforts and energy conflicts. As a matter of fact, the whole post-3/11 period was particularly rich in scandal of various sorts. The corporate corruption of Olympus (2011–2), Takata (2013–4), Toshiba (2015) and Asahi Kasei (2015–6) became fully exposed, while in 2014 many cabinet members suffered “financial irregularities” that lead to four ministerial resignations. Apart from the omnipresent celebrity “non-scandals”, three major cases of plagiarizing surfaced: the so-called STAP scandal of the stem cell researcher Obokata Haruko (2014), the ghost-writer scandal of the half-deaf composer Samuragōchi Mamoru (2015), and most recently the Olympic logo scandal of Sano Kenjiro (2015). While drawing on theoretical arguments from media studies and cultural pragmatism (e.g. Alexander 2011), this talk aims to make sense of the frequently occurring power-related scandals in contemporary Japanese society. Japanese scandal was often rendered as “functional”, with corruption serving as a grease for both politics and economy (e.g. Johnson 1982; Mitchell 1996; Pascha 1999; Babb 2005; Sato 2005). Nonetheless, the frequented power-related corruption is not conducive to any sweeping reform, both structural and moral. I argue that scandal in Japan stands more for a mediatized and commodified (pseudo) ritual of pollution, followed by scripted “degradation ceremonies” (term by Garfinkel), and eventual reintegration of the transgressor. Once a serious scandal emerges, it is either hushed up, or it is followed by the tabloids’ “nihilist enthusiasm” and a televised “ritual purge”. Many corrupted politicians soon return to politics, and others are shifted to a different, usually lower post. Scandal is a Durkheimian “social fact” that points to revealed transgression of certain convention or norm (both symbolic and legal), which eventually provokes negative backlash of the public. In ideal-type scandal, certain questionable practice becomes exposed and disapproved, inviting reputational damage (e.g. Thompson 1997; 2000). Scandals however do not begin with the transgression per se. They are in principle disclosed via the act of whistleblowing, which is usually motivated by the “3Cs”: Capital, Conspiracy and Confession (Prusa, 2016). Moreover, the performance of various interrelated actors, which follows once exposed whistleblowing, significantly determines its fallout. The most important scandal actors are the media of communication: every scandal becomes heavily influenced (narrativized, framed, commodified) by various media outlets with differing news values and production logic. My talk will show that the Japanese mainstream press rarely takes initiative in uncovering elite controversies. Contemporary scandals are more often triggered by the foreign press, online communities, and most importantly, by the semi-mainstream weeklies (shūkanshi) that are not bound by reporting rules of the “reporters’ club” system (kisha kurabu). While using examples of recent Japanese scandals I will show how the mainstream media are in principle forced to take up, or to hush up certain scandal news. The mainstream media keep on maintaining the “information cartel” (Freeman 2000) by framing and censoring the news, while the outside press, unbound by the rules of the cartel practices a relatively unrestrained investigative reporting.

PN 052

## Japanese Media and Pacifism

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It is well known that “Soon hot, soon cool” is one of unique national characters the Japanese have. In other words, Japanese are very easy to ride a crest of a boom and go off it quickly. And there are many arguments that Japanese media tend to optimize the use of the national character or enthusiasm of people for securing own profit instead of fulfilling true function of journalism, to provide citizens with correct information they need to make the best possible decisions about their lives, their communities, their societies, and their governments, because all of Japanese newspaper is commercial one and they have very nature of seeking its own interest. Since Mukden Incident in 1931, major Japanese newspapers, which were suffered from decreasing circulation due to great Showa economic depression, had fed radical frenzy or enthusiasm of Japanese public by war situation reports with emotional nationalism in order to increase their number of copies. Finally the media took initiative to support the Japanese military and martialized Japan to irrational war against the United States and its allies. And after Japan’s defeat in WW-II, the Japanese newspapers shifted from militarism to pacifism not only because they needed to utilize lessons from the past but also enormous euphoria of peace existed in Japanese society just after they had experienced atrocious war. But the pacifism was shaped mainly by own victim mentality based on past news reports and own experience instead of sense of Japan’s war responsibility. Kiichi Fujiwara criticizes the pacifism as “unilateral pacifism” due to lack of conscious on war responsibility. In addition, it is also pointed out that there are a few news writers who educated academically about security and national defense due to absence of military science at Japanese Universities. When P.M. Kishi returned from Washington after his signing to the Security Treaty with USA in January 1960, university students and workers started campaign against the treaty and a part of newspapers also support their enthusiasm without essential hardheaded analysis for what Japan’s national interest should be. In other words, some Japanese media fed another “enthusiasm of public” for own benefit again. Hence, prompt the doubt that Japanese newspapers tend to support or oppose legislation related with national defense not based on sober analysis for Japan’s national defense but just on pandering to the public with “Nationalist” or “Pacifist” tone articles for increasing own circulation. In this context, there is a need to analyze to what extent Japanese newspapers influence to feed frenzy or enthusiasm related with Japanese Pacifism, to evaluate its positive or negative impact to deliberation process of important security policies, and to verify whether the newspapers could fulfill its function in important period for Japan’s security. It might be useful for understanding a role of Japanese newspapers to shape unique Japanese Pacifism, it is characterized not only by assumption of peace as rejecting to think or gain any knowledge about military but also by extreme concern about human cost of Japanese, not foreigner.

PN 053

## SEALDs: New Communication Tools of Young Japanese Political Activists

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This paper examines a new Japanese activist group and its tools of political communication. This is important because it adds a fresh look at recently uncommon Japanese phenomenon of university students, participating in vocal public discourse about Japanese security policy, constitutionalism and liberal democracy while using new ways of expression. Organized activism and various social movements played important role in the post-war Japanese history. The labor movement (e.g. Sōhyō) and the peace movement along with mobilized women and student activists formed key elements of the “progressive” drive of the 1950s. This culminated in enormous protests against the revision of the Treaty of Mutual Cooperation and Security between the US and Japan (Anpo) in 1960 (Gordon 2009). Late 1960s also brought youth revolt, a collective reaction to the then rapid economic development (Oguma 2015). However, since 1970s there has not been a visible large-scale citizen movement that would confront Japanese political establishment. It came with the events of March 3, 2011 and the nuclear disaster in Fukushima, which became a trigger for anti-nuclear energy movement, reigniting Japanese activism. However, it was only with the PM Shinzō Abe’s government’s security policy reforms, which brought new aspect to Japanese civil society. In December 2013, the university students group called SASPL (Students Against Secret Protection Law) was established in order to protest against the new state secrets law. In May 2015, key SASPL members formed another group, SEALDs (Students Emergency Action for Liberal Democracy) and started regular protests against reinterpretation of the Article 9 of the Constitution and related new security bills, which remove restrictions and expand the role of the Self-Defense Forces’ activities overseas. Political activism of young university students in society, which rewards consensus and harmony, is a rare occurrence itself, but SEALDs even brought new tools of communication aiming to attract their young peers, who have been long considered politically “apathetic”. In this paper, I show how SEALDs’ loose structure (lack of hierarchical organization without defined leadership), methods of participation (anyone can join/leave a protest at any time without necessity to be part of the group), use of alternative media platforms (social networking service, video streaming channels, youth magazines), and even fashion and hip hop music appealed to people that do not identify with stale aspects of Japanese political activism, and who would otherwise not participate in public anti-government protests. Based on my fieldwork, including interviews with the activists and analyses of the media output, I argue that these new methods and events organized by SEALDs (such as the so-called SALONS events) offer opportunity for engagement of Japanese youth while giving socially disadvantaged citizens a platform to speak openly about their issues, for which they would be normally stigmatized. It is debatable though, how transformative this new Japanese movement can be, given their rather conservative aim of protecting “liberal democracy and constitutionalism” through abolishing the security legislation, not to mention its limited duration (SEALDs has recently announced that they will disband after the 2016 Upper House election).

PN 054

## Fairness and Neutrality in Japanese Journalism

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Neutrality and objective reporting as examples of professional norms that form the basis for autonomy are one of the defining dimensions of professionalization, its degree and form, as proposed in the paradigm-changing study of Hallin and Mancini (2004). Their comparative analysis pointed out the possibility of coexistence between highly developed professionalization and strong political parallelism. Consequently it problematized easy head-on application of Western journalistic norms (exemplified in Kovach and Rosenstiel, 2003) beyond Western world, which inevitably leads to tension, if not to downright absurdity (Hallin and Mancini, 2011), and it stressed once again the importance of conscientious de-westernization (Curran and Park, 2000). Stigmatization of the debate between East and West, over human rights issues among others, by the “satisfying purity of indignation” clearly shows the dilemma of self-righteousness in application of other-worldly criteria. The self-righteousness is peculiar also to recent assertions of political power by the current Abe administration vis-à-vis newspaper and television outlets. Such clashes acutely raise the question of applicable criteria. The Japanese equivalents for the unbiased information and balanced reporting including impartiality (fuhēn futō), objectivity (kyakkan hōdō) and neutrality (chūritsu) have their specific meanings, and in order to properly comprehend the current situation the consideration of their usage is necessary. The changes in the frequency of usage and contexts is symptomatic of important transformations of the journalistic profession and overall social climate.

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# The Hatred of the Others: The Cultural Contingency of News Narratives About Jewish Terrorism in Israel

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Disruptive news events challenge journalists not only in their role as reporters, but also as cultural narrators: Tasked to relay events to their audience communities, they need to position events relative to the beliefs and values of their cultural group and enable an interpretation that is meaningful and relevant to the group. Covering the same events for different audiences taking different cultural perspectives, they may construct quite different accounts as news. By tracing how the same events get narrated as news toward different cultural communities, we can therefore uncover some of the mechanisms of the cultural sense-making role of journalism. In this paper, we investigate how different cultural communities within the fragmented Israeli society discussed the news of two murderous terror attacks on 30 July 2015, both by Jewish perpetrators. In the first attack, an ultraorthodox Jew stabbed six participants of the Jerusalem gay parade, murdering a teenage girl. Only hours later in the night, settler extremists torched two Palestinian homes in the West Bank village Duma, murdering a family with a baby in the flames. Both events disrupted the Israeli hegemonic cultural narrative of terrorism as a threat exerted by outsiders. Together with Israeli president's controversial condemnation that "my people have chosen the way of terror," the events triggered a heated debate on collective responsibility and identity: Settlers (as often) and Ultraorthodox communities (newly) found themselves widely identified with the perpetrators, but also Israeli mainstream society struggled to define its relations to the atrocious events. Inversely, the (usual) victimized communities - Palestinians and Gays - found themselves engulfed in a wide wave of solidarity and support, debating their alignment within Israeli society. Within each group, their respective, rather separate media systems quickly developed a set of very different news narratives, formulating the significance of events from a culturally immersed perspective. For our analysis, we rely on news debates led by opinion leading media catering to each of these different audiences. We depart from the frames provided in the mainstream news debate, covering left- (Haaretz), center (Yedioth Ahronoth/Ynet) and rightwing perspectives (Israel Hayom). Subsequently, we contrast against these the simultaneous debates among the ultraorthodox (Kikar Hashabat) and settler (Arutz 7) communities, among Israeli Arabs (Kul Arab) and Israel's gay community (relying on blogs/facebook). Analyzing specifically which available interpretations resonate or fail to resonate within each cultural context, we trace journalistic strategies for tying the news to the group's beliefs and values. Specifically, we show how existing news narratives are mobilized to historicize and contextualize the reported events, resulting in a systematically selective appraisal of available information. Likewise, from the collision of community values and the appraisal of covered events, we show implications for the depression or amplification of common values and demands (e.g., widespread homophobia). The paper concludes by sketching some contours of a theory of cultural resonance of the news, which can inform further study of the domestication of journalistic narratives.

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# Towards the Europeanization of News? An Analysis of the Diversity of the News Coverage of Immigration Within and Across Four European Countries

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In recent years, an increasing number of studies in the journalism field have investigated news content diversity. From a normative point of view, while high levels of content diversity within a certain media system are key in promoting a democratic debate in society (see Baker, 2002; McQuail, 1992; Van Cuilenburg & McQuail, 2003), a certain degree of concentration is also desirable, as it contributes to the creation of a common public agenda, thereby enhancing public consensus (see Atwater, 1986; Noelle-Neumann, 1973). The latter point is particularly important when we look at the formation of a European public sphere. If news media across European countries cover the same actors, follow the same agenda and express common viewpoints, this will enhance the development of a public sphere among European citizens. By means of a quantitative content analysis of immigration-related news in Belgium, Germany, Italy and the UK (2013–2014), we study news content diversity within and across these four European countries. We focus on three dimensions of diversity: diversity of actors, diversity of agenda and diversity of viewpoints. Each dimension of diversity is analysed at three levels: intra-newspaper level, country level and across-countries level. By using Simpson's standardized diversity index, we gauge and compare the levels of actor, issue and viewpoint diversity that are provided by each newspaper when covering immigration. Using the same measure, we calculate the aggregate distribution of actors, issues and viewpoints across the newspapers in each country, in order to have an indication of the inter-country differences in the levels of diversity. At the across-countries level, we measure the extent to which newspapers in the countries of the sample share the same agenda, quote the same actors, and express common viewpoints about immigration. Consonance of the agenda is examined by looking at the overlap of news stories across countries, while consonance of actors is measured as the proportion of international actors that are covered across countries, included national actors of one country of the sample that are covered in another country. Finally, in order to test whether newspapers in different countries cover immigration from different angles, we focus on articles about the Lampedusa tragedy in October 2013, a dramatic key event that was extensively covered in every country, and we measure the viewpoints and the tone that are used to cover this event, pinpointing differences and similarities across countries. First results show that content diversity within countries is relatively high, although actor diversity scores lower, due to the massive presence of political actors in the news. However, moving to the across-countries level, we find almost no traces of a process of 'Europeanization' of immigration news: newspapers in each country follow their own national agenda and give voice almost exclusively to national actors. Nonetheless, newspapers in every country mostly use victimization viewpoints to cover the Lampedusa shipwreck.



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Currently, the debate on refugees and migration is omnipresent in public debate. At the same time, there is a lack of empirical evidence for this pressing topic. Our presentation wants to fill this gap and analyze the visual coverage on migration in German newspapers and magazines. The aim of this study is an analysis of visual patterns and media conventions for illustrating and visualizing the topic of (forced) migration in German print media. We analyze the visual coverage on two events which generated an enormous amount of public attention: The boat accident close to the Italian island Lampedusa on October 3<sup>rd</sup> 2013 and another boat accident almost at the same place in 2015 (April 15<sup>th</sup>). Both accidents caused the death of hundreds of refugees and triggered a political debate on European refugee policies. It will be outlined a) which type of visuals are selected; b) how they are edited; and c) how these practices produce specific modes of visibility of forced migration. At the core of our analysis is the identification of stereotypical as well as recognized practices of media-related visibility. We are not only interested in topics and content itself, but in all levels of visual representation and how they enable or deny public recognition. In a comparative perspective, we focus on the changing conventions of selection and illustration adopted by journalists to “make us see” (forced) migration. Within the last 20 years, a lot of research has been conducted in communication studies dealing with issues of migration and media (see for German research Geißler/Pöttker 2005, Butterwegge/Hentges 2006, Trebbe 2009, Ruhrmann 2009, Bonfadelli et al. 2010; with a global focus most recently Hegde 2016). At least in the German case, visuals have received hardly any attention in the research done so far. One study that analyzed journalistic photography focused mostly on their stereotypical representations (Koch 2009). However, the iconology and aesthetic of the visuals and their modes of visibility have not been examined. Overall, we understand the way journalism “makes us see” as fundamentally grounded in social, historic and economic contexts of culture. Thus, we interrogate how this cultural context positions us towards making us see some human beings as vulnerable and in need for protection while denying this for others (Butler 2009). In this way, journalism construes a normative context using specific formal and aesthetic convention leading to the creation of visibility and invisibility. We present the results of a qualitative image analysis of the complete coverage in German print media including Sueddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Die Tageszeitung (taz), Bild, Der Spiegel and Stern during a two weeks period after the accidents in 2013 and 2015.

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# Young Journalists and Networked Individualism: Time Collapse Among Younger Journalists in Social Media

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Social media are changing journalism radically. This study consider young journalists as a key group in shaping the future of journalism, which makes them a particular interesting user group to study. Differentiated usage patterns and experiences of social media among younger journalists growing up with social media have not been sufficiently explored in the literature. Most studies of journalists typically investigated just the Twitter usage among older journalists. This study explores how young journalists grown up with social media are using Facebook, Instagram, LinkedIn, and Twitter at work. We conducted a series of open-ended individual interviews with 15 young journalists (21–26 years old), between February and September in 2015. The interview schedule addressed the choices, motivations and experiences with social media, both private and work. We applied the theory of networked individualism to get a deeper understanding in their social media working practices. We find that younger journalists use social media as a prime source to news, which give them lots of affordances but also new types of challenges. Social media have made possible a news awareness system. Similar to the theory of networked individualism, the journalists' reports that social media offers them alternative means to connect with people who share content, interests or are eyewitnesses in other events around the globe. Despite the fact that the social media have expanded rapidly among journalists, usage, and exploitation of these services are not distributed equally among them. Younger journalists, in this study, report to use more and different social media (e.g. Instagram) than older journalists, which also give them a continuous presence and access to publics that not older journalist have the same access to. Moreover, some young journalists in our study not only struggle with a context collapse but a time collapse in social media, when (negative) experiences reactions on old content and expressions from their youthful experimentations. This is the first generation of journalists that have grown up with social media as part of their self-presentation strategies and identity construction. These journalists are afraid that such content report that they worries about how previous individual and online experiences can be used against them and hurt their professional identity. Hence, they have grown up with and have experience with shame campaigns on social media, and one of the interviewees refers to how one stupid tweet blew up Justin Sacco's life. It appears, therefore, that many young journalists are constrained in two ways. First by the practices they have expressed in their youthful experimentation (e.g. time collapse) and, second, by the representations of "professional society" (work, editors, readers, etc.) alerting them in how to behave (e.g. context collapse). While younger generations have been found to be use different affordances on sites to meet their changing identity needs, we see that this is something younger journalists also need to cope with. Both professional norms and previous experiences force some of them to be less active in social media.

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# Dutch Journalism Students in a Changing Media Environment

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In the Netherlands, as well as in many other western countries, journalism is in a turmoil or crisis. However you want to label it, drastic changes are occurring in almost every aspect of the field. Mediatization, digitization, social media, market driven economies, media competition and concentration all have an impact not only on media consumption patterns but on the production side of news as well. It seems as if the concept of journalism itself, or of journalism for that matter, has or have to be reinvented. As a consequence, scholars argue that journalists are compelled to re-invent themselves: as entrepreneurs, crowd-funders, multi-media experts, data-miners, curators, community managers, and so on (Bakker, 2014). The emergence of the "new" journalists should be particularly visible in the journalists of the future, namely journalism students. With which ideas, ideals, motivations, and expectancies do students start their training to become a journalist in the second decade of the 21<sup>st</sup> century? The proposed paper addresses this question by examining the perspectives of Dutch journalism students. It specifically tries to identify different steps future journalists make in their studies towards their professional socialization, as well as variations across different kinds of journalistic training in the Netherlands (BA or MA, at universities of applied sciences or at research institutions). Methodologically, the paper relies on a survey conducted between October 2014 and April 2015 among journalism students currently enrolled in all Dutch higher education institutions. In total, 622 students from 10 institutions participated in the study. They were asked about their motivations for studying journalism and their views about journalism school; the ethics and social role that should guide journalistic work and the main challenges journalism faces in practice; the quality of journalism in the country and their preferences in terms of news consumption. This paper is part of a large international project, Journalism Students across the Globe: Professionalization, Identity and Challenges in a Changing Environment, which involves 30 countries, including the Netherlands. The results of this study will contribute to academic debates about the future of journalism, in general, and in the Netherlands, in particular. In more practical terms, the paper will provide a comparative overview of journalism students in the Netherlands and in that way, constitute valuable input for discussions about journalism education in that country. Reference: Bakker, P. (2014). Mr. Gates returns. *Journalism Studies*, 5, 596–605.

## "I Am Shocked – Not as a Journalist but as a Fan" – A Field Theoretical Study on the Use of Social Network Sites by Next Generation Journalists

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Lasora et al. (2012) are representative for a recent trend in journalism studies. A large-scale quantitative content analysis forms the basis for examining how mainstream journalists negotiate professional norms and practices with their presence on Twitter. However, their sample excludes journalists-in-training and younger free-lancers who may have a vested interest in challenging ideological norms associated with mainstream journalism. To better understand interactions between journalists-in-training, free-lancers, and directly employed staff, we suggest analyzing social network sites ("SNS", Boyd & Ellison 2008). Following a field theoretical approach, SNS can be conceptualized as a "space of ... position-takings" (Bourdieu 1993: 31) where the strategies that each agent employs to defend or improve their positions within the field can be observed. We argue that journalists-in-training and free-lancers use SNS to improve their position in the journalistic field as they struggle with hierarchical social relations largely determined by the newsroom-specific professional habitus of directly employed staff (Lasora et al. 2012). The study design is an explorative qualitative content analysis. Our sample is selected along the power-poles of the journalistic (sub)-field (Meyen et al. 2011: 149), i.e. young journalists of the yellow press, the quality press, and the local press which has, after all, the highest circulation rates in Germany. These representative units offer typical cases (Brosius et al. 2009: 83–84) of young journalists in a modern media environment. The content analysis is based on the following analytic dimensions: 1) Type of topics: We will analyze if the content of the Tweets is journalistic and / or private. It is assumed that journalists-in-training as well as freelancers tweet more sensational issues than directly employed journalists. 2) Level of interaction: How do young journalists use SNS to interact with their followers? 3) Type of followed accounts: Since young journalists strive for better positioning in the journalistic field, it is expected that they follow more media companies and other journalists than their directly employed colleagues. We will investigate if that assumption is valid. Which type of journalists and newsrooms are followed (e.g. online-offspring of print media or online-only media)? A secondary aim of our study is to provide a theoretical grid for future investigation of SNS use by journalists through quantitative as well as qualitative research designs. References: Boyd, Danah M.; Ellison, Nicole B. (2008): Social Network Sites: Definition, History, and Scholarship. In: *Journal of Computer-Mediated Communication* (13), pp. 210–230. Bourdieu, P. (1993): *The Field of Cultural Production*. New York: Columbia University Press. Brosius et al. (2009): *Methoden der empirischen Kommunikationsforschung. Eine Einführung*. Wiesbaden: Springer VS. Lasora, D. et al. (2012): *Normalizing Twitter*. In: *Journalism Studies*, 13.1, 19–36. Meyen, Michael et al. (2011): *Qualitative Forschung in der Kommunikationswissenschaft. Eine praxis-orientierte Einführung*. Wiesbaden: Springer VS.

## Internships and Building a Career in Brazilian Journalism

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In this article, I will review the role of internships in the career of Brazilian journalists who currently work in Brasília. The internships represent a phase within the career of journalism. They are learning stages and would provide practical experience for the professional world; one of the mechanisms that would allow the individual to foresee any uncertainties in the labor market and guarantee (or facilitate) their entry into the profession. Journalism internships were banned in Brazil, in 1979, under Law 83.284 of the Presidency of the Republic. There was a lot of pressure from business owners and from the students themselves to change this, and it was in the 1990s that internships were once again being undertaken and basically became essential for journalists. A survey conducted by Mick and Lima (2013) shows that only 23.7% of active journalists in 2012 had not taken an internship. As of 2013, the National Curriculum Guidelines for undergraduate programs in journalism approved and made supervised internships mandatory for all courses throughout the country; colleges have until 2016 to implement this change. This study is based mainly on biographical in-depth interviews with 32 journalists currently working in Brasília. The interviews were conducted between 2012 and 2014. In order to build a universal analysis representative of journalism careers in Brazil, I chose professionals from different generations and of different ages who had started working in journalism in the 1970s, 1980s, 1990s, 2000s and 2010. I also worked with a wide variety of professionals (reporters, producers, and editors), positions (from interns to senior management) and media (print, radio, TV, Internet). An initial observation was made on the status that comes with the internships. More than just a learning and preparation experience, these experiences make up a career of socializing in journalism and managing the uncertainty of future journalists in newsrooms. Internships are also telling of the transformations in journalism. The practically mandatory inclusion of them in a career shows how uncertain the profession is. The streamlining of the hiring process for interns in some more reputable media companies is evidence of increased competition in journalism: you currently have to go through a rigorous selection process just to become a "mere" intern in a prestigious media company. This scenario also refers to changes in newsroom hiring procedures which tend to "formalize" this process – which could be seen as increased power for HR sectors in newspaper companies. References Mick, J. & Lima, S. (2013). *Perfil do Jornalista Brasileiro*. Florianópolis, Brazil: Insular.

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## Journalism Education in Conflict Resolution: Children and Young People in Northern Ireland Learn Through Journalism

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This paper reviews a project in Northern Ireland by the Headliners charity in which 398 children and young people worked together to report across community fault-lines and develop a shared vision by tackling hard issues of sectarianism and social, political and religious divisions. Groups from Catholic, Protestant and minority ethnic communities used media tools and journalism skills to produce and publish reports which demonstrated how communities could resolve conflict and share divided ground. In developing the project - Distinctive Voices, Collective Choices - Headliners drew on its expertise in developing a range of learning through journalism strategies to give young people, often from groups who are alienated, marginalised and disengaged, a voice and a hearing on issues that concern them. The paper interrogates the interrelationships developing between journalism's collaborative processes and its products (texts) in the generation of value to the individual, the community and wider society. The project was evaluated through participant surveys at entry and exit to identify changes across a range of themes and data was continuously captured on multiple media platforms through participant observation. Participants were found to have developed deeper understandings of 'shared space'; were better able and prepared to discuss inter-community issues and to relate to members of other communities by recognising similarity and respecting difference. They had developed a greater reflexivity concerning their own attitudes, opinions and behaviour towards others. The paper explores how these outcomes emerged.



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# Primacy of Pictures and Uncertainty in Dealing with Social Media Sources: A Qualitative Pilot Study of the Professional Field of "Social Media Editors" in German TV Newsrooms

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Today, pictures of spontaneous events or isolated countries reach us almost "live": social media is what makes it possible. Especially in crisis areas like Syria they often constitute the only visual source to convey TV viewers a sense of the situation on the ground. For that reason many German broadcasters have institutionalized their social media work by integrating it into existing structures and working procedures. The new job profile of "social media editor" has emerged. This exploratory study aims at elucidating daily working routines and role perceptions of social media editors as well as structures of TV news reporting via social media. With regard to Weischenberg's (1990) "onion model" we have analyzed the new, dynamic job profile in the context of the journalistic system. Methodologically speaking, we have conducted ten qualitative semi-structured in-depths interviews with social media editors and editors in leading positions in both German public service broadcasters ARD and ZDF, the private commercial broadcasting market leader RTL and its news channel n-tv as well as the news channel N24. Findings show that social media editors are exposed to different organizational imperatives in their media institutions. While ARD pursues the strategy of centralizing its digital image research in a content centre, ZDF relies on practices of decentralization and having small teams of specialists in various editorial offices. The social media editor job description is characterized as a traditional journalistic one with a focus on investigation and communication with relevant groups. Tasks such as identifying and authenticating social web content, maintaining social media channels as well as researching and presenting network issues determine the everyday working environment. The research of image sources focuses on foreign news, since the coverage of special events as well as news gathering are often difficult from abroad. Domestic investigation rather deals with breaking-news events and user-opinions. In both cases, the editors are highly dependent on collaborative reporting, since their sources are local witnesses, reporters on site and sometimes even audiences. This fact could represent a risk to journalistic quality. Indeed most of the interviewed journalists stated that they usually use the two-source axiom; it may be questionable how independent sources, especially in crisis areas, are. Interestingly, the survey shows that, along with the institutionalization of social media work, professionalization increases in this field and causes a positive impact on the journalistic quality of the reports. At the same time it indicates that journalistic quality standards are not consistently observed by the editorial staff in case a high institutionalization is not possible, e.g. for financial reasons. In times when journalists lose exclusive access to information, it has never been more relevant to find common international quality standards for authenticating social media sources and to support social media editors in gathering reliable information independently of their employers or government. Weischenberg, S. (1992). *Journalistik. Medienkommunikation: Theorie und Praxis*. Vol. 1: Mediensysteme, Medienethik, Medieninstitutionen. Opladen: Westdeutscher Verlag.

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# Storylab – A Collaborative Project of Digital Storytelling Between Educations in Journalism and Media Technology

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During the autumn semester of 2015, a unique collaborative project, Storylab, took place between the journalism programme at Stockholm University and the KTH Royal Institute of Technology in Stockholm. Additionally, the cooperation included the industry partner Svenska Dagbladet, one of the major Swedish daily newspapers. In this paper we examine this interdisciplinary learning project designed to combine pervasive media technologies with journalistic storytelling, and present our main findings. The aim of the study was to identify the drivers and barriers in a cross-curriculum partnership involving journalism and engineering students. A total of 66 students participated in the project. The students teamed up in interdisciplinary groups in order to explore the future of digital storytelling, to find innovative design solutions, and to demonstrate practical applications combining journalism with media technology. The methods for evaluating this project included a survey and semi-structured interviews with the students. The attitudes, experiences, and learning outcomes of the two students' groups were analysed and compared. The analyses of the results draw among other things on research concerning the current main challenges for the media industry, journalists and educators (Ramaker, Stoep & Deuze 2015; Picha Edwardsson 2015; Salaverria 2011) and on Benjamin Bloom's taxonomy of learning (Bloom 1956). The results show that the engineering students had significantly more positive attitudes towards the future of the media industry than their journalism peers. However, a substantial majority of all students agreed on that user friendly digital designs and cooperation with other professionals are the most important factors for a successful media business. A common thread in the qualitative interviews was that the interdisciplinary collaborative approach of Storylab was highly appreciated, offered a creative learning milieu, and provided the students with useful tools for their future professional lives. We argue that it is crucial for a sustainable media landscape that journalists and engineers collaborate. In order to adapt to a transformational media industry, we further contend that it is of vital importance that this cooperation is brought about already during the professional training. This case offers a model for future interdisciplinary projects. The barriers encountered in Storylab are indicators of the challenges encountered in "real life" of the media industry. Consequently, educators need to address these challenges now, as they constrain the development of journalism in the future media landscape.

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## Every Tweet Has Its Story: Deconstructing Political Journalists on Twitter and the Underlying Forces That Shape Their Engagement

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Since Twitter became one of the key social media platforms in the news industry, journalists have been under pressure by news organisations, peers, competitors and even the public to use it to break news, disseminate content, source stories and engage their audiences with an unprecedented immediacy. While none of these are genuinely novel elements in the news cycle, Twitter as a medium now enables professional journalists to pursue these activities in a broader variety of ways and under profoundly different conditions than ever before. While a growing body of research has addressed typologies of journalists' tweeting practices, we know little about the links between their underlying strategies of engagement and actual behaviour on Twitter. This paper conceptualises these links within an adapted model that joins Shoemaker and Reese's (1996; 2014) hierarchy of influences on media content with the uses and gratifications framework (e.g. Katz, Hass & Gurevitch, 1973; Ruggiero, 2000) and explores the relationship between the internal and external forces that shape journalists' Twitter practices and subjective experiences with the platform. It presents the findings of a mixed methods approach that combines a) a quantitative content analysis of the Twitter profile pages and timelines of 125 political journalists who work for the 25 largest commercial newspapers and top three cable news channels in the United States, with b) in-depth expert interviews with 25 of those journalists. This paper contributes to exploring the conference theme by considering the recent 'Twitter Explosion' (Farhi, 2009) as a product of modernity and journalistic adaptation, giving testimony to how journalism has always been seen as 'historically situated amidst social transformations' (Waisboard, 2013: 5). Some of the subversive shifts overarching the whole media industry (e.g. symptomised by eroding business models, declining revenues as well as harsh competition for markets and audiences) contribute to the ongoing social media hype that puts pressure on journalists to constantly be active on those platforms, and to capitalise on the many affordances of digital technologies. To that effect, what are the underlying forces that shape the conditions, degree and breadth of journalists' Twitter engagement? And if journalists are now often challenged to think beyond their traditional occupational tasks, what are the outcomes (both actual and perceived) of journalists' efforts on Twitter, and how do these shape future engagement? Works Cited Farhi P (2009) The Twitter explosion. *American Journalism Review* 31(3), 1–5, Available from: <http://ajrarchive.org/Article.asp?id=4756> (accessed 6 February 2015). Katz E, Blumler JG and Gurevitch M (1973) Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509–523. Ruggiero TE (2000) Uses and gratifications theory in the 21<sup>st</sup> century. *Mass Communication & Society*, 3(1), 3–37. Shoemaker P and Reese S (1996) *Mediating the message - Theories of influences on mass media content*. White Plains: Longman. Shoemaker P and Reese S (2014) *Mediating the message in the 21<sup>st</sup> century - A media sociology perspective*. New York: Routledge. Waisboard S (2013) *Reinventing Professionalism: Journalism and News in Global Perspective*. Cambridge: Polity Press.

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## Twitterization of Czech News: Comparing the Use of Social Media as News Sources over Two Year Period

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Our paper focuses on the usage of social networking sites (Facebook, Twitter, YouTube, Instagram) as news sources in the mainstream Czech media - newspapers, television, and online newspapers. The current analysis is a follow-up on a study carried out in 2013, in which we demonstrated, in contrast with results reported by scholars from Western European countries, that the engagement of Czech journalists with social media sources is generally limited both in scope and importance (the latter being measured by proportions of hard news to soft news and primary to secondary sources). While we were able to confirm a high degree of control over news content by actors on social media (most of them are quoted directly), we did not find evidence to support the notion that social media present opportunities to unprivileged citizens in gaining access to official news coverage (although non-elite sources were present, most of them were actually confined to the topical category of crime). In 2015, we have elaborated on the previous research design to allow both for comparison with the previous results as well as for a more nuanced insight into this phenomena. The study is based on quantitative content analysis of a six-month random sample of news outputs (articles and reports, N=1384) in which social media are acknowledged as news sources across different types of Czech media. The preliminary results indicate substantial changes in the usage of social media as sources by the traditional media over the two-years period. A significantly growth in the usage of social media sources is observed across all news outlets. In terms of the differences between particular network, Twitter has marginally surpassed Facebook as the main social media source. Similarly, while in 2013 the majority of news relied on social media only in secondary capacity, in 2015 the proportion of primary and secondary sources was balanced in the newer data. Another significant change has been identified in the topical structure, as politics has become the main domain for social media sources, as opposed to the previously prevailing sports news, which suggests that social media are now more commonly accepted in serious news contents. In conclusion, three possible explanations for the described trends are considered: 1) increasing usage of social media by sources, 2) changes in the sourcing practices of journalists, 3) increasing legitimacy of social media sources.

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Social media such as Facebook or Twitter have an added value to the one for which they were originally conceived: its usefulness as the virtual space where a new way of public communication can be developed by key actors such as journalists, politicians and common citizens. The social networks that these media catalyze have altered the media-political ecosystem. They dispute to journalism two of its basic dimensions: the one related with the public information and a second one regarding citizen mobilization (Schudson, 2009). Social media has developed a new form of communication which has also significantly attenuated the exclusivity that journalism enjoyed in the past. These changes may appear as a threat to traditional journalism. However, the performance of numerous journalists evidence that social media offer a powerful vehicle for dissemination and support, particularly to the print media. In order to do so, the attitude that journalists adopt in social networks becomes crucial, namely through the achievement of a remarkable degree of interaction and also though a sustainable penetration of their messages. Among the most popular social media, Twitter has emerged as the new public forum with no social or political barriers for citizens willing to access and disseminate their own information and opinion. At the same time, it is the social medium that most attracts the attention of journalists, political leaders and new opinion leaders. Our analysis focuses on the last 3,200 tweets posted by each of the 30 selected journalist among the most influential of 5 European countries. Through a content analysis of these 96,000 tweets, we have determined the degree of interaction and potential scope reached by each of them. From the corresponding analysis and taking into account the facilities that Twitter provides for communication, we will draw a profile for an appropriate performance of journalists in Twitter that contributes to the sustainability of traditional journalism, that is, that amplifies the functions of public information and citizen mobilization and reinforces other traditional ones that Schudson (2009) confer to journalism such as research, analysis, social empathy and dissemination of representative democracy.

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### Transitions in News Coverage of British General Election Campaigns: All Change or More of the Same?

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This paper will provide a systematic investigation of the mainstream news media's reporting of last seven British general election campaigns. The 2015 campaign was hailed by many as different from the previous campaigns in coverage terms. Some claimed the growing complexity of the current party political environment had disrupted traditional patterns of partisanship of the UK press and challenged many of their 'king making' ambitions. Others noted the introduction of televised leadership debates had put the broadcasters back at the epicentre of the election, and still others observed an increased 'presidentialisation' of news reporting. However, such claims have not tended to be supported by empirical evidence and there has been little research on how election news coverage has changed over time. Too often research is temporally myopic failing to document actual changes in news coverage of elections. This paper seeks to address this shortcoming. It provides a systematic audit of national media responses across seven election campaigns and providing an invaluable understanding of changes in election reporting. The findings in this paper are based on a systematic quantitative content analysis of mainstream national news content for all election campaigns since 1992 conducted by Loughborough University. The content analysis has looked at the same newspapers and broadcasters in each campaign. This data provides a unique resource which can be used to examine changes in news coverage over time, and assess specific claims about changes in press partisanship, the impact of leadership debates on coverage and whether presidentialisation has increased. This paper will focus on: (1) the extent to which coverage is focused on leaders; (2) identifying which issues dominated coverage and the extent to which agenda varied across news organisations; (3) appraising media evaluations of political contenders, in particular emerging political forces such as UKIP; (4) the extent to which mainstream media referred to, or relied upon, social and other on-line media in reporting the campaign.

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### Politics in Focus in Shared News Findings from Sweden 2014–2016

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Sharing has emerged as a keyword in the contemporary media landscape in the last decade (John, 2013). For journalism and the news industry, the focus of our study, sharing is viewed as both a threat and possibility as it enables greater reach but also less control. So far empirical studies on sharing are limited to study to what extent news media websites enables sharing (Hille & Bakker, 2013; Ju, Jeong, & Chyi, 2014), what makes health news spread (Kim, 2015), if sharing is an established practice amongst news users (Costera Meijer & Groot Kormelink, 2015), who share news (Wadbring & Ödmark, 2015), or showing that users often get news from social networks (Hermida, Fletcher, Korell, & Logan, 2012). However, so far research has not to a great extent been able to show what kind of news stories that goes viral and if it change over time. There is also a lack of methodological discussions about how to measure shared news and what results different approaches provide. The purpose of this study is to simultaneously inform these both areas. Methodologically the analysis draws from two Swedish studies using content analysis. The first study spans over 2014, 2015 and 2016 respectively, in order to compare how viral news has developed over time. The second study, a large data set from 2014, is used in order to compare if different approaches provide similar results or not for answering the question about what news stories are most shared. The material used in the first study (2014–2016) derives from the newsletter socialanyheter.se. Every day socialanyheter.se collects the most interacted news items in social media, and sends out a newsletter to subscribers with links to the specific news items. Our analysis is based on the single most interacted news item every day the first five months respectively year, 150 news items a year. The second study from 2014, is a classical quantitative content analysis of 3000 online news items, where it is possible to see if the news are shared or not, and also to what extent they are shared. Preliminary findings suggest that the news stories going viral have changed over time, but also that some traits are the same. Content wise, the most shared news all three years is about politics, but after the introduction of viral sites in the autumn 2014, the most shared news partly shifted focus. The methodological test shows that the both data sets from 2014, collected with different methods, show similar results. Politics, written in an emotional and interpretative way, is the most shared content. Implications for journalism are discussed.

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### Links Between Media Actors and Political Actors in a Small Community – Qualitative Case Studies

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When analyzing the local media in Poland a researcher has to remember that local media developed only after the transition of the political system in 1989. Before that time local media were very poorly developed. There were bulletins published by the factories but local news media were almost nonexistent. The data presented by Chorazki (1999, p.60–67) show that the number of journals published rose from 370–390 in January 1989, to 2500 by 1999. My interest in the relationship between local media (as defined e.g. in Gierula, 2005; Kowalczyk, 2003) and social actors resulted in a 'multiple case study' (Stake, 2010), so a set of several instrumental case studies (where a researcher is not interested in a case per se, but uses a case to explain different processes that are included in the research questions), with the main goal of exploring the complexity of these relationships, and identifying the level of involvement of local journalists and local media owners in these networks. This study describes such networks from after the local elections in 2010 to the local elections in 2014, although some historical background facts are also used. In this paper I would like to focus on the links between media actors and the political actors. I will show the dynamics of the relations and I will use the framework of symmetrical and non-symmetrical links (Dobek-Ostrowska, 2004) to interpret



the data. Dobek-Ostrowska (2004, p.220–222) distinguishes three types of symmetrical links and two kinds of non-symmetrical links taking into consideration the strength/weakness of political and media actors. The symmetrical relations appear when: 1. There are strong authorities and strong media – this can lead to conflict or cooperation between such actors; 2. There are weak authorities and weak media – also leading to conflict or cooperation; or 3. There is a balance between the authorities and the media – this is the most desired model in a democratic system if there is a low level of media politicization and a high level of citizen participation. However, this model can also lead to collusion between political and media actors in order to fulfil their own interests, regardless of the public interest. Non-symmetrical relations emerge when: 1. There are strong authorities and weak media – this leads to a situation where political actors are dominant and try to influence and control the media (e.g. by blocking information, blocking entry into the media market etc.); 2. There are weak authorities and strong media – which can lead to a situation where media actors can become political subjects, able to influence political life, political decisions and freely realize their own interests.

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## Strategic Frames and Ad Hominem Arguments in Journalistic Questions in Party Leaders Debate: A Longitudinal Analysis

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All forms of live television journalist-politician interaction are asymmetrical communication (Clayman and Heritage 2002). Questions are the dominant instrument of this asymmetry since they perform an agenda setting function and have the capacity to frame answers. This paper examines the content of journalistic questions in the party leader's debates of the Greek general elections of 1996, 2000, 2004, 2007, 2009 and 2015. Two aspects of journalistic questions content with strong capacity to delegitimize politicians is examined: strategic frames and ad hominem arguments. Research in the USA identified the dominance of strategic frame in the mediated representation of politics. Strategic frame is an organized set of assumptions that implies and often explicitly state that leaders are self-interested at the exclusion of the public good, that do not serve their constituents' end, and that they are dishonest about what they are trying to accomplish and driven privately by a desire to stay in power" (Cappella and Jamieson 1997). A grounded theory approach has been employed to identify the facets of strategic frame and to construct a wide typology of its variations, of the manner that is has been employed and how it has accommodated the operating logic of the news making process. Qualitative analysis is supplemented by quantitative analysis in order to examine not only the variety of facets of the strategic frame but also the intensity of its use. The ad hominem or negative ethotic argument is a rhetorical strategy that combines attack with ethos in order to deconstruct the credibility of the recipient of the attack. It comes in various forms: abusive ad hominem argument, circumstantial ad hominem argument, bias ad hominem etc (Walton 1998). Previous research has employed Walton's taxonomy in order to examine the employment of ad hominem arguments by politicians in Parliamentary Discussions in Greece (Samaras, Papagianni & Papaioannou 2013; Samaras, Kolovos & Papagianni 2015) and Presidential Debates in Cyprus (Kolovos & Samaras 2015) in a quantitative manner. A similar method of quantification is employed in order to examine the employment of ad hominem arguments by journalists in debate questions. This paper has four aims: (a) the analysis of every communication act allows examining not only the meaning but also the level of the relationship between participants. Journalistic questions provide insight on how journalists perceive and operationalize their relationship with politicians. Thus the journalistic intrusion hypothesis (Patterson 1993) is tested. (b) Journalistic questions perform several functions and operationalize news values. The analysis relates strategic framing and ad hominem argument with journalistic functions and values. (c) The construction of journalistic bias through questioning is examined by using two key delegitimizing strategies: the strategic framing and the ad hominem; thus expanding the research by Clayman and Heritage (2002) (d) Finally a concern of this project is the overall representation of politics and politicians that emerge as a consequence of journalistic questions in the Greek party leadership debate. Both the strategic framing and the ad hominem argument have the capacity to construct anti-political representations.

Thursday, November 10  
16:30 - 18:00

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## Changing Norms Concerning Verification – More Relative Perspective in Online Journalism?

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Verification has for long time been a basic norm in journalism. In US journalism, verification of facts has been crucial part in the norms of objectivity – not to be in the middle but to be as close to truth as possible (Schudson 2003). In Elements of journalism, Kovac and Rosenstiehl state “the essence of journalism is a discipline of verification”. Nothing should be added to the story, you should trust the original reporting and not deceive the audience (2001). There has always been a conflict between speed in reporting and the need for verification. But with deadline 7/24, this conflict has become much sharper. In online journalism, research has shown the old norms norms to be questioned, they change in favor of a new paradigm in verification – to publish first and check later (Nygren 2008, Philips 2012). As an alternative, an increased transparency in news work where news develops in front of the audience has become a new norm in online journalism. Live reporting and “breaking news” has become the new currency to attract audience. News has changed from a product to a process where also audience is invited to participate, according to some researchers (Karlsson 2010). In a survey 2012 to a representative sample of 500 Swedish journalists, five statements on verification was given. The analysis of the answers gives contradicting results: still nearly all journalists support the norm of verification before being faster than the competitor. But about one third of the journalists show a more relative perspective on verification – they say wrong facts are often published because of lack of time, they believe audience has lower demands on correctness in online news and that fact checking can be made during the process in online news. There are also big differences between media – the group with a more relative perspective on verification is larger in newspapers and smaller in public service radio and TV. Those journalists critical to lower quality in journalism, more often say that incorrect facts are published. In this paper results from the survey are presented and analyzed and discussed as signs of a change in attitudes towards verification. There will also be interviews with 6–8 web editors on leading Swedish online media commenting questions on verification and transparency in online news. In the discussion the more post-modern and relative perspective on verification is analyzed as part of a larger trend where fact based news reporting is given less attention in net based journalism, and opinions given more attention. References: Karlsson, M (2010) Nättyheter. Från sluten produkt till öppen process (Online news. From a closed product to an open process) Stockholm: SIMO Kovac, B and Rosenstiel, T (2001) The Elements of Journalism. New York: Crown Publishers Nygren, G (2008) Yrke på glid (Profession on the squid) Stockholm: SIMO Philips, A (2012) Fastyer and Shallower. In Lee-Whigth, Philips and Witschge (ed) Changing journalism. London: Routledge Schudson, M (2003) The Sociology of News. New York: WW Norton and Co.

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Redefining Quality Journalism in the 21<sup>st</sup> Century: A Changing Professional Ethos*F. Harbers<sup>1</sup>*<sup>1</sup> *University of Groningen, Media Studies and Journalism, Groningen, Netherlands*

Today, legacy news media are not just faced with decreasing revenues, their authority is challenged as well. What counts as quality journalism has become less obvious in a journalistic environment in which the distinction between journalists, source and citizen has blurred and objectivity as a professional standard is losing self-evidence. New and influential journalistic startups like Mediapart in France, De Correspondent in the Netherlands, and Krautreporter in Germany argue that traditional journalism has squandered its fundamental role of keeping the public informed and speaking truth to power. They reproach legacy news media for a lack of in-depth reporting, ultimately choosing profit over quality and present themselves as making a clean break with this by reinventing journalism online in a way that restores its lost authority. To understand the diverse ways in which the conception of quality is currently changing, this paper examines from a comparative perspective how the above-mentioned startups articulate their journalistic ethos, defined as the self-image embodying their quality standards (cf. Korthals-Altes, 2014). Instead of assuming the coherent alignment of what journalists say they do and what they actually do (Ryfe, 2006), this paper problematizes the way the strategic claims about journalism relate to everyday practices and forms. It unpacks the discourse of quality journalism by 1) comparing the viewpoints on journalism they voice in public to the textual characteristics of the articles they produce, by 2) analyzing the way they construct their ethos within the context of the competition with other outlets in the journalistic field (Bourdieu, 2005), and by 3) acknowledging the cultural diversity in the efforts to reinvent journalism's quality standards. To do so, this paper provides a two-tiered analysis of the discourse of quality the startups articulate. Firstly, it researches the way these startups voice their professional ethos in relation to the way they typify the journalism practice of their competitors in mission statements, public debates and interviews. Subsequently, the ethos of the three organizations is also examined through an in-depth textual analysis of their journalistic output i.e. the articles they produce. This textual analysis will examine the rhetorical strategies and narrative characteristics that articulate the ethos of the reporter. For every platform I will examine 50 articles they produce in the period of one month in 2016. This textured approach to journalism's changing quality standards will not only elucidate the diverse ways the respective startups conceptualize journalism, but it also sheds light on the tensions between the way these outlets positions themselves publicly and their everyday practice, helping us to better understand the way journalism's discourse of quality is evolving in the 21<sup>st</sup> century. - Bourdieu, Pierre. 2005. “The Political Field, the Social Science Field, and the Journalistic Field.” In: Bourdieu and the Journalistic Field, edited by Rodney Benson and Erik Neveu, 29–47. Cambridge: Polity Press - Ryfe, David Michael. 2006. “The Nature of News Rules.” Political Communication 23 (2): 203–214. - Korthals-Altes, Liesbeth. 2014. Ethos and Narrative Interpretation. The Negotiation of Values in Fiction. Lincoln: Nebraska University Press.

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Social media offer news organizations an additional channel to distribute content from their websites or interact with readers. However, social media also pose a challenge to the traditional gatekeeping role of journalism, as ordinary users can bypass news organizations as primary information sources and produce and shape information flows. In addition, the practices of sociality and interaction inherent in social media might pose a challenge to the adherence to traditional journalistic norms of truthfulness, impartiality, and accountability. Journalists, for example, tend to use the microblogging platform Twitter as an extension of their traditional repertoire by adapting it to fit traditional practices and at least partially transferring their existing norms to the new outlet (cf. Lasorsa et al., 2012, p. 30). While the transfer of journalistic norms to journalists' Twitter use has been examined, the question of whether non-journalistic users also adopt journalistic norms in information sharing on Twitter remains largely unexplored. The present study explores how German news organizations and journalists use Twitter in comparison to non-journalistic users. More specifically, it aims to uncover how traditional journalistic norms are transferred to the microblogging platform and in which way they are adopted by both journalists and non-journalists, such as citizens and spokespersons. We conducted a content analysis of the communication on the topic of government surveillance. The analysis encompassed 9,226 tweets collected on the topic in September 2015. All tweets were coded for author type of the account and the accounts mentioned or retweeted (media, spokesperson, citizen and spam account). This allowed us to situate the Twitter use of news-organizations and journalists in a broader context. Following Lasorsa et al. (2012), all tweets were analyzed to explore three journalistic norms: (1) impartiality, (2) the gatekeeping role of journalistic outlets, and (3) accountability. Impartiality was explored through the use of formal message tone and the portrayal of both sides of an issue, deviation from gatekeeping was defined as retweeting users other than media, and accountability was explored through the inclusion of source mentions and links to non-journalistic sources, as well as acknowledgement of uncertainty. Kruskal-Wallis tests showed that tweets from journalistic sources differed in aspects of all three analyzed journalistic norms from those of non-journalistic sources, who only in some cases adopted journalistic norms. Media accounts did not greatly diverge from their gatekeeping role, mostly retweeting other media accounts, while spokespersons retweeted citizens, media, and other spokespersons equally. Non-journalistic sources, on the other hand, seem to adhere to aspects of the norm of accountability significantly more than journalists on Twitter. An explicit reference to an information source was included in only 9% of media tweets in comparison to 19% of spokespersons. In addition to exploring the adoption of journalistic norms on Twitter, the analysis also allows us to determine whether the adherence to these norms is related to the success of a message. Lasorsa, D.L., Lewis, S.C., & Holton, A.E. (2012). Normalizing Twitter. Journalism practice in an emerging communication space. *Journalism Studies*, 13(1), 19–36.

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In the networked media environments of today, participatory strategies of content production are becoming more important. In this context, both news-room experience and media research have shown that practices relating to the field of citizen journalism may lead to several advantages, such as easier access to neglected topics, more diversity, more authenticity etc. (Bruns, 2011). Despite these advantages, however, citizen journalists all around the globe are facing severe criticism, as the quality of their coverage seems to be low in many instances (Holt & Karlsson, 2015), and their motivation for publishing media contents often follows 'idiosyncratic self-interests' rather than professional journalistic standards (Fröhlich, Quiring & Engesser, 2012). This discrepancy raises the question which ethical criteria – if any – citizen journalists apply when evaluating their methods of media production. The paper therefore focuses on the norms and values of citizen journalism in online media – a topic that has largely been disregarded by empirical research so far. Applying a comparative analytical design, it illuminates the different ways by which citizen journalists adopt, develop and implement the ethical rules that guide their behavior in different journalism cultures. The paper draws on a functional approach and defines citizen journalism as the production of news content by non-professional journalists (Wall, 2015). In order to do justice to the multi-faceted realities of the object of study, it develops a three-level model of citizen journalism, which embraces both participatory practices within traditional media organizations and citizen journalistic contributions on news sites outside institutionalized media as well as on individual blogs or social media platforms. The types of citizen journalism are differentiated with regard to their varying relationships towards traditional news media and the degree of autonomy from professional journalistic actors. For an examination of the ethics of citizen journalism, the authors realized a two-step research design in seven countries that represent different journalistic cultures and different patterns of citizen journalism development: the UK, Germany, Austria, Switzerland, Italy, Poland and Lebanon. In a first step, problem-centered interviews with 63 practitioners made it possible to identify the ethical problems that citizen journalists are facing – and the strategies they apply to deal with them. In a second step, the highlighted areas of ethical reflection were compared with the most important professional codes of ethics in the countries studied, in order to detect differences and similarities of the norms and values of citizen journalists and their professional counterparts. The research specifies continuities as well as discontinuities. While professional standards such as truthfulness and accuracy are well known and mostly heeded by citizen journalists, other traditional values such as objectivity seem to be far less important. Interestingly, the interviewees also report ethical dilemmas (mostly relating to the dialogic qualities of participatory journalism) that are not dealt with in professional codes. The juxtaposition of the ethics of professional and non-professional media production offers new impulses for future research – and for the practice of media self-regulation, which urgently needs to adapt to the realities of the digital media world.

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Edward Snowden revealed the NSA files to societies undergoing profound political, social and technological upheaval. The revelations unfolded within the context of a world increasingly shaped by political responses to terrorist attacks, as well as the growing economic and political significance of media technologies, which already facilitated the emergence of Wikileaks. In this sense, the NSA scandal is a reference point for key political questions – concerning the past, present and future of democracies. The revelations and the debates they have occasioned raise larger questions about normative ideas of democracy, and the roles of concepts such as citizenship, privacy and security within these models. Looking backwards, we might ask what the basis is of our current democracies? How can we understand the revelation against the backdrop of contemporary ‘surveillance societies’? Do security and surveillance represent key current political challenges to justify political action? Which political instruments shall we rely on in making sense of these developments? All of these questions are addressed across the presentations joined in this panel. In particular, we present five studies from an internationally comparative research project of coverage of the NSA revelations in news media, including the USA, UK, France, Germany, Russia, China/Hongkong, Norway and Finland. The panel opens with an overview over the NSA reporting across all countries under investigation and then proceeds to more particular conceptual discussions. In particular, two presentations investigate in more detail how the case is used to justify past political decisions and current political actors and bodies. The Russian example illustrates the public construction of digital sovereignty, while the UK examples show how surveillance is justified in public – as necessary but uneasy and problematic. The following presentations, then, direct their focus to debates on future challenges to democratic conceptions. First, the Norwegian case serves to investigate how journalists use the NSA event to discuss and reestablish their professional autonomy. Finally, the German debate highlights a focus on the political role of media technologies as determining future political ideas of the citizen and democratic societies. Altogether, the panel demonstrates that the NSA-Snowden case represents not so much a revolutionary media event, producing heavy ruptures in public discourse or politics, but brings key questions regarding the past, present and future of democracies to the limelight. This underlines that we witness a key moment for journalism. While newspapers and other media organisations are confronted with profound structural transformation challenges, they need to make room for debates on democracy. The NSA case illustrates that the traditional role of journalism has lost none of its significance: If we want to find out how to build a society that allows for a sustainable understanding of key concepts such as citizens, privacy and journalism, we need to learn about the old and basic ideas of democracy, face current problems and discuss what future options are.

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### The Prism of NSA: Journalism, Legitimacy and a Structural Transformation of Privacy

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Edward Snowden's leaks have intensified arguments about that we live in a surveillance society; a society organized around the collection, recording, storage, analysis and application of user data collected from private individuals and social networks. Against this claim states, institutions and businesses all around the world have been compelled to justify their actions in public. In the face of this pending legitimacy crisis, also journalism has a special role to play. Firstly, it is tasked to facilitate an open debate over the many trade-offs pertaining to surveillance, and to deliberate whether or not these would be acceptable for ‘the public opinion’. Secondly, given its task for independent investigation, journalism should help contemplating the potential futures of social and political life: What does ‘surveillance society’ entail for our security, privacy and democracy? Thirdly, by facilitating such debates and investigations, journalism elaborates and crafts key concepts of our democratic imaginations, which frame and define the democratic context of journalism in the forthcoming confrontations between states and citizens. Based on a qualitative content analysis of opinionated texts published in mainstream news media in eight countries (USA, UK, France, Germany, Russia, China/Hongkong, Norway and Finland), this presentation maps out discourses of justification (Boltanski & Thévenot), which aim to resolve the legitimacy crisis triggered by Snowden's revelations. Our focus will be on three dominant themes located in the analysis of more than 800 opinion pieces. Dominant frames in the debate construct tensions and solutions for the case by referring to (1) the system of international relations, (2) possibilities of political oversight and (3) the practice of whistleblowing. In these frames the revelations are understood as an (1) instrument of politics of power (wherein it is only natural that “even friends spy on friends”, as a (2) problem of checks and balances (assuming political systems are capable of self-repair), or as (3) a special case of whistleblowing, where selective transnational solidarity is reinforced between news organizations, and to a lesser extent, between journalists and whistleblowers. The presentation discusses the emerging, deeper conceptual questions. In the justification frames, digital surveillance often boils down to narrow political legitimacy questions: Are states accountable to their citizens, are citizens able to think and discuss freely? These themes resonate with classic theories of the public sphere where ‘privacy’ mainly is rendered meaningful as precursor for political citizenship. While this line of thought is still relevant, it draws from historical and political conditions very different from ours today. The emphasis on political citizenship easily brackets out other important dimensions of privacy, which are also put at peril by digital surveillance. However, privacy as reclusion or anonymity are not so much endangered by states, but by advertisers, internet service providers and media organizations. When combined together, the changes pertaining to all three dimensions of privacy mark a deeper ‘structural transformation of privacy’, which should call for a broader critical scrutiny by both academics and journalists.



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Russia has been one of the most active proponents of reforming the existing regime of cyberspace regulation, calling for greater control of national segments of the World Wide Web. Gradually, this has been shaped into a form of a particular rhetorical construction: the notion of digital sovereignty. In the end of 2012, following the surges of political protest caused by the controversial elections of the state Duma and the president, Russian authorities established the Commission on Information Society Development. It became part of the upper house of the Russian parliament. Its temporary status implied one particular task – to prepare legislative changes in the sphere of information and communication regulation. The Commission was given three years to finish the job, providing support for many new laws along the way and presenting an overarching proposal for Russia's cyber security strategy by 2016. The forthcoming document will supersede an already outdated information security strategy from 2000. As a media research, this study focuses on the instrumental role of Russian mass media in supporting and legitimating the development of this policy document and a number of intermediary policy decisions. Scholars have pointed to the evidence of instrumentalisation (Mancini 2012) of Russian mass media in the form of political clientelism (Hallin & Papathanassopoulos 2002; Roudakova 2008): the media directly serving the interests of the owners and sponsors. Due to powerful formal and often informal government interference into editorial policies of the mainstream mass media (Oates 2007: 1294), Russian journalists can be seen as instruments in the hands of official politics. Even when there is opportunity to question that role, the mainstream journalists remain loyal towards governmental decisions and policies, and although law prohibits censorship, practices of self-censorship in the mass media are prevalent (Simons 2015). This study draws on an analysis of media texts in two daily Russian newspapers, *Kommersant* and *Rossiiskaia Gazeta*, focusing on discussions about Internet governance and digital sovereignty. The selected newspapers represent an elitist and mostly state-controlled public discourse. The content analysis of the media coverage shows how challenges to national security (sovereignty) domestically overlap increasingly with challenges to political order and political legitimacy. The overall thematic diversity of the Russian coverage prioritises discussions leading to a strengthening of the regime of digital sovereignty. By emphasizing the subject, the media draw a line between cyber security understood as spying and malware disseminations on the one hand and as information security and ability to control what content is available and accessed on the Russian territory on the other hand. Whereas the former is portrayed as merely a technical problem and as natural, the latter presents a much more serious political concern for national stability, hence needing urgent response at legislative level.

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Edward Snowden's act of revealing the NSA's activities was a political act – an act pointing to the increasing entanglement of communication and media technologies with policies of states and businesses and the risk and challenges that these entail for democratic societies. In media and communication studies discussions prevailed even before Snowden's disclosures that media technologies relate to far reaching transformations in the realm of the political (Bauman et al. 2014), challenging key political institutions and concepts. Thus, based on the assumption that democratic societies are in the midst of a profound, yet contingent, transformation process, we argue that the NSA scandal had the potential to provoke a public debate on the political implications of media technologies that reaches beyond academic discourses, niche magazines and activist's forums. This is an occasion to ask whether and how media technologies are presented as a political issue in the news media debate. Herein, the concept of politicisation represents an instrument that supports the investigation of transformative processes, which are directed at bringing an issue to political awareness. Christian Meier (1990) provides a basic understanding of the political and politicisation that highlight this transformative character, drawing from the historical experience of how citizens became a political institution in ancient Greece. Politicisation, is understood as a process, which is expressed in changing references to political units, defined as any kind of decisive body. Additionally, we borrow from the operationalisation of politicisation in Europeanisation research. Consequently, we analyse the politicisation of media technologies along the transformative dynamics of (a) media technologies entering the realm of the political, (b) media technologies meandering within the realm of the political and, (c) debating political projections for media technologies. Our analysis is based on three moments of intense coverage during the first nine months of the reporting on the NSA scandal within two German quality newspapers (*SZ* and *FAZ*). 69 opinionated articles were analysed with a qualitative frame analysis. The results show that media technologies enter the political realm in the reporting on the NSA scandal within a number of thematic areas (international relations, citizenship, economy and overarching debates on the future of democracy). Within each of these thematic foci discussions become increasingly diverse over time. Also, alternative actors slowly appear next to established voices in the discourse. Regarding dimension (c), there is a clear lack of political projections for the future and consequently a lack of (controversial) debates thereof. We thus conclude our presentation by sketching out the opportunities and risks of a political vacuum in the newspaper debate. Political vacuum is understood as a situation where traditional institutions and concepts appear to have eroded, while no new definitions have yet emerged. In the wake of the transformative role of media technologies, journalism could, thus, engage more in providing a space for new political solutions and projections. In this regard, German quality press' reporting on media technologies is still underway.

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According to the Citizens: What Is Good Journalism?

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The notion of what constitutes good journalism is frequently discussed amongst scholars as well as practitioners, and one could say that the discussion is as old as the profession itself. However, previous research indicates that one party is commonly left out of the discussion – the citizens themselves. Research on the notion of good journalism is usually based on preconceived ideas about good journalism such as the use of two or more sources, to have a neutral description of events and keep one's own opinion out of the news stories as this will help to inform people in their capacity as citizens in a democracy. These indicators of "good" journalism have previously been evaluated by research in various ways by investigating content, studying journalists themselves and, occasionally, asking the news consumers. However, in almost all previous research the point of departure has been from a predetermined and fixed understanding of what journalism should be. Then, citizens, our focus, have been asked to tick the boxes of how well journalism performs or what they think about different dimensions of good journalism. In this study, the aim is to gain knowledge about the public's view on what constitutes good journalism, by reversing the process and start from the perspective of (Swedish) citizens. Thus, the main research question is: RQ: What are Swedish citizens' ideas about good journalism? Using preconceived indicators has its merits when the aim is to study, for example, how news reporting meets the "standards". However, in order to study how citizens understand the concept of good journalism, a more open ended approach is needed. Consequently, the study facilitates focus group interviews with open-ended questions with the aim to probe the participants' views on what constitutes good journalism, both in general and to themselves specifically. For the study, 13 focus group sessions were conducted, with in total 72 participants, recruited from a pool of respondents, representative for the general Swedish population. The groups comprised high/low users of new media, and persons with high/low trust in news media. The focus groups ran for approximately 90 minutes per session during which the respondents were asked open-ended questions about various aspects of journalism, e.g. "what is good journalism to you?". The preliminary findings first suggest that people do not hold easily articulated or elaborate ideas about what good journalism is. Put differently, what constitutes good journalism is not something that has salience in their everyday life. When given the chance to elaborate and discuss, however, the respondents think that, good journalism should be, in example, fair and balanced, objective, free from journalistic bias, true and relevant, non-partial, and using a proper language. Hence, one conclusion from the study is that people's view on good journalism is very much in tune with the views held and advanced by the journalistic profession. The findings are discussed in relation to where citizens' views on journalism come from and to what extent and with what rate they can change.

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Beyond the Dilemma Between Practice and Ideality: Investigation the Internet-Native News Outlets on Perception of Quality Journalism

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Everything we thought we once knew about journalism needs to be reconsidered in the digital age (Schudson, 2011, p. 205). When Internet was first used in the twentieth century, it brought considerable transformation in many aspects of society, especially the way we acquire information and news. Contemporarily, we have access to an unprecedented quantity of information, some of which is a new form such as UGC and SNS. However we find that the "soft news" increased in importance the expense of "quality news" because "soft news" is more popular, cheaper and easier model to produce so much so that media choose to emphasize more "soft" over "quality" news. Meanwhile, as a form of communication practice, journalism faces unprecedented challenges and opportunities, as ICTs become part of news production and consumption. Thus, this research examines a case of new form of alternative quality news outlets namely "internet-native news outlets" (Pure Players) in Europe. The outlets were set up by professional journalists those who attempt to practice quality journalism, they felt, they could no longer do in traditional media. And the intension of those outlets advocates a corporation between professional journalists, experts and citizens, who were called "braided journalism" (Israel, 2009). The French website Rue89, Belgium website Apache News lab and Spanish website El Diario were selected as the case study. Observation in the newsroom and in-depth interviews will be a primary data source throughout the research process: for the exploration and the case study. During September 2012 to 2014, 35 in-depth interviews and 6 weeks observations of newsrooms were carried out. The research results shows two main points: The future of journalistic practice implemented by journalists, those who have the philosophy of professionalism and quality journalism, will be brought to the brightness even though it is bound to the sustainable business model. Although internet brought information redundancy, the internet-native news outlet supplies an undoubted efficient platform for quality journalism (Ramrajsingh, n.d.). Meanwhile, the independence of journalists and journalism protected by financial and exclusive stand alone, that is the reason why the journalistic website like Rue89, need sustainable business model to survive from commercial thrive. They can adopt strategies like make the benefits to donors more gradual and tangible and use social media as a crucial promotion. The construction of inherent network like SPILL should be considered in order to optimize the journalistic resource and experienced sharing. The syndicate like SPILL represent the basic requirement of those websites who claim the quality journalism is their main purpose to setting the website. SPILL has published a "manifest" to provide ten solutions to the problem of independent media, such like the government should decrease the direct aide to the independent media as well as increase the indirect aide, promote the investments on those website and renovate the profession of journalist. However there are many limitation of those opinions, they furnish the choices and present the predicament which will be the primary step to solve the problem.

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The media and especially newspapers are currently facing an economic and structural crisis. Advertising revenues, audience numbers and thus the resources available to news organizations are shrinking (Curran 2010; Downie Jr. & Schudson 2009; Ekdale et al. 2015; McChesney & Nichols 2010). In this context, scholars raise concerns about the wall between editorial decisions and business operations to “become a curtain” (Coddington 2015). Economic pressures and growing market orientation are said to endanger journalistic autonomy (Beam et al. 2009; Ferrucci 2016; Gade 2008), which is “a central part of the definition of professionalism” (Hallin & Mancini 2004: 34). However, little empirical research investigates how corporate interests are shaping the selection and presentation of news. Many scholars have argued that journalistic autonomy is particularly vulnerable when it comes to reporting on advertising customers, media politics and one's own media company (Cohen 2002; Freedman 2010; Kepplinger 2000; McChesney 2008; Porlezza 2014; Snider & Page 2003). Yet what is missing are not only up-to-date data but also studies that include these influences in one research design. This paper sets out to fill this gap by presenting results of a standardized online survey of Swiss journalists conducted in summer 2014 (response rate of 34%; 1128 participants from different media types). We used a 6-point scale from not at all (coded 0) to very strong (coded 5) to measure the current influence of corporate interests on editorial decisions. Moreover, respondents were asked whether these influences have decreased or increased in the last five years. Results indicate that news with a potentially negative impact on advertising customers are infrequently published ( $m=1.9$ ), even though journalists rarely respond to direct pressure from advertising customers ( $m=1.6$ ). When journalists report on media policy, they can only partially decide on the content of the article ( $m=2.2$ ). In many cases, it goes without saying that editors have to adopt the company's position when reporting on media policy ( $m=2.5$ ). Reporting on one's own media company is even more restricted. It is nearly impossible to report critically about the own media company ( $m=1.2$ ). Even if developments inside the own media company are criticized publicly by other media, editorial departments cover those stories only in some cases ( $m=2.3$ ). On the contrary, it counts as quite self-evident to report positively on one's own media company ( $m=3.1$ ). Although restrictions of journalistic autonomy are observed in all media types, this holds especially true for the weekly press. The data also reveal that newsrooms facing staff cuts in recent years show lower levels of journalistic autonomy. All in all, results indicate a slight decrease of journalistic autonomy in the last five years, and hence a further erosion of the wall between business and editorial departments. In light of these results, the presentation will conclude by discussing policies appropriate for journalism in times of corporate consolidation and economization.

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Rosengren (1970) coined the term “extra-media data” which also stands for a methodological approach to measure the objectivity of reporting. Accordingly, statistical data and other external, primarily statistical measures are a valid means to assess the performance of media by comparing their coverage to such indicators. This view has been and still is heavily contested (e.g. Schulz 1976). In this paper, we argue that extra-media can be valid criteria to assess the objectivity of journalistic constructions of reality – as long as they meet the following three prerequisites Donsbach (1990, p.25): 1. They have to be derived from theory of democracy or from political norms, 2. they must not be biased due to specific interests or professional functions of the generating institutions, and 3. they should allow for a comparison with media content. At first, our paper will prove that economic growth, as one of the most important objects of economic news coverage, meets all three conditions. Secondly, the paper specifies what kind of standards for news coverage emerge from economic growth being an external criterion. In a nutshell, we find that six standards of news coverage can be derived from the economic growth statistic. The first two standards, namely “Correct Quotation” and “Proportional Reporting” refer mainly to the factual description of the economy. Of even greater importance are the following four standards that relate to an objective interpretation of economic growth: the standard of “Linear Evaluations” requires that the chronological development of verbal descriptions proceeds proportional to the development of economic growth. The fourth standard of “No Instrumental Actualization” describes the requirement of all deviations from linearity not being determined by media's or journalist's intentions and the fifth (“Linear Thematization”) and sixth standard (“Asymmetric Thematization”) are at first glance contradictory to each other, but on the second easily elaborated: whereas the standard of “Linear Thematization” requires a linear function between positive or negative development of economic growth and the respective evaluations in the news, the sixth standard of “Asymmetric Thematization” stresses the surveillance function of the media and therefore justifies a stronger emphasis on negative developments. Thirdly, to analyze whether or not those standards play a role in research on the medial depiction of economic growth and, in consequence, whether media meet those requirements, the results of existing empirical studies are assessed. Additionally we examine how objective – in the sense of a realistic depiction – news coverage on economic growth in Germany's leading Elite Newspapers actually is. For this purpose an automated content analysis assesses positive and negative evaluations of the economy between 1992 and 2014. Subsequently a time series analysis relates these results to growth indicators from national accounting. Donsbach, W. (1990). Objektivitätsmaße in der Publizistikwissenschaft. In: Publizistik 35, S. 18–29. Rosengren, K. E. (1970). International news: Intra and extra media data. Acta Sociologica, (13), 96–109. Schulz, W.: Massenmedien und Realität. Die „ptolemäische“ und die „kopernikanische“ Auffassung. In: Kaase, Max/Schulz, Winfried (Hrsg.): Massenkommunikation. Sonderheft 30 der Kölner Zeitschrift für Soziologie und Sozialpsychologie 1989, S. 135–149.

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## Contributions to Practice ? Roles of Journalism Researchers

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Following the seminal works of scholars like Bernard Cohen (1963) and Thomas E. Patterson and Wolfgang Donsbach (2004), researchers within the field of journalism have studied the roles of journalists for centuries. But what are the roles of journalism researchers themselves, and how have these roles developed over time? The study of what journalism researchers do - and should do – in relation to the field we cover, namely that of journalism and journalists, has been largely overlooked. This is unfortunate, since researchers increasingly have come to affect the norms and forms of journalism by way of both newsrooms and classrooms. This paper reviews literature about the roles of researchers in general and journalism researchers in particular. These are works that include everything from James W. Carey's "A Plea for a University Tradition" (1978) and Barbie Zelizer's "Making the University Matter" (2011) to some of the recent reports and policy statements published by journalism schools. Among these later reports are, for instance, "Educating journalists: A new plea for the university tradition," written by three former deans of journalism schools in the US: Nicholas Lemann, Jean Folkerts and John Maxwell Hamilton (2013). On the basis of the review, this paper develops a typology of the four main roles of journalism researchers these days. These roles differ in relation to the ends, means and methods of researchers – including how passive and active, inclusive and exclusive the researchers are. The reach and relevance of each of the roles are described and discussed in relation to some of the key publication within the field (monographs, anthologies and the most important international journals, such as *Journalism*, *Journalism Studies* and *Journalism practice*). The paper concludes by discussing how factors internal (inside at universities, other research institutions etc.), and factors external (from the media business, government etc.) are currently affecting how researchers adapt and adhere to each of these four roles.



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## Mistrust in a High-Trust Environment: The Relationship Between Partisanship and Trust in News Media in a Multiparty-System

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A long line of research within the fields of communication and journalism shows that citizens in several major democracies, most prominently the US, are less likely to trust news outlets with a political profile different from their own. A well-known example is the divide between sympathies towards the Republican or the Democratic Party and trust in news outlets such as Fox News and MSNBC. These insights fuel debates about selective exposure, partisan media, and fragmentation of the public sphere. Still, we have little knowledge about how partisanship guides citizens' trust in news media in countries outside of the US. Most studies have been carried out in a context characterized by a two-party political system, class-divided readership, and strong regional publics. This has prompted a call for "more research on selective exposure in countries with multi-party systems, a culture of consensus rather than competition, and comparatively few cleavages in society" (Trilling et al., 2014). This study contributes with an examination of how the phenomenon of distrusting the other side's source of information plays out in a Nordic context. The Nordic countries consist of multi-party 'consensus democracies' with relatively egalitarian populations, both socially and economically, and high levels of trust in both private and governmental institutions. The Norwegian media landscape displays a number of characteristics that makes it a particularly interesting case. In Norway the political parties and the news organizations have historically had strong ties, making the readership well informed about any ideological positions the different news organizations might have. Furthermore, Norway has a combination of an omnibus press mixing "high and low" content categories, thereby attracting a wide range of readers across demographic factors, and a relatively well-informed electorate with high newspaper consumption. We present the results from an online survey representative of the Norwegian population (N=843). We investigate citizens' trust in five national newspapers, with various political profiles and previous ties to political parties, as our dependent variables. The findings suggest that there is indeed a relationship between party preference and what news sources citizens trust. Preliminary results show that in particular right-wing voters are less likely to trust newspapers with a left-wing profile. Although this pattern is less evident among left-wing voters, we find the same pattern among the higher educated voters in this category. Ideological one-sided news exposure may thus be largely confined to a small, but highly involved and influential, segment of the population. Interestingly, voters of the smaller, center-oriented parties, like the Christian Democratic Party, report less trust in newspaper outlets traditionally associated with both the right and left wing. These results point towards the need to understand the phenomena in a wider context and along different dimensions than the traditional left-right distinction, such as the distinction between center-periphery and religious beliefs. This way the paper provides more knowledge into particular national publics and a better understanding of the factors that predict trust in news media in general.

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## Trustworthy or Shady – How Does UGC Influence Journalism's Trustworthiness in a Digitized World?

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Currently, professional journalism is facing a crisis of trust, especially in the online context. Scholars have yet to explore which article characteristics exactly make journalism trustworthy or untrustworthy and what role individual differences regarding the recipients play. In order to shed light on the development of online trust, the study will investigate the influence of User-Generated Content on the recipients' perceived trustworthiness of online news articles. UGC is one of the most important changes digitalization has brought to journalism. It can impact the development of recipients' trust, both positively, for example by providing journalists with the opportunity to enrich their own reporting, and negatively, for example by creating problems of credibility. Based upon a 2x4 online experiment with 500 participants and using a Tweet as one form of UGC, we will analyze how a news article's topic (hard vs. soft), the integration of UGC (picture vs. no picture) and the displayed verification of UGC (verified vs. not verified) impacts the online piece's perceived trustworthiness. Controlled variables measured are social media self-efficacy, political attitudes, topic interest and media use. For this purpose, we developed a 12 item scale that is advantageous to previous trustworthiness measurements based on a single item in that it allows us to discern where exactly the different forms in which UGC can be depicted influence the perceived trustworthiness of the article. In particular, we will explore the influence on the following five antecedents of trustworthiness: currentness, diversity, correctness and verifiability of information as well as reliability of source. A pretest focusing on one hard news topic (n = 151) demonstrates both the high internal consistency (Cronbach's Alpha = 0.89) and a high construct validity of the UGC trustworthiness scale as well as successful manipulation checks. Based on existing literature and preliminary results of the pretest, we expect that verification will be the most important factor, with verified UGC enhancing perceived trustworthiness. The study will not only provide insights on how the different depictions of UGC influence the development of online trust and which antecedents exactly are impacted in which manner. Its results will also be a valuable starting point for further research focusing on effective strategies for journalistic practice to (re)build trustworthiness through the use of UGC. The online experiment will be carried out in March 2016. Data and results will be available for the conference.

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# “Fool Me Once!” Exploring the Effects of Deception by Ads That Resemble News

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In its current state, journalism is dependent on being perceived as a credible source for information, as well as in need of revenue from advertising and a paying audience. As profits are declining, publishers have increasingly counted on “native advertising” to replace the losses from traditional ad revenue. Native advertising are ads that closely resemble the look of news and “blend in” with regular journalistic content. Crucially, such ads can provide a much needed increase in revenue from advertising. Still, critics claim that journalism runs the risk of ending up with the same credibility and level of trust as advertising, as a result of the one resembling the other. This has sparked a heavy debate regarding the potential consequences of native advertising, and accordingly an increasing academic interest in the phenomenon. Yet, our knowledge about the actual effects of the phenomenon is currently limited. Previous studies have indicated that exposure to such ads can reduce people’s trust in news content to a small, but statistically significant degree. However, we have yet to understand why such effects occur. The native format’s notion of trickery may be a key component in triggering a reduction in trust. Against this background, the present paper seeks to contribute with an empirical study that investigates why such ads influences trust in news. Theoretically, this paper adopts the view that journalism and journalistic credibility is reliant on boundaries between what is considered independent journalism, and what is considered advertising. Building on this notion, readers may well feel deceived when they realize that a story is an ad, and not editorial content. Through an online survey experiment (N=1000) representative of the Norwegian population, we investigate the effects of making participants aware of the fact that they have been deceived and lead to believe that an ad is a regular news article. We utilize a 2 (editorial/native ad) by 2 (an explanation making participants attentive to the fact that the article was an [ad/ a news article]/no explanation) factorial design. Will people trust news and journalists less if they are made aware that they have been lead to believe that a story is editorial content, and not advertisement? As the experiment is currently in field, we have yet to reveal the results. However, we expect that people exposed to a native ad and subsequently made attentive to the fact that the story they read was an ad (and not editorial content), will be less likely to trust journalists and journalistic content in general, than participants that are not made attentive to this. We also expect that these readers will be less likely to trust newspapers to clearly distinguish journalistic content and advertising. The results will guide a discussion regarding the wider ramifications of such effects for the future of digital journalism and readers trust in journalism.

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# The Impact of the European Debt Crisis on Trust in Journalism

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Problems Since 2009 we find a decline in trust in the press. However, we found differences between the European countries. Only 32 percent of people in Greece tended to trust the press in 2015, 36 percent in Spain, but 54 percent in Sweden and 63 percent in the Netherlands. In 2009, a debt crisis unfolded in Europe. The crisis had significant adverse economic effects and labour market effects, with unemployment rates in Greece and Spain reaching 27 percent. This influences the trust in political institutions and in their problem-solving competence. We know that trust in media is linked with the trust in the political system and democracy (Tsfati/Ariely 2013). Moreover, it depends on the economic situation (Zmerli/Newton/Montero 2006). Are the citizens’ disappointments with political decisions which cause an economic crises projected on the mediator – the journalists? Research questions This study investigates the impact of the European financial crisis, its economic effects and effects on the trust in political institutions on the tendency to trust in mass media in the European Union: RQ1: What connection is there between the economic situation, the trust in political institutions and the tendency to trust in media? RQ2: Is there an impact of the European debt crisis on the tendency to trust in media in the affected countries? RQ3: Are there differences between different media channels, like press, TV, the internet and radio? RQ4: How do the detected influences develop? Did these trends become more intensive since the start of the European financial and economic crisis? Methodology The study analyses the Eurobarometer empirical survey primary data on microdata level. This standard Eurobarometer survey was carried out in November 2015 in the 28 member states of the European Union and several candidate states. Time serial analysis can be executed beginning in 2001. For the Eurobarometer survey around 1.000 people were interviewed in each state. The question “For each of the following institutions, please tell me if you tend to trust it or tend not to trust it?” is asked for written press, TV, radio and the internet. They also ask about the economic situation of the households of the participants and their trust in several political institutions. Data on national debt, indicating the extend of the European debt crisis, are added from Eurostat. Differences between states and media channels will be detected with the generation of cross tables and tests of significance. The impact of the economic situation and the national debt will be measured by correlation analysis. Results We expect that the economic situation of a country determines the attitude towards the political system which in turn affects the trust or mistrust in media. 2014 Eurobarometer data indicate that people in a bad financial situation don’t tend to trust in media as much as people in a good financial situation. Although there are variations between different media channels, the trend is the same for written press, radio, television and the internet.

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Credibility is fundamental to news media, but in recent years many practitioners and researchers have proposed that a new norm, transparency, is changing the way journalism could and should build credibility. However, few studies have so far examined if different forms of transparency have uniform, if any, effect on user perceptions of credibility. This paper reflects on the results of several studies conducted in order to analyse user perceptions on different transparency techniques in digital journalism in Sweden. This is of general interest for journalism studies as there is a systematic shift in media consumption from traditional media to digital media platforms. The results derive from a research project using different scientific methods, such as web surveys, focus groups and experimental settings. The overall results of these studies illustrate that very few significant effects of transparency on user perceptions of journalistic credibility could be confirmed, that people were still somewhat traditional in their attitudes and expected media to verify information before it got published, and that users were in general skeptical about user contributions in news media and got more skeptical the further involved in the news process they were. This overall, very low, appeal for transparency techniques among the public is a stark contrast to the positive image of the concept usually expressed by media professionals, media scholars and social media activists. This paper focuses on this gap of transparency perceptions among different actors, and intends to explore some possible explanations for the rather lukewarm user attitudes towards this topic. The paper covers a wide range of areas, including methodological considerations when investigating audience perceptions on journalism, as well as critical reflections on the specific Swedish case, in terms of media system, media usage patterns and media trust. Trust building processes on different levels (such as trust in journalists, trust in media organizations/brands and trust in media channels/types) are also addressed in order to facilitate and understand the nature and origin of public perceptions in this aspect. For example, trust in media institutions may basically be the result of long-time recognition of quality journalism and relevant news reporting, thus not affected by single corrections or exposure of user generated content. Additionally, different stakeholders' possible interests, rationales and reasons for level of engagement with regard to transparency in digital journalism are considered. Finally, the paper outlines some consistent findings from the Swedish research project – such as a general appreciation for corrections and hyperlinks while user involvement (e.g. comments) shows negative effects – that may function as analytical points of departure for further comparative studies of transparency and credibility-relations in other media system contexts.

## PP 292 Mobile News on a Roll. Understanding Serendipitous Mobile News Consumption Through a Triple Articulation Lens

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Recent scholarly work argues that mobile technology facilitates serendipitous news consumption. Serendipitous information retrieval has traditionally been regarded as beneficial for society (e.g. political engagement) because it introduces individuals to alternative viewpoints and stimulates creative thought and learning. It gives them the opportunity to touch upon new ideas, unexpected angles or simply be surprised. More recent voices, however, argue that technology-mediated serendipitous news encounters may reduce rather than contribute to society, because these encounters oftentimes result from social recommendation algorithms or a personalized news offer. Given these concerns over technology-mediated serendipitous news consumption, it is important to gain a greater understanding of the nature of such consumption. To that end, the current article examines how users understand serendipitous news consumption, putting emphasis on the difference between accidental and serendipitous news use. Second, this article uses a triple articulation framework to analyze how mobile objects, content and use contexts afford serendipitous news use. A mixed-method research approach was set up, which involved in-depth interviews with 34 informants, in which we used on-device loggings of the informants' mobile activities as interview probes, and a survey among 411 respondents. Our findings validate the use of the Swiss Cheese Model of serendipity (Makri & Blandford, 2011) in the context of news consumption. According to this model, serendipity can be described as a process that manifests itself when two internal (i.e. an open and prepared mind and an implicit awareness for a connection) and two external conditions (i.e. lack of time pressure and a conducive environment) meet. These four conditions for serendipitous outcomes are present in the investigated serendipitous news use patterns. Serendipitous news use differs from accidental news use when it has some kind of positive outcome (e.g. be a better informed citizen or have a topic to talk about at the office). Using a triple articulation approach towards serendipitous mobile news consumption, we examined how users understand serendipitous consumption with respect to (1) the technology, i.e. mobile devices and their software, (2) the content and (3) the (spatial) context. Findings show that serendipitous news consumption is strongly intertwined with mobile social media platforms. It occurs more often on smartphones than on tablets. Facebook and email are central referral platforms. Mainly soft news is consumed serendipitously. Surprisingly, serendipitous news encounters occur mostly at stationary locations.

## PP 293 Podcasting as an Instrument of Media Accountability. Experiences from Sweden

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Podcasting has developed from an alternative and promising media form into an established and expanding form in just a decade (Bottomley 2015). Various kinds of motives for starting podcasts and for developing them are identified and mapped (Markman 2012; Markman & Sawyer 2014). Podcasting offers space for both established media organizations to thrive, like public service media, and foster new programs that reach wide audiences or niche audiences, making podcasting into a complex media form. Podcasting in 2015 has been compared to blogging in 2004; will podcasting now follow similar patterns of professionalization on one hand and platformization on the other (Benton 2015)? Media accountability is a domain of research that has expanded parallel in time to podcasting (Bertrand 2000, 2003; McQuail 2003; Eberwein et al 2011). It has also been studied in a Swedish setting (von Krogh 2012) and with focus on its relation to media criticism (Svensson 2015). The digital media offers a variety of new instruments of accountability (Fengler et al, 2014) that can be used by the media themselves, in cooperation between the media and external actors and by external actors themselves (Bertrand 2000). Podcasting has a potential to evolve into an instrument of media accountability, but has to the best of our knowledge not yet been studied in this capacity. This article maps the intentions, output and performance of podcasts in a specific content area – media and journalism in Sweden. International examples of podcasts on media issues will also be included in the overview of podcasting and podcasting research. The study focuses on how the Swedish podcast producers address issues of media accountability, if and how they aim to contribute to holding media accountable through criticism, transparency and responsiveness (Heikkilä et al, 2014; de Haan 2011; Karlsson, Clerwall & Nord, 2014). Podcasts made by media professionals (managers, editors and journalists), media organizations (journalism union, trade press), media researchers, pro-ams and media users are surveyed in the study. Motives for podcasting, attitudes towards journalism, attitudes towards media accountability and activities to foster media accountability are covered in the survey. Examples of media accountability issues suggested by the podcasters are finally analysed using qualitative methods of content analysis. By studying this kind of content oriented podcasting on media and journalism the research aims to contribute to a better knowledge of the intersection of media podcasting and media accountability. It also contributes to a mapping of podcasting in Sweden and its use in this specific content niche area. Keywords: Podcasting, media accountability, media criticism, transparency, responsiveness, podcast motives, podcasts on journalism, Sweden.



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This paper aims to understand the relationship between a newspaper's multiplatform strategies and the content published on these platforms. Technological development, abundance of information, changing user patterns and increased fight for audience attention alters the competitive conditions in the newspaper market, and, as a possible solution to this, many legacy newspapers have embraced new publishing technology and are producing content for several platforms simultaneously. Such a strategy might be regarded as a way to increase the reach of the newspaper and thus as a way to secure its future income base. Interesting then is; how are the developed strategies reflected in the content? Until now, studies concerned with news on multiple platforms have either focused on the strategic rationale behind this strategy, economic advantages the strategy provides or the content produced. Fewer studies, however, have attempted to relate the strategies behind engaging in multi-platform publishing to the actual content published. This study aims to fill this research gap. The premise of this paper is that because of the enormous amount of information available out there, getting and retaining audience attention is crucial for the survival of the newspaper. By drawing on theories from strategic management and media economics, such as ideas of news as commodities and Porter's (1980) generic strategies, and sociological approaches to news production, such as Gans' (1979) concept of 'considerations' and McManus' (1994) model of commercial news production, the paper aims to establish an understanding of how and why newspapers are utilising multiple platforms the way they do. The Norwegian newspaper VG serves as case in this study. VG publishes content on print, online, on mobile and on tablet, and is Norway's largest newspaper with regards to daily reach. The newspaper is at the forefront, nationally and internationally, when it comes to include new technology in news production, and serves thus as an excellent starting point for examining multi-platform strategies and content. By combining qualitative interviews with journalists and managers with a quantitative content analysis (N=2387) of the four platforms utilised by the newspaper, the paper aims to answer the following questions: what characterizes the content produced for the different platforms and how is this related to the strategies behind the utilization of the platforms? Findings from the content analysis reveal a similar content profile across the platforms but a low degree of story-overlap between them, indicating the presence of platform-specific strategies. The interviews further suggest that the platforms are considered complementary, each with a very distinct function within the newspapers sphere. This complementarity is due to external factors, such as the target group of the platforms and the technological possibilities inherent in them. These findings thus indicate the importance of understanding the external factors surrounding the newspaper when trying to understand news and news production. In summary, the study aims to address the link between strategies behind news production and the content produced. The study will thus contribute to the on-going debate about the future of journalism in an age of uncertainty.

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This paper shed light on the content innovation within online journalism, and is based upon case studies of two regional newsrooms; Nordlys, placed in the town of Tromsø in the northern part of Norway and Bergens Tidende, in the town of Bergen in the southwest. Based on research, the media industry has always been innovative. However, the rapid change of digitization and convergence in journalism challenge old products and business models in the media marked in a faster pace than earlier. Küng (2013) claims that most of the innovation in media companies have traditionally been associated with content innovation. The digitization of media, and the transition of journalism from print to digital platforms, implies new opportunities for content innovation. In addition, the intertwining of technology with content on digital platforms, invite the users to participate in the production of content in new and different ways. Singer (2014) even name the users "secondary gatekeepers" in relation to content published online. The shift from "news" to "views" seem to be a characteristic feature of contemporary journalism, aiming in part to stimulate debate in a complex world of rapid information flow. Many researchers find that the commentary and opinion-based genre is rapidly growing in several countries, both on print and online. McNair (2008) describes the growth of interpretive journalism as an explosion, and Djerf-Pierre & Weibull (2008) as one of the most significant changes within Swedish journalism the recent decades. Fink and Schudson (2014) find a large growth in contextual reporting within American journalism, including explanatory journalism. The aim with this paper is to investigate how regional newsrooms innovate online journalism, limited to commentary and explanatory genres. It is based upon case studies of the online commentary journalism in Nordlys, and their innovation called Nordnorsk debatt (The High North Debate), and of the online site called Brif in Bergens Tidende - digital explanatory journalism intended to reach young audiences. In the time of media crisis and downsizing, these two newspapers prioritize both the commentary and the explanatory journalism. This paper discusses Nordnorsk debatt and Brif as ongoing processes of innovations, described by one of the editors as an eternal journey. The paper explore how the newsrooms strive for new ways of communicating with the readers, using these content innovations in order to improve the dialogue and build audience loyalty. Moreover, the paper discusses how the informants interlink the societal and the economic rationale for these innovations; they underline both purpose of journalism to stimulate public debate, as well as financial goals generating online traffic and inventing new revenue models within the media company. The case study is based upon interview with the editor and columnists in Nordlys and columnists and journalists in Bergens Tidende, as well as a content analysis of both Nordnorsk debatt and Brif online.

## Online Video News: Opportunities and Challenges

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Online video news: Opportunities and challenges Recent technological developments and the spread of social media use have facilitated the increase of on-line video consumption, and subsequently of online news video use. News organisations are aware of these changes and invest in producing online news videos. Online news video is one of the latest types of digitalisation in news organisations. This comparative study aims to map how digital innovation, in the form of online news video, is introduced and utilised in news organisations and thus, to contribute to the literature of digital innovation in newsrooms and news organisations as a whole (e.g. Boczkowski, 2004). To understand the online news video strategies of news outlets we conducted semi-structured in-depth interviews with heads of video and digital departments of news organisations. Since we expected to find differences in the way news organisations engage with digital innovation, there are two levels of comparison in this study: First, we conducted it in four countries (UK, USA, Germany, Italy) belonging to all three media systems (Hallin & Mancini, 2004) which are associated with different pathways to digitalization. Second, we compare the strategies of different private outlet types (print, broadcaster and digital-born outlets) given that they face different challenges when producing and distributing news video for digital audiences. The interviews touched upon the current state of online news video in news organisations. By employing a thematic analysis, we identified opportunities and challenges for news organisations in the production, distribution and monetization side of online news video. When it comes to the production of online news videos, different types of outlets face different challenges. Print and most digital-born outlets have to move from being a primary source of text news to creating video and broadcasters face the challenge of having to produce or repurpose video content with a different vocabulary than they were used to. However, digital-born outlets seem to be in a better position since they do not have to adapt to a digital vocabulary and are more flexible to experiment with new ways to video story-telling. The biggest challenge for all outlets was at the distribution and subsequently at the monetization of online news video; the introduction of auto play video in social networking sites and the problems that arise with the use of pre-roll ads before short news videos have created a yet unsolved puzzle for private news organisations. However, most outlets currently heavily prioritize online news video. While they do not see it as a means of direct profitability yet, they perceive it as an opportunity for future monetization and current engagement with their brand. This tendency is particularly prominent in Anglo-Saxon outlets and is attributed by the interviewees to the increasingly competitive landscape of news provision and the role that social networking sites like Facebook play in news distribution.

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## Freelancers and Employed Journalists Compared, What They Think and How They Work

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There is no doubt that technological, economic and social developments have changed the news process in many respects. One of the consequences is a shift in the type of employment. Nowadays news organizations often work with a structural flexible work force. In the Netherlands, approximately one third of the journalists work as freelancer. These freelancers work under different conditions: for example they are not directly linked to a news organization, do not work within the structure of a news room, often combine their work with commercial activities etc. Although the cause of the shift is mainly attributed to worsening economic conditions, it appears that parts of the journalists also consciously choose for an unbounded position that gives them freedom to act outside institutional journalism or to determine their own working hours. In contrast with earlier research that often focuses on working conditions this study focuses on the consequences the type of employment journalists' work under has on their professional opinions and core values. There are indications that there is a difference between the ideological values (what journalists think is desirable for journalism) and what they experience is possible within their daily work. Because of the position freelancers have, it is expected that this imbalance will be even larger for freelancers than for employed journalists. Taking this aspect into consideration in the analyses, the central question is whether freelancers and employed journalist differ in their role perceptions, ethical considerations and their trust in institutions? Data were gathered in the context of a larger international 'Worlds of journalists study'. Dutch journalists were invited to participate in the online survey through e-mail. The journalists were divided into two groups (1) employed journalists (N=309) and (2) freelancers (N=199). Background characteristics were Age: (1) M=45.50, (2), M=48.2; Gender (female): (1) 39.2%, (2) 41.2%; paid work outside of journalism (1) 17.3%, (2) 52.8%; Average newsrooms freelancers work for 3.4. Central concepts are 'role perceptions' (26 items measuring 4 functions, Disseminator; Watchdog, Interpreter, Mobilizer; 'Ethical considerations' (16 items); 'Trust in institutions' (7 items). A five point scale was. Mean scores were calculated to compare the groups. The t-test is used for significance between groups ( $p < 0,01$ ). Results show that both groups perceive the desired importance of roles higher than the actual importance of these roles in their daily work (except providing entertainment and a good environment for advertisers). The groups differ with regard to the desired importance of the distinguished functions: Ideological freelancers attach more importance to the Mobilizer function and less to the Disseminator function. But in daily practice, freelancer have less opportunities to carry out the Watchdog, Interpreter and Mobilizer function than their employed colleagues. With regards of the ethical considerations findings show only small differences, not having a specific pattern. Finally, despite the fact that both groups ranked trust in social institution the same, nevertheless freelancers have less trust in all institutions. In the paper we will further elaborate on and discuss these findings.

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## Between Professionalism and Activism: Ukrainian Journalism in the Post-EuroMaidan Ukraine

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EuroMaidan protests triggered significant transformations across society and politics in Ukraine. The new challenges that emerged following Maidan affected political elites and citizens alike. Ukrainian media and journalists have also faced crucial challenges in their daily work, given exceptionally complicated and tense environment in the country. Fierce struggle on Maidan, demise of the old regime, Russia's annexation of Crimea, war in Eastern Ukraine, fragile legitimacy of the new government, social divisions, economic crisis and ongoing nation-building - these are some of the acute issues defining post-Maidan situation in Ukraine. Each of these issues poses substantial challenges for journalists, let alone combination of them. Tensions on Maidan drove many Ukrainian journalists into activism, resulting in blurred boundaries between journalism and activism (Szostek, 2014). The war in Eastern Ukraine put additional pressure on media and induced many more journalists to engage in various forms of activism (starting from collection of donations to help the Ukrainian Army and ending in establishing shelters for internally displaced people). On top of that, unprecedented number of Ukrainian journalists ran for parliamentary elections last year, explaining their shift to politics by the willingness to transform and democratize the state 'from within the system' (Orlova, 2014). Activism of Ukrainian journalists has emerged as a distinctive feature of Ukrainian journalism culture of the post-Maidan period; however, it has remained largely understudied, despite its potentially huge impact on the transformation processes in Ukraine. The proposed paper explores changes in the journalism culture (Hanitzsch, 2007) of Ukrainian media professionals, with a special focus on activism. Based on the in-depth interviews with journalists, the study examines how Ukrainian journalists understand their role in the complicated Ukrainian environment after EuroMaidan; how they explain their decision to get engaged in activism or keep within the boundaries of their profession; and how they actually define the boundaries of the journalistic professionalism. References: Hanitzsch, T. (2007). Deconstructing journalism culture: Toward a universal theory. *Communication theory*, 17(4), 367–385. Orlova, D. (2014). Journalists Stand for Election in Ukraine. *European Journalism Observatory*. Available at <http://en.ejo.ch/media-politics/journalists-stand-ukrainian-elections>. Szostek, J. (2014). The media battles of Ukraine's EuroMaidan. *Digital Icons*, 11, 1–19.

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## The Working Conditions and Socio Economic Rights of Reporters and Cameramen in Turkish News Production

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**ABSTRACT** While the production process within the media economy changes with the new global economic and political order, among the strata most affected by this order media workers take the lead. People working in the news departments are forced to struggle against the working conditions in worklife due to the reasons like the governments designing the laws protecting the media employers in Turkey, neo liberal competitive capitalist surroundings and the abundance of spare workforce wanting to work in the media sector. This study focuses on the production and labour of the press workers in the news sector of Turkey. The unemployment problems along with the legal and social rights of the reporters and cameramen in the television sector is a particular focus. This study claims that the professionals in the news production are split into two different groups called 'the deciders' and 'the performers'. National broadcast news agencies, television news centers established in Ankara and Istanbul constitute the research universe of the study. In order to identify the working conditions of the news professionals 10 in depth interviews were conducted with the personnel working in different news channels, agencies and centers, in different age and sex and each over ten years of experience. For the purpose of understanding and trying to explain the role of the journalists in the news production and news business, these inquiries provided important data. The working atmosphere is analysed in the light of the data collected from interviews with reporters and cameramen as news workers who get by with their physical and mental labour and these were mapped out in terms of their social and economic rights. During the interviews news reporters and cameramen unanimously stated that they are not given any right for expression and the working conditions were worsening. Unsecured employment in the sector, cheap workforce, flexible work hours and unionising have become the fundamental dynamics in the news sector. Thus, a conclusion that the journalists are alienated to their profession is reached. **Key Words:** News Production, labour, capital, labor union.

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## Roles and Dynamics of Communities of Practice in a Changing Media Sector: The Case of Brussels-Based Journalists

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"Communities of practice are everywhere. They are a familiar experience, so familiar perhaps that it often escapes our attention. Yet when it is given a name and brought into focus, it becomes a perspective that can help us understand our world better" (Wenger, 2006). The media landscape is experiencing an on-going evolution, and journalists, in Brussels like in other places, are facing increasing challenges: insecurity, difficult access to the job market, new trans- and multi-media productions (Standaert, 2015), for which they have to find solutions. They need places where to talk to each other, to share about their experiences, to learn new practices and to create useful networks. In these places, what was identified by the literature as communities of practice can emerge and provide an essential response to these challenges. Journalists and other media workers are gathering together, blurring the lines between the different job qualifications (journalists, cameramen, web developers, web designers etc.), in search for new projects, new ideas, and more innovation. This study, which is part of a broader research funded by the Brussels Region on Brussels based media workers and media companies, looks at communities of practice in order to understand this new socio-economic context faced by journalists, and shows how these communities help them to adapt and to cope with these new challenges. Using insights from the literature on media clusters, media workers and communities of practice, the first part of this paper elaborates further on the conceptual framework proposed by Komorowski, Wiard & Plazy (2015) to provide a comprehensive approach on the different dimensions inherent to communities of practice for journalists. Thus the seven conceptual parameters (called the 7P's) of communities of practice addressed in this study are: Place (locations of communities of practice), Proximity (links between members of these communities), Pertinence (different domains of the communities), Profile (members' roles), Path-dependency (historical and institutional factors explaining why communities of practice are what they are today), Policies (policy incentives or obstacles towards creating or taking part in communities of practice), and finally Performance (achievements of such communities, workers' gains from joining them). We argue that this conceptual framework is useful to grasp the changes faced by journalists and helps to understand the evolutions of the identity of journalists, of their practices, of their profession. The second part of this paper presents the results of an ongoing empirical research based on semi-structured interviews and on an online questionnaire addressed to Brussels-based journalists and media workers. This study aims at elucidating the roles and dynamics of communities of practice for journalists and provides insights into the questions stated in the first part of the paper. As a result we hope to demonstrate that communities of practice are a reflection of the evolution of the journalistic profession. In these communities, created by the needs and desires of journalists and media workers, the profession redefines itself both in sociological and economical terms in order to respond to the new challenges it faces.

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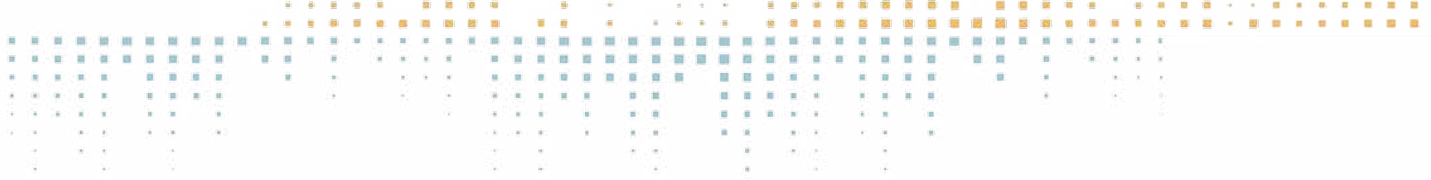
## How Safe Is It? Being a Citizen Journalist in Turkey

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This study discusses how and in what ways activist citizen journalists in Turkey, who initiated a brand-new alternative new media practice, develop safety tactics against repressive strategies of the government. Since there is no legal framework for citizen journalism and they are unseen by journalists' associations in Turkey, it is a must for the citizen journalists to learn protecting their basic rights; and cover themselves while covering the news. In fact, even respectable journalists of the reputable media institutions are constantly being jailed due to the news stories found harmful by the Turkish government. In this study, we focus on a handful of citizens, who intervened to the public space during the Gezi Park Resistance and successive protests with a clear journalistic aim. Because of the outrage caused by the police violence and mainstream media's indifference, they created their own make-shift media outlets, or became the media themselves through their mobile communication devices and social media accounts. Ever since, people, but mostly the activists of social





movements, become dependent upon them rather than the once reputable big media. Therefore, while transforming news gathering/writing activities, they also need to change the way the traditional journalist's once accepted claim: to be treated -before the law- as a professional who has a press pass. As citizen journalists, without even semi-official passes, they are in the process of figuring out how to stay safe while running after a news story in a conflict zone of Turkey. We will conduct in-depth interviews with citizen journalists who have faced aggression from the police, and additionally deal with lawsuits to get an insightful view on the sustainability of citizen journalism against the backdrop of a semi-authoritarian regime where press freedom is just about to perish.

Friday, November 11  
16:00 - 17:30

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Same Same but Different. Journalists' Professional Identities in a Changing Mediascape

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In a world where media presence is everywhere and modernity has turned mobile, where new technology changes the very structure of the mediascape that surrounds us, and where professionals and amateurs work side by side – what happens to professional praxis and identities of media professionals? These issues have been the focus of the research project Re:searching New Media Professionals through four field-studies. In this paper I want to focus on one of those – a study of journalists working at a traditional daily newspaper. The aim of the paper is to theoretically explore and discuss the professional identity of a group of traditional newspaper journalists, who have experienced dramatic changes to their professional everyday life. The theoretical standpoint of the project is placed in the intersection of feminism, cultural journalism studies and profession-studies. Concretely this means using a feminist appropriation of Pierre Bourdieu's field-theory, particularly his concepts *doxa* and *habitus*, as well as theoretical concepts from profession, such as professional identities (Alvesson, 2000) and professional boundaries (Fournier, 2000). Albeit I am not alone in using Bourdieu in profession-research (Postill, 2009; Carlehed, 2011) or to understand journalism as a media-profession (Wiik, 2009), one of my main arguments is, however, the usefulness of using Bourdieu's field-theory as a bridge between journalism-studies and profession-studies. And that a feminist appropriation of these, sharpens the theoretical tools when studying powered cultural constructions (e.g. journalism). Methodologically, the study was conducted on one Swedish traditional daily newspaper. Ten journalists were interviewed and observed during their every-day work. Interviews were taped, and field-notes were made up by both written texts and photographs, i.e. both more traditional as well as visual ethnography was conducted (cf. Rose, 2007). The snow-ball method was used to make up the sample of journalists, which interestingly created a spread of journalists on different hierarchical and editorial positions, but also of mainly male journalists. This, indeed, biased sample-result itself is part of the findings and will be discussed in the paper. Another issue that is discussed is that the field-study is too small to generalise from. I will, however, use previous similar research made in the UK to compare with, and thus theoretically validate the Swedish results (Melin, 2008; 2014). Empirically I show that the studied newspaper underwent dramatic personal-cuts in a larger context of economically and technologically driven changes. As a result of that, individual journalists experienced substantial praxis-changes, i.e. changes in how they went about their every day work of doing journalism. They also experienced fear of losing their job, of not managing to handle new technological changes, and fear of new-comers to the field (bloggers). I further show, that the result of all this, was strengthened professional identities, and strengthened boundaries against threatening others (bloggers). To survive in 'this new mediascape' journalists emphasised that an ethical approach, professional (multi)competence, broad education and affiliation to a large media-organisation was necessary. Some of these results were surprising, and show changing identities compared to previous decades (Melin, 2008; 2014).

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Changing Notions of Democracy – Changing Roles of Journalism? Results of a Multi-Method Study in Austria

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Even those who would not go as far as Colin Crouch (2008) when he speaks of the dawning of a "postdemocratic" age, cannot deny that there is growing criticism of the form of democracy that has emerged in the majority of constitutions in many parts of the Western world. Particularly among the under 40 age groups turnout at elections is below average compared to the population as a whole, and it continues to fall. Even in a country like Austria, where traditional loyalties are strong, party membership is in steady decline. Trust in democratic organizations is on the wane. On the other hand, there is an ever growing number of people who don't want only to delegate their sovereign powers, but they want to be part of a broadly based public discourse of what has to be considered socially important. Obviously, these changing notions of democracy bring with them different ideas of the role of the public sphere and thus of the role of journalism. The "classical" representative model of democracy is based on the assumption that citizens can only make a rational decision in the polling booth if they are correctly informed about political matters. Accordingly, it is one of the tasks of media reporting to provide the public with relevant information in an impartial, factual manner without any political bias. Connected with this is the ideal of the "informed citizen" (Patterson & Seib, 2005). On the other hand, deliberative and participatory forms of democracy promote public awareness created through communicative action in order to negotiate what has to be considered as relevant issues, how they have to be dealt with, and who is responsible (and accountable) for what. While deliberative and participatory approaches differ in the ways how this should be done, they agree on the notion of what Porto (2007) called the "interpreting citizen," who is regarded as competent in developing and arguing consistent preferences and, thus, making sense of political and social reality. Therefore, media reporting has to create the necessary preconditions for identifying relevant issues, forming opinions, making decisions and acting accordingly. Based on these theoretical assumptions, a set of indicators has been developed to examine the different approaches to the role of the media in a democratic society. During 2014 and 2015, a large-scale study was carried out in Austria to investigate the function of journalism within society. Using a multi-method design, the study involved a representative survey of Austrian journalists (N=812) in order to assess their professional orientations and role perceptions, as well as a content analysis of news coverage in 36 media outlets, based on a sample of 24 days, randomly selected to build four constructed weeks (without Sundays; N=24,612 news stories). Results show that we should "break free from the assumption that the media are a single institution with a common democratic purpose. Different media should be viewed as having different functions within the democratic system, calling for different kinds of structure and styles of journalism." (Curran, 2004, p. 140).

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The Internet and particularly social media offer new means for journalists to present themselves and their competencies, products, networks, etc. This trend towards more visibility of individual reporters is fostered, amongst others, by an increasing competition among journalists for employment and freelance jobs as well as by media organizations drawing on their employees as 'brand representatives' on social networking sites to strengthen brand awareness and audience loyalty. Hence, personal branding is heavily discussed among media practitioners and journalism scholars alike (e.g., Hedman, 2014; Hedman & Djerf-Pierre, 2013; Molyneux & Holton, 2014; Wiik & Hedman 2015). However, our knowledge on journalists' actual branding activities is still limited. This study focuses on the dimensions that a journalist's brand consists of and the techniques she/he employs to assume particular positions in these dimensions. The research is based on a qualitative analysis of, so far, more than 230 contributions to the meta-journalistic discourse around personal branding in journalism (e.g., blog posts, media-journalistic articles and interviews, conference talks, how-to guides, etc.). The analysis is guided by a theoretical framework that combines business scholars' works on branding (e.g., Aaker, 1996; Keller & Lehmann, 2006) with theories of journalism (e.g., Löffelholz, 2008) and social psychologists' insights into techniques of impression management (e.g., Leary, 1995). In short, journalists' personal branding activities are considered convergent practices framed by both journalistic and economic logics. They can be divided into journalistic performance as such (e.g., quality and characteristics of the journalists' stories) and meta-communication/self-presentation (e.g., blog-posts presenting the journalists' professional attitudes or tweets promoting new articles). Both types aim at creating potential for distinction, i.e. potential for being perceived as different from and superior to competitors. The resulting analytical categories are further differentiated and complemented inductively in the still on-going coding process. Preliminary results show that journalists aim at creating potential for distinction in several dimensions, including: distribution media (print, online, radio, TV); topics of reporting and related expertise (e.g., politics, business); role conception (e.g., populist disseminator, watchdog); language/tone (e.g., emotional, neutral); forms of presentation (e.g., interview, feature); socio-political orientation (e.g., liberal, conservative); 'special skills' (e.g., newsroom management, coding, data processing/visualization); networks/informants (e.g., political or business elites); (prestigious) employers ('brand transfer'). Journalists position themselves by specializing (or not specializing) on particular options in these dimensions. This is reflected in their actual journalistic performance and output. Additionally, they employ various techniques of self-presentation referring to their positioning, e.g. self-promotion, highlighting competence, displaying prestigious network contacts. The analysis shows that the position assumed in one dimension (e.g., reporting style) has implications for the options left in other dimensions (e.g., language/tone) and that different types of journalists (employed journalists; freelancers; entrepreneurial journalists) differ in their branding opportunities. The findings also demonstrate that branding practices may have inconsistent effects on different target groups (audiences, potential employers/clients, advertisers, sources) and entail risks as well as opportunities for the individual journalist, the media organization(s) she/he works for, and journalism's role in democratic societies. By November, the study will be completed so that final results can be presented.

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The growing reliance of journalism on PR following recent years' media crisis is an established fact, however, two related aspects remain understudied. First, the extent to which this growth is boosted by certain reporters that rely on PR more than others. And second, the extent to which heavier reliance on PR involves lower professional and ethical journalistic standards. While Gandy's 'news subsidies' theory provided an instrumental explanation for reporters' dependency in their sources, which was followed by a long tradition of PR-journalists researches, studies segmenting reporters to empirically examine this reliance remain scarce, and do not include some of the factors that become highly relevant in light of recent years' technological and economic changes to journalism. The impact of the reliance on PR remains disputed as well, not whether it is accompanied by inferior news making standards, but how unavoidable this deterioration is. While scholars of 'Idealist' approach insist that reliance on PR is necessarily causing deterioration of news process, 'contextual' scholars claim that reliance on their contribution is not problematic by definition, since PR information is bound to gatekeeping processes and newsworthiness judgment. The purpose of the study is to map the heavy users of PR in these times of increasing reliance, while examining the professional and ethical price paid by journalists due to this dependency. In the mapping, we focus on the factors that are becoming highly relevant in light of the current media crisis: experience, beat-load and medium immediacy. For the second part, we examine the correlations between level of reliance on PR and employment of epistemic practices, such as communicating multiple sources and cross-checking, as well as gatekeeping judgments. Based on reconstruction interviews with 108 reporters from different beat and media that recreated the processes behind more than 800 of their published news items we found that heavy users of PR include three groups of reporters, who rely on PR significantly more than their counterparts. Younger reporters that are assigned to cover multiple-beats working for updating media (radio and online). Furthermore, reliance on PR is accompanied by looser gatekeeping and lower epistemic standards. Reliance on PR was found as significantly correlated with the tendency of reports to evaluate their own stories as less "interesting" and less "important" and with reliance on significantly less cross-checking and fewer sources per item. The combination of increased dependence and lower gatekeeping and epistemic standards, is of a great professional and ethical concerns, bearing bad news for the public diet of information on public affairs, since reporters that share the characteristics of the heavy users are a growing segment in Western newsrooms, following recent media crisis. While it seems 'Contextual' scholars might be somewhat right, as gatekeeping an epistemic practices are preserved in some cases even when PR is involved, the strong correlations between PR's involvement and lower journalistic standards indicate these cases are rare.

PP 374 Looking Back, Looking Ahead: Comparing the Predictive Power of Journalists' Memory Work in News Reporting Across Countries and Newspapers

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This study concerns journalists' practices and motivations to use narratives of the past in order to produce future imaginaries in news reporting. Choosing a mixed methods design, it compares the production of memory and future expectations in local and national newspapers in the Netherlands and Germany. The ability to imagine a future and take action accordingly — despite our incapability to predict all possible outcomes — is a main characteristic of humankind (Schütz 1972, Elias 1984, Welzer 2010). Journalists are commissioned to fill this gap. Operating within the subliminal space between past and future, they are assigned multiple roles to bring news, chronicle the past and forecast the future (Bell 1995). Yet, their professional logic favors references to substantiated knowledge of the past over predictions of an uncertain future (Krzeminsky 1987; Dernbach 2007, Maurer 2011). In result, journalists invoke the "predictive power" (Edy 1999) of past events to instill a sense of urgency towards potential future threats, and propose solutions to unsolved current problems (Tenenboim-Weinblatt 2011; 2013). To map interrelations between past and future in journalists' professional routines, we challenge the prevalent retrospective view on memory. Instead, we regard memory as a continuous process that extends between past and future, and approach future epistemologically. In line with the sociological argument that memory is essential to cope with contemporary crises and anticipate future uncertainties (Adam 2004; Nowotny 2008), we argue that journalists play a key role in both, by sustaining long-term memories and providing their audiences with "memory aids" to anticipate long-term futures. We combined a qualitative study based on interviews with Dutch and German journalists and editors-in-chief at local and national newspapers (n=10) with a previous, comparative long-term quantitative content analysis (n=2.117). The latter revealed, in both cases, continuous attention dedicated to past events in current reporting. In focus were two traumatic storm surge disasters in the Netherlands and Germany dating back more than fifty years. These events are connected in manifold ways to other past and future events on a timescale covering a vast period, i.e. more than 2000 years from past to future. The interview study reveals that the practice of creating "memory aids" to anticipate future potentialities is strongly influenced by newspapers' locality and scope. Journalists at both national and local newspapers frequently use the past to sensitize the audience to future threats and developments, while journalists at local newspapers are especially expected to pay tribute to local traumas, i.e. by drawing parallels to current events (e.g. exemplifying sea level rises due to climate change with past storm surges or comparing current, Syrian refugees to Belgian WWI refugees). The inclusion of editors-in-chief has furthermore underscored the relevance of investigating journalists' role and responsibility as mediators of memory and future imaginaries in light of global humanitarian and environmental developments. Organizational challenges faced by newsrooms in the Netherlands and Germany may result in diminishing historical awareness among staff and fewer historical references, which, as we argue, are essential to anticipate future potentialities.

PP 375 Innovative Means to Create Shared Memory – How Legacy Media Take Advantage of Internet Specific Qualities for Scrollytelling, Web Documentaries, and Multimedia Stories

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The production and reception of online journalism has mainly been researched in the context of news and news journalism (Chan-Olmsted, Rim, & Zerba, 2013; Newman & Levy, 2014; Westlund, 2015; Author 2014). This neglects the fact that background information has always been one of journalism's basic functions as well (Rühl, 1969). Indeed, longform reporting "was feared to be one of the first casualties of the digital age as the news industry struggled to adjust to falling advertising revenues and the rise of social media" (Reid, 2014). Nevertheless, although the amount of time, money, and editorial resources for the production is still high (Dowling & Vogan, 2014), many media companies worldwide have started to produce digital longforms. Digital longforms are topic-driven and explain the context of certain events or developments that are relevant for shared memories in societies. By using the platforms' technical potentials for content presentation (multimedia, selectivity, interactivity, participation) and the specific usability of online devices (intuitive navigation, playfulness) they offer an "experience traditional platforms of print, radio or television would not be able to provide alone" (Reid, 2014). Since "Snow Fall: The Avalanche at Tunnel Creek" (New York Times.com, 2012) legacy media worldwide have started to produce digital longforms. Three examples illustrate their innovative character: While using "Trauern verboten" [Banned mourning] (ARD & Süddeutsche.de, 2014) which (re-)tells the massacre of Tiananmen Square and focuses on the forbidden commemoration in China, parts of the story disappear through censorship. A Swiss scrollytelling story allows exploring the consequences of Fukushima from four different perspectives in "Keine Zeit für Wut" [No time for anger] (Neue Zürcher Zeitung, 2013). "Killing Kennedy" (National Geographic Channel, 2013) retells one of US-American most shocking events by building a selective and multimedia chronic that includes digitalized historic material which can be explored. To investigate the field of digital longforms published by legacy media in Germany (N = 490 newspaper, magazine, television; due to reluctance of production radio stations were excluded), we conducted a quantitative content analysis (field period: 10<sup>th</sup> of December 2014 to 12<sup>th</sup> of January 2015) of all digital longforms (scrollytelling, web documentaries, multimedia stories) published so far. The universe was



identified by a systematic online key word search and we only examined stories, which consisted of at least two different multimedia elements except from text (N = 115 stories published by 49 editorial offices). The stories treat topics relevant for shared cultural events: A quarter focuses on politics and society, 18% on history, and 10% on culture. Storytelling and usability are innovative: On average, the stories contain eleven segments, combining three different multimedia elements (which are mostly text 96%, photo 97%, and video 96%; only 40% use audio elements). The majority also integrates complex data visualization. Furthermore, although the stories experiment with new ways of navigation, most of them still indicate a rather linear reception process: Only 37% offer different ways through the story and only 19% allow a selective reception in any predefined sequence.

PP 376      **The Virtual Doorstep: How Ordinary Citizens Experience Use of Their Material by Mainstream Media in Constructing Collective Memories**

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The relationship between journalism and collective memory is a complex one; in the past, no main theorist of collective memory included 'newsmaking' as an important component of the field. Yet for most of the public, journalism is a primary source of information about the past and shared understandings of it (Kitch, 2008). Rapidly changing technologies and an increasingly fragmented media may require us to find new models for understanding what Neiger et al (2011) call "media memory", particularly as the internet also allows the possibility of memories being formed by immediate public documentation via social media (Hoskins, 2009). But what consequences are there for the ordinary citizen whose personal memories via tweets, posts or pictures are used by the media – often without the creators' knowledge or consent – to form collective memories of crisis events? This paper draws on 25 semi-structured qualitative interviews with those caught up in the Great East Japan earthquake (March 2011), the Oklahoma tornado (2013) and the Vauxhall helicopter crash (2013) and whose images/words were used by two major UK media players, the BBC and the Guardian, in liveblogs, often without their knowledge or consent. These users were then questioned about the consequences for them of their material being used, with the aim of answering the following questions: • How are voices of citizens in crises being used to create new media memories? • What were their feelings and actions on having private memory become part of a public act of memory. • What issues does the use of this content raise around contextual integrity of privacy and how these norms can be further transgressed by the mainstream media?

PP 377      **Beyond Statistical Reasoning on Reliability in Standardized Content Analysis: A Constructivist Reflection About the Social Aspect of Methodology**

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As reliability is a major quality criterion of standardized content analysis (in addition to validity and objectivity) a lot of effort has been put in developing reliability coefficients (e.g. Krippendorff 2004) which aim to measure and evaluate the reliability of the same or of different coders' coding performance, to find the weaknesses of the category scheme and to improve both the category scheme and the coding performance. We do not challenge this aim. However, we want to focus on the complexity of textual structures with the help of reliability coefficients. A medium-sized reliability coefficient not only tells us that the coding scheme and coding rules or the coders' performances are below the desirable scientific standard but also that the text is complex and its semantics are ambiguous. However explicit and algorithm-like the coding rules are defined, the coding procedure itself relies on common sense knowledge. Otherwise a computer could replace the human coder (cf. Scharrow 2013: 299–302). The more content analytical categories not only are syntactic or formal but touch the semantic or pragmatic level of meaning ("projective variables", cf. Potter/Levine-Donnerstein 1999: 259), the more the relationship between the coder and the text is complex. Instead of a dyadic relationship between coder and coding rules we prefer a triadic relationship between the text's complexity, the coding rules' unambiguousness and the coder's comprehension of the text. From a constructivist perspective the text neither has a single objective meaning nor is its reception idiosyncratic. Thus, reliability should not be considered the result of the correct coding of the text's real meaning but a mixture of explicit and implicit concurrences of the coders' coding practice. Beyond the straightforward perspective of evaluating the quality of the measurement we go into more detail to get further (meta-) information about the text's semantics from the reliability score. We discuss three potential reasons for a reduced reliability: a) If the coding rule instructs the coder to identify not only the general theme of the text but more specifically different facets of the theme within the text, coders will probably identify a different number of thematic facets. b) If two values of a variable are semantically close to each other and cannot be strictly separated because of overlapping connotations, coders will probably not reach a consensus. c) If coding of a text passage heavily depends on the context (e.g. whether a person is prominent or not), the coding result will probably vary according to the coder's world knowledge. Eventually the researcher has to decide whether to accept a lower reliability or to cancel the problematic categories. As a consequence, reliability and validity appear to be antagonistic rather than to be based on each other: The easier it is to gain acceptable reliability, the less valid are the categories as they do not measure semantic or pragmatic meanings of the text. To take this antagonistic relationship serious, we argue for a combined reflection on reliability coefficients and validity related issues in research studies rather than reporting reliability coefficients only.

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# How Unique Are Young News Users? The News Behaviors of Young People Compared to Other Age Groups

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In the last decade there is a growing concern about the decline in young people's use of news media. This decrease of news media use has consequences for the way in which young people obtain information they need to practise democratic citizenship. Former research has associated the decreasing news media use with different developments. Some are directly linked to technology such as the increase of cheap and mobile alternatives. Others refer to the news content, as former studies indicate that young people have a decreasing sense of being represented and experience a too strong focus on the institutional approach. Or to social changes, of which it is claimed that it leads to young people who are less interested in social and political issues, have less faith in traditional forms of public authority and are less active in social participation than previous age cohorts. Most of former research towards explanations for low news use by youth is qualitative and didn't compare young to elder news consumers in one study. In this quantitative study we will contribute to this omission. The question is how young news consumers (15–29) differ from other age groups in their news interest, use and preferences. We used data from our 2014 national survey (N=4160) on news interest (10-point scale), news media use (18 items off and online news media platforms and social media) and news preferences (14 items). Young people (divided in two age group: adolescents, 15–24 and young adults, 25–29) were compared on these concepts to three other age groups classified in life phase (adults 30–39; middle aged 40–59; elderly 60–79). Results show an aberrant pattern of the adolescents related to the other age groups. Adolescents are less interested in news and make less use of classical news media. Young adults however, appear to have an interest for news and use of news that is close to those of older age groups. Differences between age groups concerning their use of online news media appear to be small. For stand alone news sites, Facebook and Twitter, age has a negative impact. Furthermore, both adolescents and young adults hardly deviate from other age groups on their preferences of news. For example, both adolescents and elderly prefer more inclusive journalism: more diversity of perspectives, sources and topics. We can conclude that young people deviate from other age groups but the differences are less major than supposed. Adolescents differ from other age groups concerning their news interest and news use, young adults differ less. Both adolescents and young adults appear to have the same news preferences as other age groups. Therefore the image risen out of literature of young people as a unique news consuming group must be nuanced.

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# Understanding the Millennial Way: Implications of Young User's Volatile Media Practices for Journalism Practice

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'Millennials' are regarded as crucial for the future development of the news environment (cf. Poindexter 2012). Attracting young media users is in many respects challenging for established news organizations like newspaper publishers and broadcasting institutions: With declining readership of mass distributed news products, especially young cohorts do not necessarily develop an affinity to legacy media like former generations did (cf. MPFS 2015; Duggan 2015a,b). Instead, they tend to turn towards digital media affordances that are not necessarily provided by established news organizations, but might rather lack a journalistic background (e.g. user generated content by 'YouTube stars'; marketing, public relations or propaganda content disseminated virally through social networks; direct messaging/group communication etc.). Furthermore, a considerably large body of surveys suggests that the respective 'millennial' cohorts, born between the early 1980's and the late 1990's, are not at all a group of coherent interests and habits, but on the contrary as heterogeneous in their life plans as they are volatile in their media preferences and motifs (cf. Albert et al. 2015; American Press Institute et al. 2015; Deloitte 2016; Zukunftsinstitut 2015). The proposed paper will focus on a qualitative study of media use habits of adolescents and young adults in Germany that were born between 1981 and 2000. The study focuses on four major transitional life stages that can be connected to school graduation (b. 1996–2000), job training and university education (1990–1995), early career (1985–1989) and establishment phase (1980–1984). The study pursues a non-restrictive perspective in terms of its interest in the types of media used, their functionality and the gratifications sought. Therefore, the study is open to various kinds of media affordances that are used among the younger population as sources of news which they deem relevant for their everyday life. It also addresses the fundamental question about their perception of what news actually means to them. The study is based on the theoretical assumption that we live in a multitude of increasingly complex communicative figurations, i.e. communicatively constructed social interdependencies, and therefore use a broad variety of technical communication media for many purposes (cf. Hepp/Hasebrink 2014; Kramp 2015). Based on this, it is of specific concern, how and why the cohorts in question favour some media affordances over others when it comes to information needs, how they cope with the ever increasing multi-modality of mediatized life while navigating the news ecosphere and whether stable patterns in media use can be identified in connection to their life stage. The qualitative study design comprises moderated focus group discussions with a sample of ca. 30 'millennials', individual in-depth interviews with accompanying drawings of network maps and subsequent compiling of media diaries by the interviewees. This inductive multi-method design with a strong emphasis on everyday media practices of adolescents and young adults with different gender, education and social backgrounds offers a basic (required) understanding of expectations and demands by young media users with respect to news sources. Implications of the results for the further development of journalism practice and disseminating news will be discussed.

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**Journalism and the access to public information** Key words: free information access, journalism, public watchdog, media as fourth estate, public interest

The topic of this paper is free information access for journalists. The paper explores to what extent journalists access public documents through the following two research questions: To what degree do Norwegian journalists requests access to public documents? How do factors like journalistic experience, education, training/instruction and organisational support affect the frequency of accessing public documents? Empirically the analysis rests in on a representative survey with Norwegian journalists. The questionnaire was sent out to all 7446 registered journalists in the Norwegian Association of Journalists (NJ) with a response rate of 21.7 % (N= 1613). Our starting point for the paper is to explore journalism as a fourth estate. A key expectation to the social and democratic role journalism is that journalists should serve the public by scrutinize political power and political processes (Deuze 2005, Steel 2012). To be able to fulfill their role as public watchdogs it is essential that journalists are given the right to access public information. In a Norwegian context the Freedom of Information Act of 1971 set transparency in the public administration as default (Jørgensen 2014). Still, Norwegian journalists and editors claim that inconsistency in the knowledge and management of the act among the bureaucrats give unpredictable working conditions for journalists (Norwegian Press Association 2011). Furthermore, other aspects also impact to what degree journalists access public documents, like knowledge about how to access public records, journalistic experience, organisational support, as well as available time and resources. In the survey journalist were asked about attitudes to and experiences of accessing public documents. Our preliminary findings show that half of the respondents (47,3 %) find it difficult to get access to information from authorities in their work as news reporters, and a majority of the respondents (60,7 %) believe that slowness of the system interferes with and creates hindrances for news reporting. Findings show that journalists report that the launch of the Electronic Public Records (in 2010) has increased their level of inquiries of documents. Furthermore, the survey suggests that both work experience, support from the workplace, and editorial training all contributes in explaining increasing levels of these inquiries and thus access to public documents. Organizational support has the strongest impact on how often journalists use the right to access public documents. Taken together the results indicate that journalistic norms, routines, and experiences, training and support all are crucial factors that news organizations should continue to cultivate in order to support and foster the development of quality journalism. In fact, our findings suggest that internal factors such as these are far more important than e.g. the level of education that journalists have. References Deuze, M. (2005) What is journalism. Professional identity and ideology of journalists reconsidered. *Journalism*, Vol. 6(4): 442–464. Jørgensen, O. (2014) Offentliggjørelse i Norden. Gøteborg: Nordicom Review. Steel, J. (2012) *Journalism and Free Speech*. London and New York: Routledge.

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The Documental Photography in Portuguese Press: The Real and the Plausible

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In the past thirty years of the Portuguese Press several changes have occurred in the role that photography plays on editorial practice in newspapers, partly due to the growing importance of digital photography. By the end of the 80's and beginning of the 90's the focus on photography increases and it is easy to understand why. It is a powerful tool to create an editorial identity and increase readers' loyalty. As never before, the authorship of photography is so recognized in newsrooms as during this period, most of the times without compromising the purpose of journalistic accuracy. From the XXI on we witness a regression. This paper is the result of a Ph. D. research finished in September 2014, at Universidade Nova de Lisbon (Portugal), about the importance of photography and photojournalism in the Press, in the last three decades, and attempts to understand if the photographer is aware of his choices made while taking a picture; how do the options taken by the photographer determine the final image? And how do the journalistic photo tackles the question of what is real vs plausible? These questions were answered through a hundred interviews to photography editors and photographers in the Portuguese Press which were, subsequently, submitted to a qualitative analysis. No matter how aware the photographer is of the need of objectivity and of portraying the truth of an event, person or place, press photo is always someone's view, the perspective of someone who chooses fragments of reality to report or document an event. The observer, with a naive view and without taking a critical stand towards the mimesis of reality, accepts the picture as an undeniable proof of a moment that the text alone cannot certify. It is as if mankind needed the visual legitimacy to find its place in the world and even the fact that photo edition is easier in the digital era does not seem to erase this belief that photography shows a truth that the eyes could not witness. Above all, this paper demonstrates that Portuguese press photographers are generally loyal to the journalistic principles that make a photo worthy of readers' trust.

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How Journalism Delegitimizes Knowledge Production in Photojournalism New Challenges for the Eyewitness Role in Current News Coverage

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In this paper we argue that the epistemic authority of photojournalism is currently deeply challenged by journalism itself. Drawing on Michael Foucault's theory of knowledge and truth production (e.g. in his seminal work *Archeology of Knowledge*), epistemology comprises different practices and procedures within a discursive field, or, to put it more precisely, as „a set of rhetorical and discursive techniques' (Ekström 2002) in the context of the journalistic field, which guides the production of knowledge and legitimizes the journalistic „truth claim' (Gunning 2004). For a long time professional photojournalism's work had been one of the key elements of journalism to provide „truthful' news. Offering „a mode of reliable eyewitness unavailable in words" (Zelizer 2007: 418), both the still more or less ascribed indexical value of the camera and photojournalism's professional practices of „bearing witness' contributed in a particular way to journalism's ideology of objective news coverage. Furthermore, the photographic document was used as an important proof in crisis, conflicts and other events (Andén-Papadopoulos & Pantti 2013: 4). But the relation between photojournalism and journalism with its images „trapped in two discourses" (Banks 1994) and different practices of knowledge production in both fields has never been without tension. While the new „authenticity' claim of amateur images and its ambivalences are well explored (cf. Andén-Papadopoulos & Pantti 2011), the conditions or consequences of contemporary photojournalism has received less scrutiny. Though some scholars argued, that photojournalism has lost much of its credibility because of manipulation scandals, we will argue, that journalism itself endangers the knowledge production principles of photojournalism. Our argumentation will proceed in three parts. First we will take up Foucault's theory of sociology of knowledge as an adequate framework to critically compare the practices and procedures of knowledge production in journalism and photojournalism. Then we will show, how current photojournalistic practices like the tendency to aestheticize or the blurring of borders between documentary and PR photography are challenging the credibility of photojournalistic images. Finally we will focus on three key practices of the journalistic usage of professional photography, using of journalistic photographs as illustrations, increasing importance of the stock photography market, picture editing procedures in the news room, in order to show how journalism disables and limits the potentials of knowledge production in photojournalism and by that contributes to a depoliticization of news coverage. Consequently, we will suggest a more sensitive and different usage of professional photography in the context of news coverage in order to keep alive the 'truth claim'.

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Visualising the Strategic Game Frame: The 2014 Scottish Referendum on Television

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The strategic game frame is possibly one of the most discussed news frames in journalism literature, as it has been found to dominate coverage of a range of events in different national contexts. It represents political process as a competition between opponents. It puts emphasis on who is winning and who is losing, what strategies they employ to win, and how they perform in the "horserace". Most of its empirical applications are based on analyses of verbal content in media coverage of elections and referenda. This paper looks at the strategic game frame in the television coverage of the 2014 Scottish referendum for independence from the United Kingdom. An initial content analysis of 64 hours of news and current affairs programming from the final month of the campaign on BBC Scotland and STV reveals that this frame was one of the most prominent elements of the verbal construction of the event. The study subsequently performs a close reading of the visuals that accompanied items which carried the frame, aiming to address the research question of how the images in these items conveyed an understanding of the referendum as competition and strategy. An analysis of the setup and composition of images,



including perspectives and shot angles, as well as of their syntactical relationships with each other, reveals a number of ways in which the game frame may be expressed visually. The paper discusses how these insights may contribute towards broadening the set of indicators used to identify this frame in television news and current affairs. This is particularly significant considering that television remains the main source of news for the great majority of people internationally. The role of television journalism is therefore particularly important in explaining complex political processes and in providing a narrative for what is going on. The 2014 Scottish independence referendum offers a fruitful case to study news framing, as it was a crucial moment in history that could have (and arguably has) changed the future of Scotland and the relationship among the nations of the UK.

PP 444 State of Photojournalism in Central Europe

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This paper examines a current state of traditional journalistic discipline – photojournalism. Taking the example of three countries of Central Europe – the Czech Republic, Poland and Slovakia we describe the photojournalist's working conditions, job identity, job satisfaction, and the challenges in the digital age. In our paper we ask and suggest possible answers to several questions. Who are today's photojournalists? What are their working patterns and practices? What is a position of visual journalism in the contemporary newsrooms? What challenges do photojournalists face? An adoption of digital technology brought new conditions for news photography and transformed photojournalistic practice and routines. With the Internet (the web and digital space) becoming an integral part of news industry several factors are contesting the traditional concept of photojournalism. In consequence, news photographers face multiple challenges. The digitalization concerns technical aspects of photographic production (easy and fast production of vast amount of material, democratization of the medium, simple manipulation of digital image etc.) and personal issues at the same time. Although, visual news material is becoming ever more important, news organization cut back on employees leaving those few who remain with extra workload and responsibilities. Photojournalists are driven to expert new technology, master multimedia journalism content with little support from news organization, and to keep up with the dynamics of social media. Consequently, additional workload might results in job dissatisfaction. The aim of this paper is to map professional photojournalists' and photo editors' perception of current state of photojournalism and news photography. Our results are based on the research of Central European photojournalism practice "Changing Structures and Content: Photojournalism Practice in the Age of Network Media" that took place in 2014–2015. During the fieldwork we conducted 60 in-depth interviews with fulltime and freelance photojournalists and photo-editors working for printed and online newspapers and opinion magazines in the Czech Republic (45), Poland (15), and Slovakia (15). Interviews dealt with practices at the newspapers raging in circulation from 33 000 to 300 000, a half of them with circulation of at least 100 000.

PP 445 Here's Looking at You: Tracing the Changing Function of Photographs in Swedish Newspapers, 1995–2015

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Newspapers have become increasingly visual, especially in the past few decades, and the term "visualization of the news" frequently appears in the literature on the tabloidization of journalism. However, what does this actually mean when it comes to the photograph? Which function does the image have on the newspaper page? Is it an illustration to the text, or does it contribute information or interpretation of an event or issue? How has the function and look of the news photograph changed over time? Connecting to the conference theme "Mediating (Dis)Continuities," this study traces photographs in Swedish newspaper through two decades. The purpose is to chart, through the lens of photojournalism, a period of paradigmatic change for news organizations, including the advent of the Internet, competition and falling advertising revenue, reductions of newsroom staff, and a growing visual culture. While research has examined the effects of this new media landscape on written journalistic content, relatively little attention has been paid to photojournalism. Thus, the study examines photographs in elite and tabloid-content print-edition newspapers selected at intervals between 1995 and 2015. The time frame is based on shifts such as the adoption of the Internet by Swedish newspapers (1995), and the move to tabloid format (2007). Two sites of analysis were chosen: the front page and the photo reportage, based on the significance photographs have in both. Specifically, throughout the past century, photographs have become increasingly important on the newspaper cover, as protagonist or illustration of stories inviting readers to the publication. Indeed, decades ago, the best photograph would lead the cover and the availability of photos increased the chance of page one placement of a story. The photo reportage, in turn, first developed in magazines before newspapers picked up on the appeal of visual storytelling. Indeed, especially in newspaper weekend supplements, the visual reportage affords the opportunity for images to carry the story. Today, however, following a near-universal shift to tabloid format, the pre-planned page places different demands on images, and an increased workload and a shift to freelancers as suppliers of content, may have altered the status of the photo reportage in newspapers. Informed by theories of news value and visual framing, this study employs qualitative methods of analysis based on social semiotics, rhetoric and compositional analysis to examine the characteristics and function of front-page images and the photo reportage at different points in time, focusing on placement and relationship to headlines, text and other elements and, when it comes to the reportage, sequencing and narrative. Findings indicate that page-one photographs have changed, from complex composition and independent status on the page with decisive-moment shots made at a so called social distance, to a more intimate visual style in close-up portraits with camera-eye contact, signaling a shift in the photograph's function and aesthetics. The analysis of photo reportages, currently underway, will be completed in spring of 2016. # # #

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## The Dispositif of Journalism – A Theoretical and Methodological Approach to the Changing Practices and Meanings of News Production

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In recent years we have witnessed the disruption of many of our notions about journalism. Fast-paced technological innovations, the decline of the media's established business model and far-reaching changes in audience behavior and consumer-producer relations have sparked debates which encompass the functions of professional and nonprofessional journalism in society, the responsibilities of its actors, the journalistic practices and formats, the use (and usability) of new digital technologies, the financial funding, embedding in institutions and many more. All these issues appear as facets in the discourse about the meaning of the term 'journalism' in the 21<sup>st</sup> century. However, meaning is not only discursively constructed, but also in the everyday practices and routines of journalistic production and their structural context. Following the works of Michel Foucault and others, it is therefore argued that the assumption of a "dispositif of journalism" provides both a theoretical perspective and a methodological approach for the systematic description of the meanings that we attribute to journalism as we try to make sense of its' past, present and future. For one, the dispositif's "major function at a given historical moment [is] that of responding to an urgent need" (Foucault 1980: 195) – in this case the transformation of how information and meaning are circulated. Because technological innovations change the structure of communication, the journalism dispositif is tasked with giving answers to questions about journalism's generally accepted practices, core values and role in society. In addition, the hegemonic understanding of 'what journalism is all about' – or: the production of what is generally considered as 'true' knowledge with regards to journalism – is produced within a framework of power relations and must be analyzed from this perspective, raising questions about who advocates which concept of journalism in a given socio-cultural context. Empirically, the dispositif can be constructed as the relations between the elements of "a thoroughly heterogeneous ensemble consisting of discourses, institutions, architectural forms, regulatory decisions, laws, administrative measures, scientific statements, philosophical, moral and philanthropic propositions . . ." (Foucault 1980: 194), leading to an analytical framework which identifies three interrelated levels of a dispositif of journalism: a) The discursive construction of the meaning(s) of 'journalism', which can be described by content analysis of specialized discourse as it appears in scientific journals, papers from journalism institutions and advocacy groups as well as the media themselves. b) The non-discursive practices, which can be accessed through the ethnography- or interview-based description of the process of journalistic production (in which journalists "do journalism" by applying their professional self-perception, rules and routines). c) Objectifications/physical manifestations of the journalistic process like e.g. modes of storytelling in texts and the spatial organization of the newsroom, which can be interpreted with regards to what ideas about journalism are being transported. The presentation's focus will be on the theoretical outline and methodology of an ongoing research project, discussing the benefits of the notion of dispositif for an analysis of contemporary ideas about journalism, outlining the empirical design and sample of the national case study and possibly including preliminary results.

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## New Skills for Contemporary Journalists in the Era of Crisis. The Case of Greece

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Since 2008 the financial crisis has affected every aspect of Greek economy and production units. Media were also influenced and since then we witnessed the shut downs of several newspapers, radio stations and magazines, personnel cut offs and decrease of advertising via traditional media channels. During this turbulent times, many journalists lost their jobs and had to reinvent their profession. Within this context, our paper discuss the new skills a journalist should develop today in order to stay competitive and able to create and curate his/her own brand in a more entrepreneurial context. In addition we attempt to map the landscape of journalism studies in Greece and the related perceptions of journalists towards the quality and the relevance of the offered educational programs. The key research questions addressed in the paper are: •how did Greek journalists experience crisis? •what are the skills a journalist should acquire today? •how do journalists evaluate the quality of the offered educational programs (both in universities and lifelong programs)? •are we standing before a paradigm shift in the field of journalism, both in the academic and the practical level? This paper is part of a wider research project. At the first stage, in depth interviews with open questions to twenty greek journalists were employed. A grounded theory approach to the content of their interview allowed for a set of typologies to emerge (Iordanidou & Tsene 2014, Iordanidou, Loukopoulou & Samaras 2015). In this second stage of the research, these typologies have been integrated to a questionnaire with closed-ended questions in order to conduct quantitative analysis. In our paper, we will present the findings of the quantitative research as well as an attempt to interpret the findings in correlation with the international trends on journalism. The data will be analysed using a variety of methods, including (a) Kruskal-Wallis in order to explore whether there are any significant differences in answers between participants in different types of categories, such as different job position and across media outlets (b) Spearman's Rho in order to look for symmetrical relationships between participants' answers (c) Principal Component Analysis (PCA) in order to look for relationships between answers that indicate non-observable 'latent' variables that can provide more insight regarding general perceptions on required skills during the crisis. Keywords: journalism, digital skills, entrepreneurial journalism, crisis References: Anderson, C., Bell, E., Shirky, C. (2012). Post Industrial Journalism: Adapting to the Present. Tow Center for Digital Journalism. Gillmor, Dan. (2010). Mediactive Sebastopol: Dan Gillmor. Iordanidou, S., Tsene, L. (2014). The Role of Distance Learning in Journalism: Preliminary Findings from Journalist's Perspectives. Media Studies, Issue 9/2014, pages: 43–60. Knight Foundation (2007) Investing in the Future of News: Training for Midcareer Journalists, [http:// www.newsimproved.org/documents/Survey\\_KeyFindings.pdf](http://www.newsimproved.org/documents/Survey_KeyFindings.pdf) (02.01.2014). Lynch, D. (2015). Above and Beyond. Looking at the Future of Journalism Education. Knight Foundation.

## From a Family-Based Company to a Large Press Group: How the Introduction of a Modern Managerial Policy Transforms the Working Conditions of Journalists of a French-Speaking Belgian Daily Newspaper ?

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The economic difficulties faced by media companies affect the working conditions of journalists for the French-speaking Belgian Press. According to the report of Les États généraux des médias d'information, conducted between 2010 and 2014 by the Parliament of the Federation Wallonia-Brussels, Belgian journalists are facing a generalized reduction in payroll, an unstable employment status and a increasing demand of versatility. These findings are confirmed in other national contexts (Frisque, 2013; Reinardy, 2011). In Belgium, few studies have been conducted on this topic: they are relatively new and few of them come from academic sources. They do not allow to investigate the evolution of working conditions for the journalists of the French-speaking Belgian daily newspapers. This communication focuses on the change of managerial policy for the French-speaking Belgian daily newspaper *Le Soir* and examines how this change has contributed to the evolution of working conditions of the editorial board between 2001 and 2014. In 2001, at the death of the managing director of Rossel group, a new leader arrived at the head of the newspaper. He organized a new management in a way that is more appropriate for the new economic rules, the technological challenges and the increasing media competition. The Rossel group has gradually grown from a family-based company, described as "patriarchal" by its journalists, to a large media group with a managerial policy that is much more professional and hierarchical. The transformation of Rossel's managerial policy reflects the evolution of the media industries, developed in numerous researches in Media Economics: the contemporary practice of news production now follows the same economic logic as all other production types (Augey, 2003). How this change help to transform the working conditions of the journalists ? This presentation is a part of a research project on changing careers and working conditions of journalists in Belgium. It is based on two research approaches: on the one hand, an analysis of articles, produced between 1994 and 2014 by french-speaking Belgian newspapers, focusing on economic and social events that concern journalists working for *Le Soir* ; on the other hand, interviews conducted with 20 former and current journalists of *Le Soir*. A first analysis showed that the change of managerial policy has led to increases in the workload of journalists, encouraging them to do more while reducing the number of journalists in the newsroom. It also changed the newspaper production process: nowadays, the production of the newspaper is more centralized under the control of the editor-in-chief, who provides a much more directive organizational policy. - Augey D., « Les journalistes : petits maillons au bout de la chaîne industrielle », in : *Hermès, La Revue*, vol 1, n° 35, p. 73–79, 2003 - Frisque C., « Multiplification des statuts précaires et (dé)structuration de l'espace professionnel ». in : *Sur le journalisme*, vol 2, n°2, p. 78–93, 2013. URL: <http://surlejournalisme.com/rev> - Reinardy, S., « Newspaper journalism in crisis: Burnout on the rise, eroding young journalists' career commitment », in : *Journalism*, vol 12, n°1, p. 33–50, 2011.

## Transference Across Boundaries: A Model of Journalism that Incorporates Its Peripheral Actors

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Journalism appears to be a less consolidated field than it might once have been. While the texture of the journalistic field has always been varied, changes to modes of reporting, communicating, and identifying performing journalistic work seem more disruptive than previous iterations of change. Digital actors pushing us towards what Yochai Benkler labelled 'The Networked Fourth Estate' (2011) challenge existing boundaries of the field, and even as Benkler's prediction at times seems unrealised, new actors and new types of digital journalism challenge us to conceptualise journalism in new ways. This paper offers one such conceptualisation through a multi-sphere model of journalism. Prominently with WikiLeaks and Julian Assange and the NSA leaks and Edward Snowden, more curiously with the input of hackers formally or informally in news, and increasingly in the work of digital-native news sites that blur lines between online culture and digital journalism, digital actors operating online have demonstrated new ways for news stories to develop, fuelled by less-than-traditional means. Through new forms of newswork, they challenge consolidated notions of journalism around normative ideals, particularly when they emerge on the periphery of legality, seriousness, and traditional news storytelling. Yet within their work, we can often locate public interest and informative functions, as well as watchdog activity, an emphasis on facticity, and other familiar journalistic criteria. Exploring contributions to journalism made by these emerging actors, this paper will situate their claims and treatment within a broader discussion of journalistic identity and ideal-typical definers of the journalistic field. Working with Bourdieu's (2005) theoretical work on the journalistic field, it will also locate challenges to new conceptualisations, including the societal heft of traditional understandings. Exploring how peripheral actors, through computer savvy and online prowess, expose previously quiet information in ways that reflect the core dimensions of journalism, this paper focuses both on work that is incorporated into news coverage as well as newswork that stands alone online. Against journalistic performances by peripheral actors, this paper expands on previous work looking at boundaries of journalistic identity and interloping claims of journalistic belonging (Eldridge 2013, 2014) to account for peripheral digital journalists. While traditional definitions of journalism exclude such activities and actors, this paper presents a model of journalism that defines journalism through measures of journalistic identity, intention, and performance and, crucially, one that does not pre-empt positive evaluations of digital journalistic actors by applying traditional boundaries. References Benkler, Y. (2011). "A free irresponsible press: WikiLeaks and the battle over the soul of the networked fourth estate." *Harvard Civil Rights-Civil Liberties Law Review* 46: 311–397. Bourdieu, P. (2005). "The Political Field, The Social Science Field, and the Journalistic Field." In: R. Benson and E. Neveu (Eds) *Bourdieu and the Journalistic Field*. Cambridge, Polity. Eldridge, S. (2013) 'Perceiving professional threats: Journalism's discursive reaction to the rise of new media entities.' *Journal of Applied Journalism & Media Studies* 2(2) pp. 281–299. Eldridge, S. (2014) 'Boundary Maintenance and Interloper Media Reaction: Differentiating between journalism's discursive enforcement processes.' *Journalism Studies* 15(1) pp. 1–16.

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## Beyond False Balance: How Changing Journalistic Norms and Interpretations Shape Media Coverage of Climate Change

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This study seeks to explain two pre-eminent features of transnational media coverage of climate change: The framing of climate change as harmful human-induced risk and the way that reporting deals with contrarian voices. While a wide variety of factors shape media content, this study focusses on the role of journalists, their interpretations and their professional norms as relevant influences on public debates about climate change. The basic view of climate change as represented in the reports of the IPCC and in scientific journals (Oreskes 2004; Anderegg, William R. L. et al. 2010) may be summarized as the “climate change frame”: Global warming exists, is anthropogenic and harmful and should be addressed by reducing greenhouse gases (Shehata/Hopmann 2012; Brueggemann/Engesser 2014). Yet, particularly in the US, Britain and Australia and less so in wide parts of Europe, salient voices backed by parts of the political elites challenge one or several of these claims (Leiserowitz et al. 2013; Capstick/Pidgeon 2014). Past studies have found that denial of anthropogenic climate change finds its way into journalistic reporting, albeit to different degrees in different countries and in different types of media outlets (Boykoff/Boykoff 2004; Boykoff 2007; Shehata/Hopmann 2012; Grundmann 2007; Grundmann/Scott 2014; Painter 2011; Painter/Ashe 2012). Analytically, two sources of distortion (Schulz 2011: 68, 89), can be distinguished: (1) Biases, understood very broadly as preferences or inclinations to treat a topic in a certain way (Lee/Grimmer 2008) and (2) media logics driven by e.g. professional norms and routines of journalists (Altheide 2004). Past studies have shown that conservative media and journalists, particularly in the US doubt climate change in their coverage (Carvalho 2007)(Elsasser/Dunlap 2013). Journalistic norms, most importantly the norm of balance but also practices like dramatization, have been advanced to explain why journalists quote climate skeptics (Boykoff/Boykoff 2004; Boykoff/Boykoff 2007). Yet, past studies have not been able to directly analyze this process, as, methodologically, interviews or surveys among climate journalists have to be connected to a content analysis of their coverage in order to analyze the role of bias and norms of individual journalists in their coverage. This study has pursued this endeavour analyzing a sample of articles in four different types of news outlets (conservative, liberal, regional, online) in five countries (Germany, India, Switzerland, the UK, the US) (N= 747 articles written by 62 journalists in 2011/2012). We find that journalism has moved beyond falsely-balanced coverage of climate change. And this can be explained by both, a learning process among journalists and a move towards interpretive reporting. A broad majority of journalists shares the view of climate science and clearly expresses it in coverage and commentary. Contrarians are mentioned, but clearly contextualized. Yet, we also show, how the bias of a few contrarian journalists leads to the survival of denial of climate change and how quite a few journalists in the British and US contexts are hooked on the story of “warners vs. deniers” thus missing the chance to develop new narratives and frames to debate climate change.



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**"Cultural" and "Foreign" News Depictions of the 2015 Terrorist Attacks in Paris***K. Riegert<sup>1</sup>, A. Widholm<sup>2</sup>*<sup>1</sup> *Stockholm University, Department of Media Studies- JMK, Stockholm, Sweden*<sup>2</sup> *Södertörn University, Department of Social Sciences- Journalism, Huddinge, Sweden*

Swedish cultural journalism is a broad journalistic sub-field that provides critique and guidance in aesthetic subject areas, as well as debate, reportage, and essays on recent or enduring political or ethical issues (Roosvall, Widholm & Riegert 2015). In recent years, the cultural desks of Swedish press have been key players in digitally circulated debates on racism, freedom of expression and democracy. Articles published in the cultural sections have been on the top 10 lists of the most widely shared news articles on Facebook and Twitter. The distinctiveness of cultural journalism in public discourse regarding global events, is however still an open question since scholars have traditionally focused on political journalism. Studies of the global justice movements and the Mohammed cartoon controversy found that the cultural pages were more progressive, contained more context and a greater diversity of voices and perspectives than other sections of the newspaper (Ekman 2011; Wallentin & Ekecrantz 2007). This study explores how the cultural and foreign news of Swedish public service television (SVT) and radio (SR) made sense of the terrorist attacks in France in November 2015. The analysis draws on content and discourse analysis and includes both offline and online news of the week following the attack. Results show that one difference between foreign and cultural news lies in the reflective and personal frame that characterizes the latter. Whereas foreign news leans on immediacy and turns to political elites and eyewitnesses, cultural journalism often focuses on cultural elites (prominent writers, journalists, etc.) and explores the broader ethical and democratic dilemmas that terrorism accentuates, including human rights, ethnic diversity, and freedom of speech. This "cultural filter", e.g. alternative and multifaceted understandings of society, has been shown to be a prominent aspect of the professional ideology of cultural journalists working in Swedish public service media (Riegert, Roosvall & Widholm 2015). However, similar to cultural journalism in other Nordic countries (Hellman & Jaakola 2014; Kristensen & From 2013) our findings suggest that Swedish cultural journalism is increasingly produced within a journalistic rather than aesthetic professional paradigm, reflected in the many "hard news" cultural items in our sample. The results of this study are part of a larger project investigating the development of cultural journalism under globalisation and digitalisation.

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**Selecting the News: An International Comparison of Values and Criteria***A. Anastasiou<sup>1</sup>*<sup>1</sup> *University of Leicester, Media and Communication, Leicester, United Kingdom*

This paper reports on a comparative investigation of relationships between micro and macro factors at play during the process of news selection, as these are observed in three countries of different models of journalism: the United Kingdom, Sweden and Greece (Hallin and Mancini, 2004). Though existence of a unitary type of journalism –even within a single country– is by no means implied, the nation-state level is still deemed appropriate as an important demarcator of difference (Benson, 2013). The analysis, adopting a 'field theory' or meso-sociological perspective, bridges micro and macro societal aspects and facilitates crossbreeding through a combined consideration of views established by both political economic and culturalist approaches (Bourdieu 1998; Champagne, 2005; Hesmondhalgh, 2006; Benson, 2013). The relationship between micro and macro factors is also served by a societal (as opposed to a universalist or a culturalist) comparative research design (Hantrais, 1999), and also a study of the proximity to, or distance from, power centres that the journalistic field has in different countries (Hanitzsch, 2007). The empirical data required for a meso-sociological analysis, that is for identifying and explaining power factors (internal or external to the newsroom) influencing the process of news selection, is collected through a combination of quantitative and qualitative methods (O'Cathain et al., 2007; Plano Clark and Badiie, 2010; Bryman, 2012): a survey via questionnaire (Rea and Parker, 2005) and focused group discussions respectively (Kitzinger, 1993), the participants in both being professional journalists in the three countries. The design of the focus groups involves a 'news selection game' played by the participants (Buckalew, 1969; Eldridge, 1993; Philo, 1993; Helfer and Van Aelst, 2016), where regular editorial meetings are simulated. The quantitative component of the mixed methods methodological approach is used for the establishment of patterns or correlations of factors and the extent of prevalence that can be attributed to anecdotal accounts. The qualitative one offers explanations about the direction of causal relationships; it also allows a deeper view into the dynamics of (not-easy-to-describe or not-easy-to-confess) relationships of journalists with their sources and other social actors. Quantitative and qualitative data are subject to an integrated discussion and analysis, as they are also derived from two sets of research sub-questions that consider, and 'communicate' with, each other. Contextual particularities are considered, not necessarily as determinant factors but rather as explanatory 'filters' in the study of power relations between journalists and other social actors. The evidence produced refers to views of the participants: (1) on journalistic professionalism and news factors; (2) on the relationship of journalists to centres of power, as well as on the normatively desired and actually prevailing degree of autonomy of journalists from such power loci; (3) on the role of – internal and external to the newsroom– factors influencing the process of news selection. Findings are studied separately for each country; then patterns and thematic analyses are compared, so that the impact of context on the dynamics of news selection is finally assessed.

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## The Potential of Data to Report on Inaccessible Territories: An Exploratory Study on International Data Journalism

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Certain regions and nations are significantly underrepresented in foreign news reporting. On the one hand, totalitarian regimes sealing themselves off or governments' restrictive information policies hinder journalists to adequately cover current affairs. On the other hand, focusing on conflicts, politics, and elites is characteristic for international reporting, according to Hafez (2002). Hence, there are territories inaccessible for journalistic investigations. Data journalism applies innovative practices that allow journalists to use data as sources. This method empowers foreign news reporters to publish stories with complex data acquirable from wherever they are. Data-driven investigation, from data collection to data analysis and presentation, applied to foreign news stories suggests copious synergetic effects. Based on these premises, we raise the following research questions: To what extent can data-driven practices make previously marginalised regions accessible for journalistic investigations? What potential has data journalism for international reporting? Methodologically speaking, this explorative study is based on a qualitative multi-method design: After analysing think-aloud protocols with young journalists who employed data-driven techniques to evaluate data-driven workflows (Bradshaw, 2011), we have instructed said journalists to combine foreign news reporting with data journalism within a newsroom experiment. In order to identify relevant aspects of data-driven investigation, we have analysed focus group discussions via qualitative content analysis and determined important topics through group-to-group validation. Lastly, we have conducted qualitative semi-structured in-depth expert interviews with data journalism pioneers based on the preliminary results to gain exclusive insight into data-driven investigation: How journalists acquire massive data and transform them into visuals, and how data journalism changes traditional practices. The following main research conclusions can be highlighted: Indeed, data journalism can help international reporting to overcome some of its traditional problems. Data allows journalists to cover previously inaccessible regions. In many cases, data can open up nations that previously have been marginalised in news coverage. Visualisations built upon data can facilitate conveying complex topics by depicting immanent processes bearing an added explanatory function. By doing so, data-driven stories can increase agenda-setting effects of international news that are considered as already high and, thus, provide an added value for recipients who lack the so-called corrective of primary experience when consuming international in contrast to domestic news (Hafez, 2002). Additionally, data providers pose new sources resolving the mere reliance of foreign news reporting on news agencies. Nevertheless, the availability of data does not substantially change topic selection. We can, however, assume a slight shift or expansion of topics since crime, corruption, and general disclosures of wrongdoings seem to be prevalent topics of data-driven stories and projects. To conclude, we consider the combination of data journalism with international reporting particularly eligible for investigative stories. Furthermore, with the availability of data, previously inaccessible regions can be covered even if traditional sources are not acquirable. Bradshaw, Paul (2011, July 7). The Inverted Pyramid of Data Journalism. Retrieved from <http://online-journalismblog.com/2011/07/07/the-inverted-pyramid-of-data-journalism/> Hafez, Kai (2002). Die politische Dimension der Auslandsberichterstattung. Band 1: Theoretische Grundlagen. Baden-Baden: Nomos.

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## Making the News World Go Round: The Role of the News Agency in the Production of Print and Online News

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Research on news production has a varied and rich research history. Surprisingly, a key player in the news production process is systematically overlooked: the news agency. The lack of academic attention has earned them the title of 'silent partners' of news organizations (Johnston & Forde, 2011). This study addresses the question to what extent the news agency content influences the agenda and content of print and online news. The dataset consists of all news that has been published in 2014 in the print and online versions of three Dutch national newspapers (De Telegraaf, de Volkskrant, Metro) as well as the largest online news provider (nu.nl). Furthermore, all the articles published in that same period by the Dutch national news agency, ANP, are integrated in the dataset. In total, the study compares 119,452 news agency articles with 75,434 print news articles and 171,727 online news articles. An innovative automated tool determines the degree of overlap between an agency text and a news article. This information is used to indicate what percentage of the total news articles has been initiated by agency copy, and how strong the content overlap is. The approach extends previous research in an important way. Reliance on agency copy has typically been measured on the basis of manifest attributions to the agency (Hijmans et al., 2011; Van Leuven, Deprez, & Raeymaeckers, 2014; Powers & Benson, 2014; Sjovaag, 2014). This is problematic because research has shown that news organizations often veil their reliance on agency copy and do not attribute the agency (Reich, 2010). Studies that do take the actual agency copy into account generally rely on case studies, which limit their generalizability. In contrast, the approach presented in this study compares news content with agency copy in a systematic and automated fashion. This implies not only that the methodological shortcoming of previous studies is bypassed, but also enables tracing agency copy in news content with an unprecedented accuracy and on an unmatched scale. Results show that online news is highly dependent on the agency's information supply: The agency is responsible for the majority (66 percent) of the online news agenda, and this is even up to 75 percent in the case of the largest online news provider. The agendas of the print titles are statistically significantly less strongly dependent on the agency's input: overall, 23 percent of the print articles are initiated by agency copy. The analyses furthermore reveal that – different from print news – many of the online articles are more or less verbatim agency copy and contain very little additional information. The findings show that both the online news agenda as well as the literal news content is by and large based on one source only: the national news agency. The study provides strong empirical support for concerns on the high level of homogeneity and potential lack of diverse viewpoints in online news (Fenton, 2010; Doyle, 2015).

Media's gatekeeper role in an era of 'prosumers' and 'gate-watching' (Bruns, 2009) or 'gate-checking' (Schwalbe et al., 2015).

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Around the world, journalism is going through a period of exceptional turmoil and transition, often characterised as a 'crisis' (McNair, 2009). This term highlights the scale of the decline of audiences and markets for traditional, pre-digital news and journalistic media platforms - the centralised, industrially-structured, top-down 'legacy media' of the analogue era - and the associated challenge to professional roles and practices. Much has been written about "the death of newspapers", even the death of news itself (Charles & Stewart, 2011; McChesney & Nichols, 2010). From this viewpoint, adequately resourced, editorially and politically independent journalism is at risk. The future of news and journalism has been framed within narratives of cultural pessimism and anxieties about the potential degeneration of the public sphere, with correspondingly negative implications for democracy itself (Habermas, 2006). Others point to the dramatic expansion of news and journalistic information in the globalised public sphere (McNair, 2006, 2016), and the observable fact that there is more such content, from many more sources, available to the average, net-enabled citizen than at any time in human cultural history. While many legacy media platforms have struggled to cope with digital transition, leading to closures such as that of the Independent's print edition in the UK in February 2016, there have at the same time been many additions to the supply of fact- and news-based content online. News and journalism are not 'dying', by any objective measure of publicly accessible information, but they are changing. While the quantity of journalistic content is expanding, so too is its quality evolving. We see the contemporary globalised public sphere increasingly filled by a myriad emerging factual forms and formats, from the 'citizen journalism' of a decade ago to the 'user-generated content' of more recent times, and a host of online start-ups such as Gawker, BuzzFeed, and Vice News which often incorporate user input into more participatory journalistic and quasi-journalistic news production processes. These new sites produce forms and styles of fact-based content - 'listicles' and other types of infotainment, for example - that challenge traditional norms and definitions of what journalism is, and should be. While pessimistic narratives of decline often lament these trends, the authors in this panel share a perspective from which journalism can be argued to be evolving in potentially positive directions that normative critiques of digital trends often fail to acknowledge. This panel evaluates the emerging assemblage of journalistic forms, practices, and uses, and asks how we can examine and theorize the state of journalism beyond the crisis. We aim to develop a rich empirical understanding of the emerging forms of journalism, or factuality, and to identify innovative approaches to understanding the range of forms of journalism currently practiced and used, moving us beyond the many dichotomies existing in the field: new/old; traditional/emerging; hard/soft; market-oriented/public journalism. The panel moves beyond the discourse on journalism as a field in crisis, to understand the changes and challenges in news- and fact-based culture as part of an ongoing transformation of the journalism studies field.

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## Factuality and the Cult of Reality

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This paper traces the emergence of fact-based content as a key form - arguably The key form - of contemporary globalized culture, driven most recently by the arrival of digital technology and tools for networking, sharing and 'producing' communication in the public domain by unprecedented numbers of internet-accessing individuals and organisations. Contrary to the predictions of the decline of 'quality' journalism which accompanied the early years of the internet, and the fracturing of the established business models of print and linear broadcast journalism producers, we can observe as of 2016 that there is more news and journalism available to the average internet user than has ever been possible in the history of human culture - far more, indeed, than any one individual can conceivably consume in a day, a week or a lifetime. In addition, there has been an explosion in the cultural popularity of fact-based journalistic hybrids such as true crime documentary series (Making A Murderer, Serial), feature length documentaries for cinema and online platforms (Netflix obviously, but also a string of commercially successful feature-length documentaries going back to Fahrenheit 9/11 [Moore, 2004] and beyond). The rise of reality TV and 'docu-soaps' in prime time linear TV in the late 1990s, exemplified by the success of global franchises such as Big Brother and Wife Swap (McNair and Enli, 2010), filled mainstream popular culture with tales of 'real people' doing ordinary, and then sometimes extraordinary things. In these and other ways the real, as opposed to the fictional or the imagined, has eclipsed traditional narrative formats in cinema, TV and literature, producing what I wish to call a sociologically significant 'cult of reality'. As part of the conceptual groundwork for a large, transnational study of the evolution of fact-based content online (or 'factuality', to signal our concern with a range of forms broader than the conventional models of liberal journalism), this paper will consider, a) the cult of reality in late capitalist culture which can be said to have begun in the late 1990s/early 2000s with the emergence of docu-soaps and reality TV, and which is now reflected in the phenomenal success of digitally distributed docu-series such as Making A Murderer, Serial and other works; b) the quantitative proliferation of fact- and news based forms online, from the recognisably 'straight' journalistic content of big global brands such as the BBC and News Corporation to the ever-growing number of online start-ups which work with hybrids of various kinds. If these media forms and formats can clearly be connected to journalism as normatively defined in the pre-digital era, in what respects can they be said to diverge from those ideals? And depending on the answer to that question, c) what might be the implications for democratic political cultures which have hitherto relied on a traditional concept of journalism rooted in early liberal democratic theory for a variety of public goods, such as the construction and maintenance of informed citizenries and accountable political elites?

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## Journalism-as-a-Service: Amplifying Public Intellectual Contributions Through the Conversation

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The boundaries between entirely professional, distinct news organisations on the one side and amateur, distributed citizen journalism on the other are softening and dissolving. At the point of convergence between professional journalism and amateur news engagement, a variety of new models for news are emerging, exploring diverse organisational configurations and drawing on a range of expertise across journalism, marketing, digital media and other fields. This paper examines one of the most remarkable, internationally successful new platforms for the publication of news from outside conventional journalistic frameworks: The Conversation. Initiated in Australia and now operating across the US, UK, France, and southern Africa, this platform is financially supported by a coalition of academic institutions around the world and provides what can be understood as 'journalism-as-a-service' (JAAS): a small team of journalistically trained staff are working with a large community of scholars from participating institutions to convert their research findings and other evidence-based interventions in current public debate into formats that are more closely aligned with conventional news writing, and thus more accessible to non-expert readers. As a result, these articles stand a greater chance of being recognised and used by other news organisations as well as by the general public. Further, by publishing under Creative Commons licences, The Conversation facilitates the broad re-publication of its content in conventional news outlets, news and science blogs, and other online sites. This substantially increases the circulation of such scientific insights; for the academics involved, such exposure also frequently leads to added exposure in the news media through follow-up interviews and other engagements. Overall, this JAAS model has been remarkably successful at inserting scholarly knowledge into public debates. As a born-digital platform, in addition to staff-led content sourcing The Conversation invites scholars to initiate the process by submitting their draft story ideas for development by TC staff; this crowdsourcing-inspired approach generates considerably more breadth and depth of coverage than a reliance on conventional science journalism. But this paper highlights the ways in which a considerable level of journalistic control is still being maintained at sites like The Conversation, with traditionally-trained journalists acting as gatekeepers in soliciting contributions from academics as well as in helping them to construct their articles. At the same time, this model is also giving up some aspects of journalistic control and relies on experts to produce the majority of information themselves, rather than merely being questioned by journalists. Documenting the impact of this site on the visibility of scholarly work in public debate, and the take-up of Conversation content by the general public, the paper also presents an in-depth analysis of social media-based dissemination of Conversation stories, drawing on a multi-year study of news-sharing practices in Australia. Read against the context of what is known about overall news engagement practices through social media in this country, such detailed quantitative data provides compelling evidence for the impact of The Conversation in inserting scientific findings into the national conversation, as well as identifying areas requiring further development.

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## The Adjustment of Channel Repertoires Between Journalism and Its Audience

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Today, journalistic content is produced and distributed via multiple platforms while social media increasingly complement traditional mass media and expand the communicative options between journalists and their audiences. This expansion of journalism towards new channels has stimulated various processes: it encourages manifold novel news practices, fosters new patterns of news consumption and networked audiences and also opens an important space for audience participation. Altogether, social media use in journalism and of (its) networked and partly participating audiences lead to something we could describe as a clash of the mass media paradigm inherent to the institution of journalism with a social media paradigm inherent to a new "networked architecture of journalism" (Bastos 2014: 18) – a paradigm which to date we are only able to describe in its contours. To better understand these developments we see the need to a) address uses of social media in journalism as multichannel communication as typically users and producers use a number of social media and other internet channels in parallel; b) consider the multifunctionality of social media as journalists and users alike use them to the end of manifold purposes like research, participation, and monitoring (Neuberger, Langenohl & Nuernbergk, 2014); c) acknowledge that affordances of social media (boyd 2010) also emerge from mutual expectations and adjustment processes between producers and users as particular media channel qualities not only result from technical boundaries and opportunities, but also from their subjective perception and adoption. Against this backdrop, we suggest to analyze the use of social media in journalism with the help of a theoretical framework from the field of audience research, the media repertoire approach (Hasebrink & Popp, 2006; Hasebrink & Domeyer, 2012). Whereas media-centered audience research usually considers the usage of single media, the starting point for a repertoire-oriented approach is the specific combination of different media as arranged by a single user to the end of different gratifications. We expand this audience-centered approach by also integrating the journalism perspective, that is looking on both sides (Loosen & Schmidt, 2012). That is, we have to ask for the social media repertoires of users and journalists alike, and, moreover, to which extent these repertoires differ. These theoretical considerations will be illustrated by the results of two empirical studies which shed light on how journalism and audiences deal with that multichannel and multifunctional communication. The journalism side is represented by a newsroom survey in Germany in 2014 (n=105, response rate=69,5%), the audience side by online surveys among audiences of four different German news outlets (with samples ranging from n=321 to 4686 and subsamples for active users ranging from n=41 to 390). It is shown that newsrooms use social media for 24 different purposes and that actively participating users in part exhibit different motivations to participate with respect to different participatory channels.



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The way that political news is produced is challenged by the rise of social media. The increasing social networking and microblogging activity is understood to contribute to changing journalistic norms and practices (Lasorsa et al. 2012) and distinct social media repertoires have emerged over the past years (Klinger and Svensson, 2014). Several dynamics are in play that change the relationship between politics, journalism, and the public “into an actual ménage à trois” (Broersma and Graham, 2016: 90). Against this background, Chadwick (2013) illustrated how news-making assemblages in shifting constellations are coming to play a greater role in a hybrid media environment. These assemblages consist not only of politicians and journalists; they also involve non-elite actors such as political activists and amateur bloggers (as well as PR professionals), who all may intervene in the “political information cycle” (ibid.) through timely interventions. In the case of journalists, Twitter is especially useful for one-to-one interactions on a micro-level as well as for immediate public interactivity. It allows approaching sources almost instantly and offers a convenient way to circumvent spokespersons. In an information cycle which requires continuous attention and sometimes to react quickly, this can be a major asset. Nowadays, journalists are inclined to incorporate social media into their daily practice because they are facing their sources in a “multimodal communication environment” (Ekman and Widholm, 2015). Solely employing traditional reporting methods would therefore not be sufficient anymore. Admittedly, in the digital era, this shift is also evoked by the fact that journalism often lacks resources which are necessary to enable investigative reporting and which allow for critical scrutiny. With respect to mutual interactions between journalists and sources I propose considering that the latter increasingly become media producers themselves. Their social media channels, especially those of politicians, are not only changing quickly and much more dynamically than static press releases or traditional interviews; sometimes they even mimic journalistic practices (Broersma and Graham, 2016). Twitter has turned into a space where meaning between journalists and politics is publicly negotiated and also actively contested. Journalists themselves can be used as a source in order to promote the public agenda by propelling a news story serving a politician’s interests. In this context, the concept of “mediatized interdependency” (Ekman and Widholm, 2015) is fruitful to characterize actual power relations between journalistic and political actors. Twitter can be used for several practices of political reporting (monitoring, networking, interacting, sourcing, publishing, promoting, branding). But not all of these domains have been at the centre of scholarly attention, and the ways in which political reporters interact with political actors on Twitter have not been systematically reviewed (Broersma and Graham, 2016). Against this background, my paper illustrates these considerations regarding interactions between journalists and politicians with findings from two network analyses as well as with findings from a parallel tracking of tweets composed by Members of the German Bundestag and Members of the German Federal Press Conference. The results show a substantial representation of both groups in all networks.

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# How to Operationalize the Theory of Framing in Journalism Studies. A Case Study: Journal of Communication (2009–2013)

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International scholarly associations and peer-reviewed academic journals have always been involved in the main debates in the field of communication, and so they have become the most influential institutional agents for the evolution of communication research in the last decades. Therefore, both reference journals and international conferences can be considered two of the most dynamic forums for the debate on the disciplinary status of communication, and for the advance on theoretical construction and methodological operationalization of the great paradigms of empirical research. The aim of this paper is to present first results of a work in progress (part of a broader on-going research project funded by the Spanish Ministry of Economy and Competitiveness) focused on the analysis of the processes of operationalization and theoretical construction carried out in research articles published by major international journals. Specifically, this report expounds findings on the case of framing research published in the Journal of Communication. On the one hand, the selection of framing as case study is because this notion is one of the concepts with more theoretical discussion and presence in empirical research in nowadays media studies and journalism studies. On the other hand, the Journal of Communication is taken as object of study by taking into account not only its international leading position, but also for being a publication closely related to the International Communication Association, and for the core role of its papers and special issues in the discussion and systematization of the field of communication in general and, in particular, of the notion of framing itself. Therefore, this study points to observe (i) the research objects, (ii) the methodological operationalization, and (iii) the theoretical construction of framing in papers published in the Journal of Communication during the period 2009–2013. A content analysis has been specifically designed for the observation of empirical research, and applied to a total of 50 original articles distributed in 26 issues of this journal. Findings reveals some uniformity in the objects of study investigated by the concept of framing, particularly in relation to those considered "classics" in journalism studies: media coverage of current events, news and information; all of this considering the partial transformation of these classic objects regarding the changes occurred in a digital context (journalism professional activity in change: journalism 2.0, citizen journalism, the crisis of journalism). Regarding the theoretical and methodological operationalization processes, is observed a significant standardization in the framing studies analysed, taking into account the broad recognition of framing as standard theory, and also considering its main empirical character, by means of quantitative and experimental research modalities with high analytical complexity through elaborated statistical analyses and digital research instruments: original design experiments, online questionnaires, internet surveys, digital polls. Therefore, framing research published by a top journal such as the Journal of Communication can be currently defined as an empirical program in terms of quantitative and experimental analytically sophisticated research, with a clearly delimited theoretical framework, focused on journalism in its different forms (news media coverage, political information, electoral campaigns, etc.).

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# Partisan Journalism and the Issue Framing of the Euro Crisis: Comparing Political Parallelism of German and Spanish Online News

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According to Hallin and Mancini (2004), political parallelism is a central dimension for distinguishing different media systems. Based on their theoretical systemization of historical developments, they proposed that in countries of the Mediterranean Model and the North/Central European Model political parallelism should be high due to the historically important party press, whereas political parallelism should be low in countries of the North Atlantic Model without a party press tradition. This systematization has been criticized by various authors (cf. Hallin and Mancini, 2012), mostly on the theoretical level. Explicit empirical investigations of political parallelism in a comparative manner are still rare and often focused on a too narrow understanding of political parallelism measuring solely media's alignment with a specific party (van Dalen, 2012; van Dalen et al., 2012; Vliegthart and Mena Montes, 2014). Faced with the decline of the party press, press/party parallelism has been re-conceptualized as political parallelism, i.e. as the alignment with superordinate ideologies (Mancini, 2012) which can be held and disseminated by other political actors than parties alone. As a consequence, empirical investigations of political parallelism need to go beyond the measurement of party actors in the news and instead take into account media's ideologically guided issue interpretations. Therefore, this study investigates the strength of political parallelism in online newspapers of Germany and Spain using a new methodological approach focusing on the alignment of media's issue interpretations with political ideologies as guiding principles to interpret the social world (Jost et al., 2009). More precisely, we identify issue-specific news frames of 7.256 statements in 961 articles in a quantitative, data-driven procedure and investigate whether and how their argumentative structures mirror political ideologies. The issue under investigation is the Euro crisis – a highly relevant issue which is especially useful for analyzing political parallelism across countries because it is discussed in different countries at the same time allowing synchronous comparisons in political parallelism for the same issue. Results show that issue frames can tie up with superordinate political ideologies, making it possible to use such issue interpretations as a measurement of political parallelism that goes beyond the salience of party actors in the news and reflects media's alignment with superordinate political views better. Doing so, our results show substantially lower but still medium political parallelism in the North/Central European compared to the Mediterranean Model with its high political parallelism. This lesser political parallelism may be the result of the higher degree of professionalization in the North/Central European Model (Hallin and Mancini, 2004) which could have fostered the general homogenization process towards the Liberal Model more strongly than in the Mediterranean Model. This is supported by the results of Hanitzsch (2011) on professional role perceptions of journalists as two out of three journalists in Germany display the liberal tradition of a detached watchdog compared to only one in four Spanish journalists. Taken together, our study contributes to the empirical verification of the revised Hallin/Mancini-model introduced by Brüggemann et al. (2014). Here, only the Mediterranean Model is characterized by high political parallelism.

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This paper presents findings from a semi-automatic big data content analysis of 189 news outlets in Norway, where the aim is to ascertain the extent to which the national news landscape can be characterized as diverse. Diversity is operationalized as frequency and distribution in voices and topics in the news, analyzed according to three structural factors: ownership affiliation (corporate or independent), medium type (legacy newspaper, pureplayer or broadcasting), and distribution level (local, regional or national). The analysis finds that diversity in topics is primarily contributed by public service broadcasting and the legacy regional and specialist press, and that diversity of voices is primarily supported by local newspapers. The analysis also finds that corporate ownership and organizational resources matter for newsrooms' contributions to overall diversity. Diversity is one of the main measures to investigate the internal and external diversity levels in media systems. As such, diversity is one of the aims of media policy. Content analysis of voices and topics in the news enables evaluations of the extent to which representation of political opinions and identities is present in the editorial discourse. In this study, natural language processing algorithms are used to extract named entities (persons and organizations) in news stories, while automatic content analysis is mobilized to analyze content categories in the news. The data was collected using custom scrapers gathering 442 GB of html files from 189 individual news websites from across the country between 1 October and 31 December 2015. Manifest variables (date, time, author, word count, links etc.) and latent variables (content categories) were extracted using custom written algorithms. Evaluations of diversity levels in the Norwegian news media landscape are operationalized according to the principle of 'most different'. Venturing from the assumption that mediated agendas tend to move towards a common conversation, the analysis aims to uncover the parameters that account for the presence of diverse voices and topics in the news. The 'most different' voices in this case lie outside the range of the political and organizational mainstream, representing women, minorities, small political parties, non-capital voices and 'ordinary' people, differentiated using named entity recognition. The 'most different' topics entail locally affiliated stories and stories outside the mainstream news agenda, differentiated by proximity measures of geographical centre-periphery dimensions and natural language processing algorithms identifying topical overlap illuminating agenda setting patterns in the national sphere. The analysis present a comprehensive picture of the voices and topics represented in Norwegian news media in the period as a distribution of a selection of salient actors/topics across the various media outlets. Results show that state supported editorial organizations, local newspapers and strong regional newspapers contribute most to the diversity of the Norwegian mediated public sphere, and that corporate ownership represents a homogenizing factor. As findings indicate that external pluralism matters for internal pluralism, the analysis should inform future media policy in Norway.

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Contrary to the expectations of prophets of doom and gloom, public and commercial television broadcasters are holding their key position in information provision to citizens very well in times of technological changes, globalization and commercialization. More convincing (and worrying) prophecies focused on the declining quality of television news. To keep attracting viewers, quality of television news would have to go down (e.g. McManus, 1994). The concept of sensationalism was coined in this context and studied by various scholars in different contexts (see Kleemans & Hendriks Vettehen (2009) for an overview). While studying various content elements of the news, however, the conclusions often are that there are few signs of such a general decline. This leaves the field with many unanswered questions, not in the least about the importance of media system characteristics (like commercialism and audience fragmentation) that are main suspects to stimulate the development of sensationalism. To account for those, there is a pressing need for more international comparative research in communication science (Slater, Snyder, & Hayes, 2006) and in particular in sensationalism research (Hendriks Vettehen, Zhou, Kleemans, D'Haenens, & Lin, 2012). And, the studies that do adapt such an approach, often work with relatively old data and suboptimal country choices for this purpose (e.g. Cohen, 2013) or a very limited set of systems (Kleemans, Van Cauwenbergh, D'Haenens, & Hendriks Vettehen, 2008). This study will try to fill part of that gap. Based on a fresh, large-scale content analysis (21 days in a constructed sample in the February-May period of 2016) of flagship television news broadcasts of 30 television stations (the most watched public and commercial news broadcast per country) in 15 European countries, this study will apply a multi-level approach to try to answer the following research questions: 1) What is the impact of media system level characteristics as dependency on commercial revenues and audience fragmentation on the level of sensationalism? 2) What is the impact of public broadcasting on the level of sensationalism? In order to answer these questions, sensationalism will be defined, divided up and measured following Vettehen, Nuijten, & Beentjes (2005) as topic content sensationalism, formal features sensationalism and vivid storytelling sensationalism. Each of these forms of sensationalism will be investigated separately, since studies in the past have revealed important differences in development between them. Since data collection for this project is still ongoing, there are no results to be reported yet at this point. These will certainly be available (and complete) by the time of the conference. Inspired by earlier work of e.g. Chan & Lee (2013) about the impact of public and commercial channels, and Arbaoui & colleagues (forthcoming) on media system characteristics, we speculate to find that mainly audience fragmentation is a driving factor for topic and format sensationalism (and less for vivid storytelling), as well as we expect public channels to show less sensationalism than commercial channels, stressing the importance of public service news broadcasters in an age of high competition and audience fragmentation.

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# If It Bleeds, It Leads? A Qualitative, Multiple-Media Study of Picture Editors' Decisions (Not) to Publish Graphic News Images

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This study looks into the factors that shape mainstream news media's decisions regarding the selection and presentation of graphic images of death and tragedy. While some empirical studies of graphic news photography exist, few approach the topic from the perspective of the editors who engage in such deliberations on a day-to-day basis. Moreover, referring to gatekeeping theory, other authors, like Schwalbe et al. (2015), have pointed out how the selection of visual content has been underexamined compared to text-based gatekeeping processes. Our central research question is set against the proliferation of UGC, which through its proximity values confronts newsrooms with more graphic material and urges editors to consider prevalent norms of decency and taste and to confront ethical dilemmas between the 'public's right to know', and respect for human dignity. Furthermore, critics have pointed out that news coverage saturated with graphic pictures has an "anaesthetizing" effect, turning extreme sights into a banality and inducing a "compassion fatigue" (Moeller 1999; Sontag 1977). So, it has been argued that moral judgment, objectivity, and context - "a professional sanction or code of conduct" (Taylor, 2000) - act as markers of distinction in a networked media environment where traditional news institutions coexist with so-called 'producers' (Bruns, 2009; Andén-Papadopoulos & Pantti, 2013). Indications that the restraint of professional journalists wanes as sensitive content already circulates online, is, therefore, a matter of concern (Pantti & Bakker 2009). Another question is how the near unlimited space that online media offer, their immediacy values, and multilayered and interactive nature, affect selection practices. Finally, critical positions have also problematized the idea that (greater) measures of restraint relate to the (higher) geographical and cultural proximity of crisis situations and victims (Sontag 1977, 2003). Our study is based on semi-structured, in-depth interviews with picture editors at all major news media in Flanders, Belgium. More specifically, we interviewed (online) picture editors of three elite newspapers, two popular dailies, two regional newspapers, a free daily newspaper, and the public broadcaster and main commercial television station. The interview transcripts were subjected to a thematic content analysis using a standard coding scheme comprised of the main themes of the topic guide, including notions of the proximity thesis, breakfast table check and compassion fatigue, perceived impact of the circulation of UGC, and medium-related differences. Building on Shoemaker & Reeses' 'hierarchy-of-influences'-model (1996), and Pantti & Andén-Papadopoulos' (2013) 'resistance', 'resignation' and 'renewal' repertoires, our analysis elaborates how deliberations on whether or not to publish graphic images, and if so, how to present them, are informed by factors at the levels both of the individual picture editor (e.g. idiosyncratic vision, personal experiences); professional and medium-specific routines; news organization or 'brand' (e.g. public/commercial, elite/popular, local, free media); extra-media (e.g. advertiser and audience sensitivities); and ideology (e.g., notions of image(-saturated) culture, Orientalism). Moreover, what emerges from the analysis is that, elements of 'resignation' notwithstanding, picture editors engage in boundary work, strongly reaffirming mainstream



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It is a widely shared belief that journalism is facing a fundamental crisis today – a crisis that is eroding both its business model and institutional role, not to mention its alienating relationship with the public. The current “existential crisis of journalism” (McNair, 2013) calls for a study of the redefinition of the role, the values and the professional practices and conditions of journalism. Although the crisis of the business model of journalism has become a much discussed and studied issue today, “the fundamental challenges that news production faces today are not monetary, but reflect the changing mode and structures of production” (Picard 2014: 276). These challenges stimulate the emergence of new practices, norms and structures of journalism as profession and (re) shape journalists’ professional worldviews. Cultural and historical contexts, on the other hand, determine the character of continuity of journalistic phenomena throughout the time and space. In an era of fragmented audiences and personalised information, the debate on the transformation of the profession seems more important than ever and calls for a refocus on the conception of journalism. At which level has journalism adapted to structural, technological and economic changes? Is the journalistic paradigm ‘continuously refracted’ (Broersma, 2013: 29) or is it constantly reinventing itself by redefining professional practices, norms and values? Starting from the standpoint that we need more research to conceptualise the dynamics of change in journalism, our panel aspires to address the main challenges that the profession faces through the presentation of selected results of the Words of Journalism Study survey conducted in 2012–2015. This large international and comparative research project aims to address the most crucial and pressing issues regarding the current state of journalism. The proposed panel focuses on the changing professional roles and identities, ethics, autonomy and journalistic work practices and processes in selected European countries. The approach of the panel is also informed by the current financial crisis that is unfolding throughout the European continent and has a massive impact on journalism as well. Three main areas of interest are featured: a. the transitional role of journalism in a constantly changing globalised environment, b. the redefinition of professional values and ethics; c. the crisis that the profession and the business model of journalism are facing. The presentations focus on selected countries that represent different regions in Europe, aiming to reflect the comparative character of the research project and suggest a shared framework for the understanding of the on-going transformation of journalism across Europe. References: Picard, Robert G. 2014. ‘Twilight of New Dawn of Journalism?’ *Digital Journalism*, 2(3), 273–283. Marcel, Broersma. 2013. ‘A refracted paradigm. Journalism, hoaxes and the challenge of trust’. In C. Peters & M. J. Broersma. *Rethinking Journalism: Trust and Participation in a Transformed News Landscape*. New York: Routledge (kindle edition). McNair, B. 2013. ‘Trust, Truth and Objectivity: Sustaining quality journalism in the era of the content-generating user’. In C. Peters & M. J. Broersma. *Rethinking Journalism: Trust and Participation in a Transformed News Landscape*. New York: Routledge (kindle edition).

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## Introducing the Worlds of Journalism Study

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The Worlds of Journalism Study (WJS) is an academically driven project, originally founded to regularly assess the state of journalism throughout the world. The Study’s primary objective is to help journalism researchers, practitioners, media managers and policy makers better understand worldviews and changes that are taking place in the professional orientations of journalists, the conditions and limitations under which they operate, as well as the social functions of journalism in a changing world. The WJS is a joint effort of researchers from more than 60 countries, which makes the study the largest cross-national endeavour of its kind in the field of communication research. Between 2012 and 2015, the WJS network carried out representative surveys of working journalists in all participating countries. Data collection was based on a common methodological framework and a cross-national, standardized questionnaire. This first paper will introduce to the background of the study, the way it is organized and has evolved since its foundation in 2007, as well as its theoretical and methodological framework.

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## Journalists’ Views on ‘Ethical Journalism’ in Estonia, Finland and Norway: Ideals vs. Reality

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The changing conditions for doing journalism have also affected journalistic ethics and patterns of media accountability. The prime example of recent changes in Europe is from the United Kingdom where the News International phone hacking scandal resulted in a grave questioning of journalists’ ethicality and a revamp of the self-regulation system (The Leveson Inquiry, 2012). Elsewhere in Europe, there has been no need for such drastic measures but pressures to reform and/or redefine journalistic ethics and media accountability exist nonetheless. Such is the case even in the Nordic countries where the current media accountability mechanisms have been deemed to be most efficient (Fielden, 2012; Lauk & Denton, 2011; Kirchner, 2012). The Nordic concept of media accountability relies heavily on the idea of responsible journalistic practices by individual journalists and news organizations. These practices are based on professional ethics and values usually formulated in national Codes of Ethics, which are widely accepted by journalists and monitored by national Press Councils. Despite such uniformity, the interpretations and practical implementations of professional ethics and values have always been subject to variation due to contextual factors. In the current state of flux, however, variation is arguably growing and giving rise to conflicting interpretations and practices (Carpentier, 2005). This presentation looks at journalists’ perceptions of professional values and ethics in Norway, Finland and Estonia – which all have similar media accountability mechanisms, but different practices – to enhance our understanding of how much impact the different contextual factors have on the professional values and ethics. Data from the survey conducted by the Worlds of Journalism Study project in the three countries in 2012–2015 indicate

that conflict between the professional ideals and reality appears as a result of certain social and cultural circumstances and the working environments that limit the individual autonomy of journalists. References Carpentier, N. (2005) Identity, Contingency, and Rigidity: The (Counter-)hegemonic Constructions of the Identity of the Media Professional. *Journalism* 6(2): 199–219. Fielden, L. (2012) Regulating the Press. A Comparative Study of International Press Councils. Report. Oxford: The Reuters Institute for the Study of Journalism. Kirchner, L. (2012) Self-Regulation Done Right: How Scandinavia's press councils keep the media accountable. *Columbia Journalism Review*, 24 April. [http://www.cjr.org/the\\_news\\_frontier/self-regulation\\_done\\_right.php](http://www.cjr.org/the_news_frontier/self-regulation_done_right.php). Lauk, E. & Denton, M. (2011) Assessing Media Accountability – in Europe and Beyond. In: Eberwein, T., Fengler, S., Lauk, E. & T. Leppik-Bork (eds.) *Mapping Media Accountability – in Europe and Beyond*. Köln: Herbert von Harlem Verlag, 217–228. The Leveson Inquiry. (2012) *An Inquiry into the Culture, Practices and Ethics of the Press*. London: The Stationery Office.

## PN 282 Precarious Working Conditions in Journalism? A Comparative Analysis of the Situation in Austria, Germany and Switzerland

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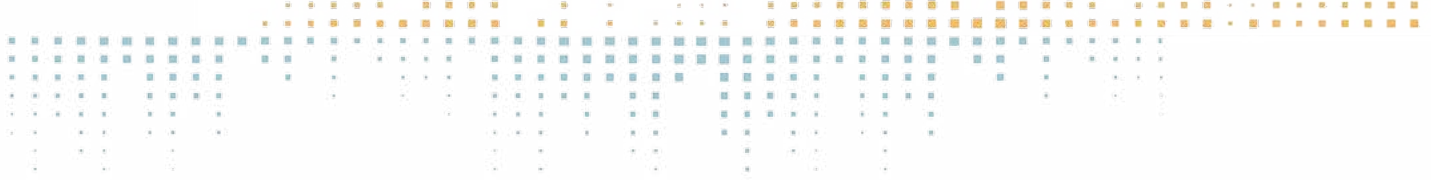
Traditional business models of media companies are seriously challenged by intensified competition in the advertising market due to financial crises and the new players in the online environment, as well as by a low willingness to pay for information (online) among the audience (Beck et al., 2010; Reuters Institute, 2015; Nielsen, 2015). Media companies respond to this challenge mainly by cutting costs: reduction of expenses for stuff, material as well as research, and increase of workload, working hours as well as temporary contracts at the same time (Blöbaum, 2007; Beck et al., 2010; Herbst & Kweton, 2012). These precarious tendencies within the profession of journalism are worrisome for the individual journalist on the one hand, and with regard to the role of media as the fourth estate in Western societies like Austria, Germany and Switzerland on the other. If media companies' business models fail to ensure appropriate working conditions, not only job satisfaction is likely to decrease; it is also questionable, if journalism is still able to meet quality standards and perform its functions in society. With regard to the group of freelance-journalists Gollmitzer (2014) has already concluded that their working conditions are precarious. Is that also true for journalism in Austria, Germany and Switzerland in general? These countries were by far not hit by the financial crises as hard as others, such as Greece, Ireland or Portugal. Therefore, within the European context we consider the comparison of these three neighbors rather as a touchstone for relative continuity. While the three countries can well be thought of as a unit representing relatively stable economies and political structures within Europe, they differ from each other when it comes to the competitive situations: variation in the extent of subsidies, the phenomena of free newspapers in Austria and Switzerland, and the German media as competitors for the national media of their smaller neighbors due to missing language barriers between the markets. Also, within the countries different types of media organizations are facing financial problems to different extents. It is necessary to no analyze the working conditions in journalism on both, the level of media systems as well as on the organizational level. References Beck, K., Reineck, D. & Schubert, C. (2010). *Journalistische Qualität in der Wirtschaftskrise*. Berlin. Blöbaum, B. (2007). *Journalism and Change: Theoretical Framework and Empirical Research*. Paper presented at ICA Conference 2007. Gollmitzer, M. (2014). *Precariously employed watchdogs? Perceptions of working conditions among freelancers and interns*. In: *Journalism Practice*, DOI: 10.1080/17512786.2014.882061. Kramp, L. & Weichert, S. (2012). *Innovationsreport Journalismus. Ökonomische, medienpolitische und handwerkliche Faktoren im Wandel*. <http://library.fes.de/pdffiles/akademie/08984.pdf> (13.10.14) Nielsen, R.K. (forthcoming). *The increasingly digital business of news*. In Witschge, T., Anderson, C.W., Domingo, D., & Hermida, A. (eds.) *Sage Handbook of Digital Journalism*. London: Sage Publications. [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2600868](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2600868) (22.02.2016) Reuters Institute for the Study of Journalism (2015). *Digital News Report 2015*. <http://reutersinstitute.politics.ox.ac.uk/sites/default/files/Supplementary%20Digital%20News%20Report%202015.pdf> (22.02.2016)

## PN 283 Mediatization of Journalism: Comparing European Digital Mediascapes

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This article explores patterns and sources of influence on professional practices of European journalists and the way they differ across different media systems, in a multilevel, cross-national comparative research design. The research is more broadly framed within mediatization theory and aims to explore the relationship of increased media logic in journalistic practices (Kammer, 2013; Kunelius, 2014) with specific digital mediascapes. Journalism is known to be culturally specific in historical terms (Chalaby, 1996), and cross-country studies show differences in journalistic milieus in different political regimes (Hanitzsch, 2011). In this article, we posit that journalistic practices are influenced by the structural framework of the media system, in a similar fashion as audience practices (Peruško, Vozab & Čuvalo, 2015). The institutional framework of media system is conceptualized with the model of digital mediascapes that applied to 22 European Union countries produced three structural clusters/ media systems (Peruško et al., 2015). The digital mediascape concept defines media systems in terms of the contemporary multimedia markets, globalization processes, cultural industry framework, as well as in relation to the level of institutional inclusiveness (Acemoglu & Robinson, 2012) i.e. democracy and freedom of expression. The data on journalistic values and practices are from 30 west, central and east European countries included in the 2012–2015 WJS. Cluster analysis will be performed again to define digital mediascapes clusters on the expanded number of countries, to match the country spread in the WJS, i.e. including more non-EU eastern European countries. Factor and cluster analyses will be performed in order to show types and patterns of influences on journalistic practices. Hierarchical multiple regression analysis will be performed to relate the individual level variables to the macro-level clusters of digital media systems. References: Acemoglu, D., & Robinson, J. 2012. *Why nations fail: The origins of power, prosperity, and poverty*. New York, NY: Random House. Chalaby, Jean K. 1996. *Journalism as and Anglo-American Inven-*



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# Critical Eye or Amplifier of War? – A Comparative Study of Journalism in Four States on the War in Ukraine

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The development of conflict in Ukraine during the critical year 2014 has once again showed the limited space for independent journalism in times of war. Weaponizing of information and use of media as part of “hybrid warfare” has made researchers label the conflict in Ukraine as an “arrested” war with less autonomy for media than ever (Hoskins and O’Loughlin 2015). A study of mainstream journalism in four states: Russia, Ukraine, Poland and Sweden cast light on the difficulties to keep disinformation and propaganda at arms-length. The purpose of this paper is to analyze the role of mainstream media in the conflict in Ukraine in this perspective. The focus is on the conflicting roles of journalism in the coverage of the war in Ukraine in the two countries directly involved (Ukraine and Russia). The paper also compares the results with data from two other states, the neighboring Poland and the non-aligned Sweden. The paper is based on the results from a transnational research project involving researchers from Ukraine, Russia, Poland and Sweden. In the project news coverage in three mainstream media in each country during July-September 2014 has been analyzed in a common code scheme, in total 1875 articles and news stories. The results shows a coverage deeply dependent on official framing of motives and actions of the parties involved. In Russia the conflict is described as a civil war where the people’s militia in eastern Ukraine defend the people against a “junta” in Kiev. In Ukraine the conflict is an “antiterrorist operation” (ATO) and in the end of the period also a Russian invasion. In Poland the reporting is very focused on the perceived Russian threat, and the conflicts is framed into a nationalistic discourse. In Sweden, the conflict is treated in the light of international politics and diplomacy and in addition the human interest stories on civilians in eastern Ukraine and after the downing of the Malaysian airplane MH17. The paper describe the findings in the analysis of the conflict reporting in the light of the tensions and interplay between influences of different social fields (Bourdieu 2005). The diverse professional field of journalism in each state that has developed a certain degree of autonomy, but with different perceptions of impartiality and partisanship. Other fields are: -The political/military field urging for loyalty to the homeland and the political-military perspective and actions. -The field of economic interest where owners and commercial actors limit the space for critical investigation -The field of the public and civil society with strong nationalistic opinions and expectations. The paper shows many examples on how these fields influence reporting on the conflict in mainstream media. It shows that war reporting cannot be reduced to question of censorship and military pressure, the mechanisms behind the coverage are much more complicated. War reporting is embedded into the political/cultural context of the country, and professional values in journalism like being a “critical eye” are only minor parts of this context.

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# Kenyans on Twitter vs CNN: The ‘Twar’ over Africa’s Image on World News

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How do audiences of global news networks challenge dominant narratives of Africa on international news? This paper examines the reactions of Kenyan Twitter users to a news report by the American Cable News Network (CNN) in July 2015, through a content analysis of 15,176 tweets that were accompanied by a worldwide trending hashtag, SomeoneTellCNN. The tweets were a reaction to a news story titled, Security Fears as Obama Heads to Terror Hotbed, ahead of US President’s visit to Kenya in summer of 2015. #SomeoneTellCNN was started and popularised by Twitter users who associate themselves with another hashtag, #KOT (Kenyans on Twitter)—media critics who have since 2012 engaged in what they refer to as “twars” against Western media organisations such as CNN and the British Broadcasting Corporation (BBC). Studies into representation of Africa on global news are mostly dominated by the discourse of Western stereotypes—the images of poverty, disease, wars, terrorism and corruption (see Hawk, 1992). Often the “African audience” (a reductionist term as it homogenises Africa) is described as ‘powerless’ and subject to a dominant Western narrative (Gallagher, 2015; Thompson, 2007). Even though several scholars have argued that Africans are not at the mercy of European and North American ‘dominant negative image’ (Ibid), empirical studies that interrogate resistances to Western stereotypes are rare. Further, few studies have focused on how audiences of global news networks in Africa describe how they are represented on world news. Yet, in the past decade, there has been growing criticism of Western media in Africa on social media as well as media-critical blogs (like for instance, africanacountry.com) that have questioned the Western narratives of a ‘dark continent’. This paper interrogates audience criticism from Kenya Twitter users over CNN’s news coverage as a possible way in which audiences of global news networks resist a dominant Western image and create their self image on world media space. The paper discusses the discourses of contemporary literature found in the nexus of representation in news media and media criticism as a possible mechanism of media accountability. The preliminary findings suggest that Kenya Twitter users, while they raise critical questions on CNN’s journalistic practice, pinpoint how framing of the news story by the global network characterizes a dominant negative image of Africa. The critical tweets move further to re-frame the ‘negative’ image (reinforced by the adjectives such as “hotbed of terror”) by offering an alternative description of preferred image of Africa. The discussion of findings focuses on media criticism of news coverage by western news networks as potential mechanism for global media accountability in news coverage of Africa. Keywords: Africa’s image, CNN, global news networks, Kenya, media accountability, media criticism, media representation, Twitter hashtag References Gallagher, J. (2015). Images of Africa: Creation, negotiation and subversion. Manchester: Manchester University Press. Hawk, B. G. (1992). Africa’s media image. New York: Praeger. Thompson, A. (2007). The media and the Rwanda genocide. Ottawa: Fountain Publishers.



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The conflict in Ukraine has been in the focus of international media attention since protests against the Yanukovich government escalated in late 2013. While the role of media in this conflict has been much discussed (see Pörzgen 2014), comparative data on international coverage is still missing. The proposed paper presents the results of a content analysis conducted in 26 opinion-leading newspapers from 13 European countries, including Russia and Ukraine. **Theoretical Background** General assumptions on foreign reporting include a focus on direct neighbours and few, powerful states, on politics, elites and negative events (see Hafez 2002: 60–65). But in a European conflict unseen in decades and in the light of discussions about a particular European public sphere, it could be argued that different logics may apply in at least some European media. **Methodology** The content analysis involved coverage of two opinion-leading newspapers in each of the following countries: Albania, the Czech Republic, Germany, Latvia, the Netherlands, Poland, Romania, Russia, Serbia, Switzerland, Ukraine and the UK. The study focuses on four key moments of the crisis in the first half of 2014: Euromaidan and the ousting of Viktor Yanukovich (key date 18 February), the referenda in Crimea (16 March) and Eastern Ukraine (11 May) and the presidential elections (25 May). For each date and newspaper, three issues before and after the events were analysed, totalling in 24 issues per newspaper and 624 for the whole project. Newspaper selection, article retrieval and analysis of relevant articles were conducted by country specialists native in the respective languages. **Results** The study found a total of 3023 relevant articles. With regard to visibility of the topic, results suggest that newspapers that were not from Ukraine or Russia can be roughly assembled in three groups: - Few, but large articles in the back of newspapers, many illustrations: Albanian, Romanian, Serbian newspapers - Medium number of articles, mostly towards the back of the newspaper: British, Dutch, Czech, Portuguese newspapers, Latvian Diena, Swiss Tagesanzeiger - Many articles, often close to/on front page: German, Polish newspapers, Latvian Latvijas Avīze, Swiss Neue Zürcher Zeitung Russian and Ukrainian newspapers were outliers in terms of article numbers, but show some peculiarities in their content: Russian newspapers published the second-highest number of articles, but mostly placed in a rather unprominent way. Data also shows vast disregard for the Euromaidan phase, which was unique to the Russian newspapers. Ukrainian papers unsurprisingly published the highest share of articles, but with a unique focus on civilians, academics and armed forces loyal to the new Ukrainian government. In the other newspapers, politicians from Ukraine and Russia were most in focus, with Vladimir Putin being the single most prominent actor. Politicians from EU countries, the EU itself or other parts of the world played only a minor role. **References** Pörzgen, Gemma (2014): Moskau fest im Blick. Die deutschen Medien und die Ukraine. In: Osteuropa, 64 (5–6), pp. 295–310. Hafez, Kai (2002): Die politische Dimension der Auslandsberichterstattung. Bd. 1: Theoretische Grundlagen. Baden-Baden: Nomos.

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The power of imagery to galvanize public opinion has long been recognized, particularly when it disrupts tacit presuppositions about the world around us (Allan & Peters, 2015; Mortensen, 2015). This rapidly proved to be the case on 3 September 2015, when photographs of three-year-old Syrian refugee Alan Kurdi entered public circulation, in the first instance through social media sites. These heart-rending images – one of Kurdi face down on the sand, one of a Turkish police officer cradling the child's lifeless body in his arms – shattered many prevailing stereotypes of the 'European migrant crisis' (see also Berry, Garcia-Blanco & Moore, 2015). In opening prominent discourses about the crisis up to contest, the images helped mobilize political demands for action, in some cases prompting counter-efforts to re-inflect shifting public perceptions based on the empathy the Kurdi imagery engendered. While early reports examining the Kurdi imagery have emphasized the initial journalistic frames employed (European Journalism Observatory, 2015) or the spread of the photographs on social media (Vis et al., 2015), this paper looks beyond these immediate contexts to analyse its ongoing reverberations. Specifically, it traces the discursive development in British and Danish news media across three time periods. First, we map the context surrounding the immediate response, focussing on general parameters (who, what, when, where, why), platforms (how), and social institutions (political, journalistic, NGO, etc.). We analyse the forms these discussions took in terms of topical content (i.e. refugee crisis, the plight of the Kurdi family), genre (e.g. editorials, political interviews, public comment fields) and declared purpose (i.e. critique, calls for action, actual intervention, policy shift, request for public support). Second, we look to the month that followed, focussing on how the images were re-appropriated and distributed over digital platforms (memes, bricolage, remediation), by whom (i.e. right-wing groups, satirists), the constitutive interests these forms of visual communication served (e.g. awareness, protest), and the continued journalistic renegotiation of the initial framings of debate. Finally, we analyse the discussion in end-of-year news retrospectives, investigating the broader metanarratives (e.g. power of imagery, public opinion formation) invoked. By outlining the development of this process over a 4-month period, this paper offers insights into the composition and specificity of competing discursive claims over the truth-value of these photographs within interspersed digital ecologies. We argue that in an age defined by informational overload and constantly updated news flows, such outlying incidents offer a valuable opportu-

nity to investigate what makes an image stand out as 'iconic' and what facilitates its ongoing resonance. References: Allan, S. and Peters, C. (2015). Visual truths of citizen reportage. *Information, Communication & Society*. 18(11), 1348–1361. Berry, M. Garcia-Blanco, I. and Moore, K. (2015). Press coverage of the refugee and migrant crisis in the EU. United Nations High Commission for Refugees. Available: <http://www.unhcr.org/56bb369c9.html>. European Journalism Observatory (2015). How Europe's newspapers reported the migration crisis. Available: <http://en.ejo.ch/research/research-how-europes-news-papers-reported-the-migration-crisis>. Mortensen, M. (2015). *Journalism and eyewitness images*. New York: Routledge. Vis, F. et. al (2015). The iconic image on social media: A rapid research response. Available: <http://visualsocialmedialab.org/projects/the-iconic-image-on-social-media>.

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## Digital News Ecologies in Scandinavia: A Big Data Hyperlink Study of News Geographies in Sweden, Denmark and Norway

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This paper maps the digital hyperlink news ecology in Scandinavia. Given that newspapers and their digital editions exist on the local, regional and national levels in Sweden, Denmark and Norway, this paper investigates the extent to which the digital news agendas on the three levels are interconnected; analyses the relationship between local, regional and national hyperlink ecologies; and considers the role of central 'hubs' and superhighways between outlets. Operationalized as a news geographies study, the analysis finds that size, ownership and centrality matters most for hyperlink traffic, largely explained by the historical realities of legacy press structures and social geography. This comparative big data tri-country hyperlink ecology study comprises 209 Swedish sites, 263 Danish sites and 244 Norwegian sites ( $n=716$ ), containing all editorial news outlets with an updated web news service in each country. The data consists of unique outgoing hyperlinks linking to news sites on external news outlets, collected using a custom-written scraper following external links from global urls. The data was collected between 1 January 2016 and 1 March 2016, amounting to approximately 2 million hyperlinks. The data is analysed using network analysis, where each node is an individual news outlet geotagged into a graphic representation of the hyperlinking structure between news outlets in the three countries. The visualisation of the network is one of the main outputs of the analysis. The study has three main findings, regarding local hyperlink ecologies, national hyperlink superhighways and country-specific news ecologies. First, the analysis finds that there are distinct local and regional hyperlinking networks that are tied primarily to two factors: geographical association or local news agendas; and ownership structures, or content sharing between outlets owned by the same company. Second, the analysis finds that all three countries are dominated by hyperlink superhighways, where the predominant amount of urls link between the two major cities, and consequently between the largest news outlets in each country. Third, the analysis also finds that there are few links between the countries, i.e. that news agendas in the Scandinavian countries are predominantly national. Differences between the countries can primarily be ascribed to social geography and centre-periphery dynamics of the countries' socio-political histories reflected in legacy press structures still visible in the digital news ecology. While all countries are centralised - with more links going into the capital than out of it - the data also clearly displays that newsrooms are located where people live. Hence, the Danish hyperlinked news network is characterised by local editorial offices linking to regional hubs; Norway is characterised by coastal geographic distribution; and Sweden is characterised by concentration in the south. A major explanatory factor for the networked distribution of the hyperlinked news ecologies in Scandinavia is therefore the characteristics of state subsidy systems supporting the newspaper structures. Overall, analysing link ecologies in Scandinavia illuminates the structural embeddedness of digital news geographies as closely linked with localities, resources, and reach.

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## Journalistic Innovation and Self-Reflection (Dis-)Continuities in the Media Discourse About Innovation in Journalism

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Journalism is facing challenging times as the media industry is undergoing multi-faceted transformations, mainly driven by technological innovations, changes in audience preferences and uncertainties with regard to the news ecosystem. These challenges cause a fundamental shift in the nature of news production and the professional culture of journalists (Picard, 2014, 503). In order for journalism to remain viable and relevant, both practitioners (Briggs, 2013) and researchers stress the importance of innovation (Pavlik, 2013). While there is a growing body of research in journalism and media studies with regard to the concept of (successful) innovation (see for instance Pavlik, 2013; Gynnild, 2014; Ekdale et al., 2015; and Raetzsch, 2015), it is not always clear what it means in the news industry's discourse, although it has become a frequently used buzzword. This vagueness in the journalistic reporting and self-reflection about innovation raises questions about professionals' definition, evaluation, and interpretation of innovation in journalism. The study draws on the diffusion of innovation theory developed by Everett Rogers, understanding diffusion as 'the process in which an innovation is communicated through certain channels over time among the members of a social system' (2003, 5). According to Rogers, innovations often overlap or come in clusters: transformations in journalism such as the adoption and diffusion of social media technologies, the changing relationship between journalists and their communities as well as the shifting professional culture, are all interwoven. This interdependency between innovations makes it hard for journalists to write about them (Lassila-Merisalo, 2011). On top of that, the challenges journalists are facing in their own newsrooms due to innovations might as well contribute to the difficulties in the diffusion of and journalistic self-reflection about innovation. Taking these issues into account, it becomes clear why it is all but simple to determine what journalism innovation might look like. The paper therefore focuses on the discursive construction of journalism innovation within the journalistic field – a topic that, until today, has largely been disregarded by empirical research. The study applies a comparative analytical design by collecting articles about journalism innovation, published between 2005 and 2015, from a cross-national sample of leading quality newspapers and online news outlets in order to analyse the discursive structure (van Dijk, 1980) about innovation in journalism. The sample includes articles from The New York Times (USA), The Guardian (UK), the Frankfurter Allgemeine Zeitung (D), the Neue Zürcher Zeitung (CH) and La Repubblica (I). The sample also included two online pure players, Mashable (USA) and Vice (USA), in order to compare the structure of the discourse between traditional media outlets and online news entities. The findings suggest, that journalism innovation is broadly defined, and in a positive way, although there are differences with regard to journalism cultures and the type of news media (newspapers vs. online). Overall, the research specifies continuities, since innovation is often represented as an opportunity to make quality journalism better, but also discontinuities, as many journalists are still sceptic towards innovation, particularly when it comes to changes related to professional culture.

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# Public Service News Online: A Six-Country Comparative Analysis of Factors Influencing the Development of PSB Digital Strategy

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Public Service Broadcasting (PSB) has been a central part of many European media systems for decades. In recent years, however, numerous technological, economic, and political changes, many associated with the continuous development of digital media, are challenging PSBs. In this paper, we analyse how PSBs in six European countries are dealing with three challenges that have become increasingly important for PSB news provision in the last few years. The challenges are (1) how to define PSB remits in a rapidly changing media environment, (2) how to convert these conceptions into workflows and organizations that effectively underpin public service delivery in an increasingly digital media environment, and (3) how to develop distinct public service approaches to dealing with ever-more important new players like digital intermediaries (search engines and social media) and new mobile platforms, without ceasing to serve audiences via traditional channels. Based on more than thirty semi-structured interviews with senior managers and editors in PSBs conducted between December 2015 and February 2016 across a strategic sample of six European countries (Finland, France, Germany, Italy, Poland and the UK) we aim to explain the main differences and similarities in 1) how PSB leaders frame the challenges and opportunities their organisations currently face, 2) how they have reorganised news production, and 3) how they are using new social media and mobile platforms for distributing public service news. Our analysis leads to three conclusions. First, that the different PSBs frame similar challenges in terms of reaching younger audiences and opportunities including personalisation of content associated with technological change. However, some describe specific challenges on the organisational, political, and economic level. Second, that PSBs that have a demonstrably better track record of building online reach that approximates their offline reach (i.e. the BBC in the UK and YLE in Finland, see Newman et al., 2015) started to reorganise their news production relatively early on, whereas other PSBs (e.g. Italian RAI and the Polish TVP) are still struggling to adapt their news divisions to the rise of digital media. Third, that the relationship between PSBs and new digital intermediaries like social media platforms is seen as important in terms of the opportunities afforded for reaching new, especially younger, audiences but also associated with several challenges, including the risk of weakening PSBs' own websites and brands. Building on previous research on how PSBs have adapted to earlier developments in digital media (see Brevini, 2013; Arriaza Ibarra et al., 2015) we use our empirical analysis of how a broad range of European PSBs are dealing with new digital developments to advance our understanding of the relative importance of organisational, political, and economic factors in shaping how PSBs respond to technological changes in the media environment. Our research suggests that (internal) organizational factors and (external) political factors are more important than economic factors (levels of PSB funding) in accounting for how PSBs adapt to and perform in a changing media environment.

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# Rise of the J-Robots: Re-Articulation of Journalism Values by Re-Considering Automated Journalism

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Implementations of new technologies in journalism have been throughout its modern history concerned with larger questions about control over processes of generating and legitimating knowledge, of representing social realities, and of defining norms of participation (Hardt 1998, 190). In this sense, the paper explores the advent of "automated journalism" - where algorithmic processes convert data into narrative news texts with limited to no human intervention beyond initial programming choices (Carlson 2015, 416) - through the historical tensions between private interests of media ownership and public goals of the newsroom that result in different, in many cases conflicting interpretations of recent technological innovations, which shape what often appears as a degraded news making processes and deskilling of journalists (cf. Cohen 2015). With a prospect of "what can be automated will be automated" (van Dalen 2012), the paper investigates how the values of journalism (i.e. public service, fairness, autonomy, immediacy, ethics) (cf. Deuze 2005) are re-articulated in the context of current social and technological developments (i.e. automation). In order to accomplish this goal, the authors plan to conduct a series of problem-centred interviews with the editorial staff from the BBC, the Guardian and the Financial Times. By focusing on the editors, the authors aim to explore the narratives of the newsroom central decision-makers that have in some contexts started to embody two conflicting forces - professional journalistic discourse and managerial mindset (cf. Andersson and Wiik 2013).



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## Towards Mediative Journalism – Understanding Constructive Forms of Journalism Through Action Research

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Recently, several international and social conflicts have made public discussion all across Europe increasingly polarized and conflict-ridden. This is the case also in Finland, where numerous social topics, ranging from immigration and austerity politics to nutrition recommendations and wolf hunting, repeatedly lead to aggressive public debates and even hate speech. What is common to these debates is the critical attitude towards the established media. Journalists are accused of being biased and they are even attacked online through different kinds of smearing campaigns. In this atmosphere, it has become increasingly difficult for media professionals and institutions to do their work and provide common public arenas for constructive discussion. What can be done? Should journalism strive to be the agent that listens to different views – and makes them listen to each other (O'Donnell 2009)? Can journalism act as a mediator in social conflicts? Can the aim to relieve social tensions be taken as a guiding principle in journalistic work? If so, which concrete practices and processes would make this possible? Internationally, there are several lines of study that are already asking these questions. For instance “peace journalism”, which has its roots in peace and conflict studies (Galtung 2002), has addressed the role of journalism in releasing violent tensions. “Public journalism” (Rosen 1999) proposed citizen deliberation as a way forward. In addition, a line of more practice-based projects also aim at positive social impact through foregrounding positive possibilities and reporting on feasible responses to social problems, rather than just reporting the problems; for instance “constructive journalism” or “solutions journalism” (<http://constructivejournalism.org>; <http://solutionsjournalism.org/>). The growing demand for more constructive journalism may be understood as a response to the increasing social tensions described above, but the various conceptualizations of constructive forms of journalism have so far been rather separate from each other. In this paper, we will compare and contrast these journalisms and discuss to what extent “mediation” could be an overarching concept to analyze this development. The possibilities of “mediative journalism” have already been studied especially in relation to severe political conflicts, as part of the diplomatic mediation processes (Wetzstein 2010). We believe that similar approaches can be developed to deal with a wider range of controversial issues. This paper draws from an ongoing research project “Mediative journalism: An action research on creating public discussion on controversial issues”, taking place at University of Tampere, Finland in 2016–2017. The project seeks to develop methods for journalists to approach controversial issues. The aim is not to resolve conflicts, but rather to reinforce trust in journalism and its ability to facilitate meaningful public discussion. As action research, the project has a strong empirical focus in field work: journalists and online moderators are invited to participate in workshops across Finland. However, conceptual mapping of constructive forms of journalism needs to be done hand in hand with workshops. In this paper, we will clarify the relations between these concepts, and relate them to our empiria from the workshops and the journalistic experiments conducted as result of these workshops.

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## Towards a Research Agenda for Sustainable Journalism

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The aim of this paper is to outline a research agenda for “Sustainable Journalism,” i.e. to investigate journalism in relation to sustainable development in its economic, social, and ecological sense. Its analytical focus includes traditional journalism as well as emerging forms of journalism in both traditional and digital media, and deals with a sustainable future for society in general and for journalism as a practice and business in particular. In this sense, Sustainable Journalism addresses two intrinsically intertwined challenges of our time that are of great theoretical relevance and in urgent need of empirical research: a) The sustainability crisis of society, e.g. environmental crises, democratic crises, poverty, financial crises, armed conflicts etc., and, b) the sustainability crisis of journalism, which stems from lower advertising, falls in consumption, more unemployment, and the fierce competition from online information brokers. The research agenda for Sustainable Journalism is premised on the theoretical assumption that there is a mutual dependency between these two current challenges; journalism has a pivotal role in the overall sustainable development of society, since it contributes greatly to the understanding, and hence the handling, of challenges such as environmental problems, social inequality, armed conflicts, and financial crises. In turn, addressing the new conditions of journalism – by seriously responding to the sustainability challenges with high-quality, in-depth coverage as well as robust business models, technology, education and organizations that take these challenges into account – is a prerequisite for the future sustainability of journalism itself. The proposed research agenda revolves around this double significance inherent in the concept of Sustainable Journalism. Additionally, the paper argues in favor of integral approaches for research on Sustainable Journalism. Previous research has extensively focused on the economic, social, and ecological aspects and implications of journalism respectively, but integral approaches, which interlink these dimensions, are rare. However, we suggest that approaches that interlink the sustainability dimensions are pivotal for the identification of opportunities for as well as barriers to sustainable development. For instance, what implications do economic measures (e.g. staff reduction) in media organizations have for the quantity and quality of environmental news? How might value be generated from new advertising formats that do not jeopardize the integrity and trust of citizens? How might new participatory practices and contents, such as citizen journalism be included in future business models? What might journalistic content that reflects the economic aspects of an increasingly globalizing reality without compromising the other sustainability dimensions look like? To sum up, the contribution of this paper is strongly linked to the current debate about the future of journalism, and forms one way of “rethinking” it, which is a frequent request among journalism scholars today. It fills a void within this multifaceted and somewhat free-floating debate in that it suggests partly new avenues for journalism research by situating it in the context of sustainability.

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## Critical Creativity: Creativity as Strategic Resource in Journalistic Work

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The paper focuses on the critical impact and the strategic role of creativity in media organizations, especially in journalistic work and media work. The research on the role of creativity in the media industry has been scarce although recently there have been some studies on creativity in media organizations and in media work (e.g. Malmelin & Nivari-Lindström, 2015; Malmelin & Virta, 2015; Nylund, 2013; Markham, 2012; Berglez, 2011; Hesmondhalgh and Baker, 2011). However, because of the rapid transformation in the media industry, organizational creativity and renewal capability are pivotal to the future success of the media companies. From the resource-based view of company (Penrose, 1959/2009; Mierzejewska, 2011), they can be conceptualized as strategic resources of the media organizations coping with the changes of the media transformation. We argue that there is an urgent need for new understanding about what critical or strategic creativity is, particularly from the point of view of a media company and media work. The paper is based on an empirical analysis of journalists' comprehensions and interpretations about the role of creativity in their work and in the operations of the media organization. The empirical data were collected among the journalism professionals of the magazine industry in Finland. The magazine publishing is a particularly interesting sector of the media industry, because it is characterized by the continuous, incremental renewal of the media products, in addition to the need for adapting to the present changes in the operational environment. Using the critical incident technique and web-based questionnaire, some 150 writings about critical incidents regarding creative work in media organizations were collected. The paper contributes to the evolving research field concerned with the media organizations, especially about media work and its management (e.g. Deuze, 2007; Deuze, 2009). The paper produces new empirically grounded theoretical model about the role and impact of creativity in media organizations. The findings have significant implications both for the research field and for the practices of journalism and media management. References Berglez, Peter (2011). Inside, outside, and beyond media logic: Journalistic creativity in climate reporting. *Media, Culture & Society*, 33 (3), 449–465. Deuze, Mark (2007). *Media Work*. Cambridge: Polity. Deuze, Mark (2009). *Media industries, work and life*. *European journal of communication* 24 (4): 467–480. Hesmondhalgh, David & Baker, Sarah (2011). *Creative Labour. Media work in three cultural industries*. London: Routledge. Malmelin, Nando & Nivari-Lindström, Lotta (2015). Rethinking creativity in journalism: Implicit theories of creativity in the Finnish magazine industry. *Journalism*, DOI: 10.1177/1464884915620272. Malmelin, Nando & Virta, Sari (2015). Managing creativity in change: Motivations and constraints of creative work in media organisation. *Journalism Practice*, DOI: 10.1080/17512786.2015.1074864. Markham, Tim (2012). The politics of journalistic creativity: expressiveness, authenticity and de-authorization. *Journalism Practice*, 6 (2), 187–200. Mierzejewska, Bożena (2011). *Media Management in Theory and Practice*. Pp. 14–30. In Deuze, Mark (Ed.), *Managing Media Work*. Los Angeles: Sage. Nylund, Mats (2013). *Toward Creativity Management: Idea Generation and Newsroom Meetings*. *International Journal on Media Management*, 15 (4), 197–210. Penrose, Edith (1959/2009). *The Growth of the Firm*. Oxford University Press, Oxford.

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## Recent Advancements in News Literacy: An Assessment from the Perspective of Emerging News Use Practices

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News literacy has come under academic scrutiny as a specific form of media literacy (Mihailidis, 2012). The case for news literacy as a core component for an engaged citizenship has been successfully made (see e.g. Mihailidis and Thevenin, 2013). The way in which news literacy is being implemented in official curricula is being explored (Schwarz, 2012). These developments seem to reflect a focal shift: if journalistic ideals are increasingly pressured by commercial logics, then we should reflect on how media users themselves can be empowered to become informed and engaged citizens. Focussing on developing news literacy amongst citizens would also require us to measure it. A good example is the news literacy scale developed by Ashley, Maksl and Craft (2013). However, measuring and conceptualising news literacy is still a work in progress, especially because news as a mediated, cultural product is continuously evolving under influence of the ongoing digitalisation of media and accompanying changes in citizens' news use practices. This paper hence proposes some important additions to the measurement of news literacy based on emerging news use practices, like the access of news through social media, which is already common amongst youngsters. We will first discuss where we see the need for more conceptual advancement. We will argue that in addition to an understanding of how news is made, an understanding of how news is distributed and of what the affordances of specific online platforms are is of equal importance. In terms of news consumption, this refers amongst others to the way algorithms filter the news feeds on many social media, based on personal and social preferences (see Pariser (2011) on filter bubbles). In terms of citizens' participation to the news, news literacy scales should take into account news users' awareness of their own role in spreading news when sharing and commenting on social media. Through qualitative diary studies with 22 social media users (average age= 22), we explored their awareness of possible issue when consuming or interacting with news on social media in terms of content filters, trust and information handling (e.g. double-checking) when sharing information. Based on the insights gained, we propose additional dimensions to be incorporated into news literacy measurement scales. We conclude by discussing the lack of comparative research on this respect and propose some possible perspectives in this regard. Keywords: news literacy – media literacy – social media – informed citizens – citizen engagement References: Ashley, S., Maksl, A., & Craft, S. (2013). Developing a News Media Literacy Scale. *Journalism & Mass Communication Educator*, 68(1), 7–21. Mihailidis, Paul. (2012). News Literacy in the Dawn of a Hypermedia Age. In Mihailidis, Paul (Ed.), *News Literacy. Global Perspectives for the Newsroom and the Classroom* (pp. 1–20). New York: Peter Lang Publishing. Mihailidis, P., & Thevenin, B. (2013). Media Literacy as a Core Competency for Engaged Citizenship in Participatory Democracy. *American Behavioral Scientist*, 57(11), 1611–1622. Pariser, E. (2011). *The Filter Bubble*. London: Viking/Penguin Books. Schwarz, F. (2012). *Media Literacy and the News*. Zwolle, Netherlands: Windesheim School of Media.

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For decades, journalism as an institution has shown a resilience to change (Costera Meijer 2005). It revolved around professional organisations with a newsroom as a central workplace incorporating a stable set of practices, codes of ethics and business models. Recently, however, journalism has entered a state of flux. There are new distribution channels (such as Blendle), new organisations (such as Google News), new news producers (such as citizen journalists), new working conditions (with changing working hours and work places) and new technologies (including mobile applications and transmedia storytelling platforms). In this panel, we propose approaches that help us conceptualise the current developments in journalism in terms of organisational structures and the people and material conditions involved in the production of journalism from a very particular vantage point: we explore theories that help us understand the production of journalism across the board, in particular on the margins of and outside legacy news organisations, what we call 'Journalism Elsewhere'. Despite the rapid rise of Journalism Elsewhere, the dominant ways of theorising and studying journalism still turn a blind eye (Wahl-Jorgensen 2009). New stakeholders, platforms, practices, technologies, professionals and professional values remain under-theorised and understudied. Examining the changes in the field of journalism from a variety of approaches that are complementary and even conflicting, this panel highlights the complexity of the field. To this end, we present an exchange between different theoretical perspectives on journalism in the broadest sense. This exchange is aimed at understanding the current developments in journalism in such a way that we can capture and embrace journalism's 'complex, flexible, and multifaceted' (Tracy 2010: 841) nature – a research agenda that is guided by the principle of requisite variety (Ashby 1956). This principle inspires us to find ways to address the multifaceted, multivalent nature of Journalism Elsewhere. Ultimately we aim to critically interrogate the commonalities and, in particular, the discrepancies and tensions that arise from the various perspectives on journalism proposed in this panel: journalism as ecologies, as experience, as networks, as emotion and as practice. References Ashby, W.R. (1956). An introduction to cybernetics. New York, J. Wiley Costera Meijer, I. (2005). Impact or content? Ratings vs quality in public broadcasting. *European Journal of Communication*, 20(1), 27–53. Tracy, S. J. (2010). Qualitative quality: Eight big-tent criteria for excellent qualitative research. *Qualitative inquiry*, 16(10), 837–851. Wahl-Jorgensen, K. (2009). News production, ethnography, and power: On the challenges of newsroom-centricity. In S. E. Bird (Ed.), *Journalism and Anthropology* (pp. 21–35). Bloomington, IN: Indiana University Press.

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### Journalism as Temporal Ecology

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This paper aims to be the synthetic theoretical and methodological statement on the question of how to study newsrooms in an age of rapid technological change and the digital dispersion of news function (Downie and Schudson 2009; Wright, Phillips, and Witschge 2011). It argues that, to conduct ethnographic research on news production in the 21<sup>st</sup> century, this research needs to circulate throughout both the newsroom and the larger news ecosystem that surrounds that newsroom. Second, it needs to pursue a strategy of following the fragments of news stories and news artifacts across that larger ecosystem as well, cataloging how shards of evidence combine and recombine in order to produce a variety of journalistic products. Finally, it argues that ethnographers need to maintain a particular kind of historical sensibility as they pursue an understanding of journalistic technology use in real time. Maintaining this genealogical temperament, I argue, will allow researchers to see the ways that the values and routines of journalism are both embedded in technologies and how those artifacts change slowly over time. I illustrate this theoretical and methodological perspective with several case studies drawn from different research projects conducted over the past decade: the study of the use of data in newsrooms (see also Coddington 2015; Lewis and Westlund 2015; Usher, forthcoming) an analysis of a piece of political coverage repeated several times in different ways over a fifteen year period (Anderson 2013), and a study of the use of analytics in newsrooms (Christin 2014). I conclude by drawing all these threads together and reflecting on the larger role of ethnography in the digital age. Anderson, C.W. 2013. *Rebuilding the News: Metropolitan Journalism in the Digital Age*. Philadelphia, PA: Temple University Press Christin, A. 2014. "When it comes to chasing clicks, journalists say one thing but feel pressure to do another," Nieman Journalism Lab. Online at <http://www.niemanlab.org/2014/08/when-it-comes-to-chasing-clicks-journalists-say-one-thing-but-feel-pressure-to-do-another/> Coddington, M. 2014. "Clarifying Journalism's Computational Turn: A typology for evaluating data journalism, computational journalism, and computer-assisted reporting." *Digital Journalism* 3(3): 331–348 Downie, L. and Michael Schudson. 2009. *The Reconstruction of American Journalism*. Tow Center at Columbia University, online at [http://www.cjr.org/reconstruction/the\\_reconstruction\\_of\\_american.php](http://www.cjr.org/reconstruction/the_reconstruction_of_american.php) Lewis, S. and Oscar Westlund. 2014. "Big Data and Journalism: Epistemology, expertise, economics, and ethics." *Digital Journalism* Usher, N. Forthcoming. *Interactive Journalism: Hackers, Data and Code*. Champaign-Urbana: University of Illinois Press. Wright, P., Angela Phillips, and Tamara Witschge (eds). 2011. *Changing Journalism*. New York, NY: Routledge.

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### Journalism as Experience: Why It Matters and What Differences It Makes

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When scholars study journalism, in particular quality journalism, they usually focus on the product, the norms and routines of the organisation or the professionals. Consequently, news quality is what professionals understand as news quality: "diversity, relevance, ethics, impartiality, objectivity and comprehensibility" (Urban and Schweiger, 2014:821). In this tradition what counts is whether people recognize these news qualities and are able to apply them. What remains underresearched is an important dimension of journalism's quality: the actual experience of making and using it. In this paper I will explain what journalism studies can gain by investigating journalism from this angle. Instead of approaching quality journalism as a particular content, genre or taste, the paper uses John Dewey's (1985, 1934) theorization of experience as a framework to investigate quality journalism as a particular experience, an event unfolding in time, arousing interest and affording enjoyment. From then on the paper will move to central concepts, borrowed from entertainment



research, to make sense of a quality experience: e.g. attention and satisfaction (Stanca et al. 2013), hedonism and eudaimonism (Bartsch & Schneider, 2014; Tamborini et al., 2011); enjoyment and appreciation (Oliver & Bartsch, 2014); lean forward and lean backward (Costera Meijer & Groot Kormelink, 2015) and transportation and engagement (Green & Brock, 2000). I will illustrate the value of conceptualising journalism as experience by comparing the results of three case studies: viewers of current affairs television; citizen journalists; users and producers of regional journalism. Studying journalism in terms of experience enables us to improve our conceptual distinctions between various quality experiences, such as learning how politics work; being transported into the story world of the newspaper's weekend edition; and enabling residents to get a grip on the reality of their neighbourhood again. In conclusion the paper suggests how the concept of quality experience may make it easier to understand why some recently introduced user and producer practices get adopted more effortlessly than others. Bartsch, A., and Schneider, F.M. 2014. "Entertainment and Politics Revisited: How Non-Escapist Forms of Entertainment Can Stimulate Political Interest and Information Seeking." *Journal of Communication* 64 (3): 369–396. Costera Meijer, I., & Groot Kormelink, T. (2015). Checking, Sharing, Clicking and Linking: Changing patterns of news use between 2004 and 2014. *Digital Journalism*, 3(5), 664–679. Dewey, John (1985, 1934) *Art as Experience*. London: Penguin Green, Melanie C., and Timothy C. Brock. 2000. "The role of transportation in the persuasiveness of public narratives." *Journal of Personality and Social Psychology* 79: 701–721. Stanca, Luca, Marco Gui, and Marcello Gallucci. (2013). "Attracted but Unsatisfied: The Effects of Sensational Content on Television Consumption Choices." *Journal of Media Economics* 26 (2): 82–97. Tamborini, Ron, Nicholas David Bowman, Allison Eden, Matthew Grizzard, and Ashley Organ. 2010. "Defining media enjoyment as the satisfaction of intrinsic needs." *Journal of Communication* 60: 758–777.

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## Journalism as Networked Normativity: Tracing the Life of Journalistic Norms

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At a time when journalism as a social practice is increasingly dispersed (Domingo and Le Cam, 2014) and as a profession is challenged by blurring boundaries (Carlson and Lewis, 2015), normative definitions of journalism are still central to make sense of what news means and who has legitimacy to produce credible narratives about current events. This paper contributes a new perspective to the debates about the future of journalism by deconstructing the underlying normative assumptions that usually rest implicit in both academic and professional proposals. Encouraged by the proposal of Boltanski and Thévenot (1999) for a sociology of critical capacity and recent developments in actor-network theory (Latour, 2013), it proposes a comprehensive theoretical framework to understand the processes of (re)creation of journalistic norms and their significance. Everyone has certain expectations about what journalism should be, but we seldom challenge their implications nor acknowledge their origins. They are either described as long-standing values to which journalists adhere in certain degrees, showing the diversity of the profession; or they are presented as new trends that offer opportunities to redefine the work of journalists and overcome the shortcomings of the profession. Critical and historical analyses have shown that these norms, as a social -and academic- construction (Weisbord, 2014; Kreiss and Breinen, 2016), are defined within specific cultural contexts and moments in time. If we conceptualize norms as actants that are inscribed in institutional arrangements and are mobilized by other actants, we can reconnect the abstract ideals with the everyday practices that enact them or challenge them: in everyday life, the interactions between journalists, other social actors and technical devices, are shaped by normativity while reinforcing or rewriting the norms in the process. This approach allows to effectively bridge two traditions of research that have usually been independent: the macro perspective of journalism history and the micro approach of the sociology of newsmaking. This would lead us to empirically trace the life of journalistic norms beyond newsrooms and formal professional settings, acknowledging that journalism is co-created also elsewhere by other social actors. The proposal fosters that journalists, citizens and researchers themselves engage in a critical reflection about their expectations regarding the role of journalism in society, in order to empower them to develop more fulfilling forms of newsmaking. References: Boltanski, L., & Thévenot, L. (1999). The sociology of critical capacity. *European Journal of Social Theory*, 2(3): 359–377. Carlson, M., & Lewis, S. C. (eds.). (2015). *Boundaries of Journalism: Professionalism, Practices and Participation*. Routledge. Domingo, D. and Le Cam, F. (2014). Journalism in Dispersion: Exploring the Blurring Boundaries of Newsmaking Through a Controversy. *Digital Journalism*, 2(3): 310–321. Kreiss, D. and Breinen, J.S. (2016). Normative Models of Digital Journalism. In Witschge, T., Anderson, C.W., Domingo, D., Hermida, A. (2016) *The SAGE Handbook of Digital Journalism*. Thousand Oaks: Sage. Latour, B. (2013). *An inquiry into modes of existence*. Harvard University Press. Waisbord, S. (2013). *Reinventing professionalism: Journalism and news in global perspective*. New York: Wiley.

PN 321

## Journalism as Emotion

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This presentation contributes to the reconceptualization of "Journalism Elsewhere" by considering the implications of departures from conventional "objective" and "impartial" paradigms of journalism. Specifically, the presentation suggests the urgent need to take seriously the role of emotion in the production, texts and consumption of journalism. The historical failure to consider emotion in journalism studies could be considered a significant disciplinary "blind spot." Taking emotion seriously is particularly vital because technological change is bringing about changes in journalistic storytelling in the direction of more personalized and affective forms and genres. The increased prominence of user-generated content, citizen journalism and social media has brought about new conventions of journalistic story-telling and hence new forms of truth claims. This should be understood against the backdrop of broader cultural transformations which have also impacted on the journalistic field. First of all, there is a growing recognition that rather than necessarily undermining the rationality of the public sphere, emotional expression may be a vital positive force in enabling new forms of engagement, expression and solidarity (e.g. Chouliaraki & Blaagard; 2013; Papacharissi, 2014; ). Secondly, the rise of "subjective and confessional journalism" (Coward, 2013) has been a growing trend in journalistic expression over the past few decades. This, in turn, has been accelerated and underwritten by the emergence of digital journalism and social media. The blurring of conventional boundaries between "journalists" and "audiences" has contributed to challenging epistemologies of journalism, away from ways of knowing which privilege objectivity and distancing, and towards a central place for emotionally inflected narratives of witnessing and



personal experience (see also Wahl-Jorgensen, 2014, 2015). By adding the study of emotion and affect to the conceptual tool set of journalism studies, we not only acknowledge an important set of transformations and empirical findings, but also open up for a new research agenda which enables us to better appreciate the widening horizons of journalistic storytelling. References: Chouliaraki, L and Blaagaard, B (2013) Introduction: Cosmopolitanism and the new news media. *Journalism Studies* 14(2): 150–155. Papacharissi, Z (2014) *Affective Publics: Sentiment, technology, and politics*. Oxford University Press. Coward, R (2013) *Speaking Personally: The rise of subjective and confessional journalism*. Houndsmills: Palgrave Macmillan. Wahl-Jorgensen, K (2014) Changing technologies, changing paradigms of journalistic practice: Emotionality, authenticity and the challenge to objectivity. In Zimmerman, C and Schreiber, M (eds) *Technologies, Media and Journalism*. Campus/Yale University Press, pp. 264–283. Wahl-Jorgensen, K (2015) Resisting epistemologies of user-generated content? Cooptation, segregation and the boundaries of journalism. In Carlson, M and Lewis, S (eds), *Boundaries of Journalism*. London and New York: Routledge.

PN 322

## Journalism as Practice

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<sup>1</sup> *University of Groningen, Media Studies and Journalism, Groningen, Netherlands*

<sup>2</sup> *University of Groningen, Groningen, Netherlands*

This paper will explore practice theory as a conceptual framework to theorize and examine the way journalism is developing in the 21<sup>st</sup> century. Traditional news journalists have long been the ones who decide on the news of the day, but in the current digital age their monopoly on publishing information is challenged fundamentally. With information abundant, and many new providers of news and information, there is not only increased competition for audiences, but also for the understanding of journalism as cultural practice. The ways in which journalism is defined and how the journalistic profession is conceptualised are in flux, and journalistic norms, work routines and audience interactions are changing. To make sense of these developments, and to understand what journalism is, we argue, we need to let go of research approaches that use a priori definitions of what journalism or its societal function is. Such perspectives put blinders on journalism scholarship, showing an overemphasis on journalism practice within traditional organizations. Furthermore, traditional approaches to researching journalism generally regard journalism as a set of coherent practices, in which norms govern routines and routines direct the characteristics of the output. This fails to acknowledge the non-coherent and at times arbitrary nature of practices, in which strategic claims and everyday practices are not necessarily aligned and lofty ideals clash with commercial and practical constraints. We propose a practice theory approach to study journalism as an open practice, acknowledging the very diverse range of actors with different ideas and approaches to journalism. Building on Gherardi (2009) we consider practice as a form of collective taste-making. Journalism practices are the productive embodiment of ethical and aesthetic ideas about what journalism should be and do. Yet, practices are not an instrumental expression of a set of preordained norms, but should be seen as an integral part of the creative act of conceptualizing and constituting a practice. The performance of journalism practice and its appraisal constitute an ongoing process of (re)negotiating and refining this practice. In the paper we draw on a diverse set of cases (drawing on interview data and content analysis), including traditional and emerging forms of journalism, to show how journalism practice is an ongoing and reciprocal exchange between the actual journalistic performance and assessment of this performance. To put it in practice theory terms: we include both the sayings and the doings of journalism. Moreover, we consider how this shapes and is shaped by their commercial, institutional and cultural environments and is part of a wider normative debate on journalism and knowledge production at large. Ultimately we argue that studying journalism from a practice theory perspective does more justice to journalism as an open, diverse and dynamic practice and is particularly suitable as an approach to journalism in the current period of fundamental change. References: Gherardi, S. (2009). Practice? It's a Matter of Taste! *Management Learning*, 40(5), 535–550.

Saturday, November 12  
16:00 – 17:30

PP 671 Social Media Logic in Journalism: Reshaping the Profession

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Twitter is often considered the most important social media in journalism, and journalists (as a group) are among the most active on Twitter. For journalists, Twitter is a place for research, dialogue, content distribution, networking, and, not least important, branding. Furthermore, Twitter allows for the public to follow both news organizations and individual journalists and get information on ongoing news events, learn more about how the news are created, and get to know the individuals behind the news on a more personal level. The social media logic promotes not only an adaption to a sharing logic, but also a mix of professional, personal and private content, as well as interaction and dialogue. In this context, the aim of this study is to analyze how journalists adapt to a social media logic and differences between groups of journalists. This study analyzes patterns of Twitter use among groups of journalists. The theoretical perspective draws mainly from theories on social media (and media) logic. Empirically, the study draws from a quantitative content analysis of Swedish journalists' Twitter presentations and account information (N 2,543). By analyzing differences among groups of journalists, different patterns of Twitter use can be identified. The findings suggest that the social media logic is shaping a new, or at least somewhat different, journalist. The journalists that fully adapt to the social media logic are not only more audience orientated, networking, and individualistic, in line with what earlier research has suggested, but also significantly more orientated towards social media as their main professional platform.

PP 672 Learning by Failing – Editorial Expectations to Social Media Use Among Journalists

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<sup>2</sup> *Westerdals Oslo School of Arts- Communication and Technology, Oslo, Norway*

News media organisations are increasingly dependent on social media intermediaries like Facebook and Twitter to distribute content and to facilitate the public debate (Canter 2013, Hille and Bakker 2013). Likewise, social media have become important professional tools for journalists in their everyday work practices (Hedman 2014, Hermida et al. 2012). While there are obvious advantages for news organizations and for journalists to utilize social media platforms, dilemmas related to these uses are also found. Of particular relevance to this paper is how the use of social media potentially blurs the line between the professional and the private roles of journalists (Rogstad 2014). The paper at hand investigates social media use among journalists from an editorial point of view. Research has documented how different journalists use social media for a number of work-related practices (Hedman and Djerf-Pierre 2013, Hille and Bakker 2013). However, there has been less focus on this topic from an editorial perspective. Such a focus is useful to gain insights into "the contextual complexity" (Fenton 2010, p.3) surrounding the use of new technology in the field of journalism and the production of news. The study is guided by the following research questions: How are the expectations for social media use among journalist expressed in news media organisations? And how is the potential blurring between the professional and private role discussed and managed? The study builds on a mixed-method approach. First, qualitative elite interviews with thirteen chief editors in leading national and regional media organizations have been carried out. Second, a representative survey directed to members of The Norwegian Journalist Association (NJ), were conducted. The questionnaire was sent out to all 7446 registered journalists and received a response rate of 21.7 % (N= 1613). Our study shows that the expectations to social media use differ both in form and content. In the survey, the journalists were asked if they had guidelines for social media use in their company. 30 % (N=479) of the journalists answered no, 48 % (N=740) confirmed they did, while 21 % (N=332) were not sure. Among those who had guidelines, 68 % (N=501) reported that they included advice on what they should or should not say as a journalist, while 53 % (N=386) had guidance about what they should say privately. Furthermore, 49 % (N=361) of the journalists report that the guidelines included information on how to share content, 37 % (N=271) on how to follow up their own stories in social media, and 35 % (N=260) on how to engage in dialogue with the audiences. In the qualitative interviews the the general impression is that guidelines often are developed on an ad hoc basis due to the dynamic nature of social media. Asked to reflect upon on the blurring of the professional and the private roles on social media, many chief editors stressed that journalists should be visible, but also cautious on social media. The authors discuss how this delicate balance often is addressed as problems occur, pointing to a "learning by failing"-approach.

PP 673 Knocking Down the Door: How Social Media and UGC Are Challenging Newsgathering and Gatekeeping Practices

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Social media and citizen journalism have charged towards the 'gates' of traditional newsgathering. This challenge has at times left journalists lost in a sea of seemingly unlimited content, which editors would previously only use as a 'last resort' compared to traditional news sources. Instead of competing against 'the people formerly known as the audience' (Rosen 2008), today's journalists have learned to harness this content through trial and error. However, this move raises questions about the validity of certain footage, whether balanced reporting can be achieved, and if journalists, now working in a multi-media context, should strive to retain any type of gatekeeping role in the future.. The researcher acknowledges claims from the likes of Hermida (2012) and Lotan (2011) that passive consumers are now active content creators. As a result, traditional gatekeeping needs to be reconceptualised, particularly taking into account new platforms for newsgathering and news dissemination. This research seeks to examine whether as a concept gatekeeping can remain relevant in the 21<sup>st</sup> century newsroom, and also whether 'gatewatching' (Bruns 2003, 2011) 'networked gatekeeping' (McElroy 2013, Robinson 2006), or any other 'variegated' alternative works better in relation to the work of journalists based within traditional news outlets. Also, does the relationship with the audiences alter the concept of gatekeeping from the perspective of a journalist? Drawing on in-depth interviews with BBC News staff and long term

newsroom ethnography carried out by a member of staff within the organisation, this paper proposes that gatekeeping is something that journalists still engage in, but this does not adequately depict the extent of practices journalists now undertake in the digital world. This is something that academics should also be concerned with. The research examines the BBC's use of citizen journalism and user generated content throughout the Syria crisis and other recent conflicts to further define journalistic practices. Findings suggests BBC staff have a crucial role to play in terms of ensuring accurate content goes to air given the floods of information to which audiences are subjected. Results also suggests BBC journalists have retained some kind of 'sentry role' in terms of gatekeeping - even if it is only monitoring and dictating what content is included in their own reports and broadcasts. Journalists remain the gatekeepers of their own news product, but also acknowledge that the audience are potentially active 'producers' or gatewatchers (Bruns 2005, 2011) of media. This echoes Coddington and Holton's hypothesis that gatekeeping in the future could involve "recasting it as an interpretative role that uses verification, analysis and content to regulate information, as gatekeeping's main concern shifts from the quantity of information to its quality" (2013:5). Despite many challenges, this research proposes that gatekeeping roles will continue, but associated practices must be more responsive and flexible; much like the journalists themselves carrying out their work with new, additional duties.

PP 674

## Paying for Online News: A Comparative Analysis of Six Countries

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Private news media across the world are trying to develop pay models for news, as advertising revenues alone look insufficient to sustain existing forms of professional journalistic news production (Herbert and Thurman 2007, Swatman et al 2006, Myllylathi 2014). Both popular and elite newspapers (like Bild and the New York Times) and digital-online news sites (like DeCorrespondent and MediaPart) are experimenting with pay models, including hard or metered paywalls, freemium models, memberships, and micropayments. Yet, with some variation country to country, only a minority of people are paying for online news (Newman et al 2015), prompting analysts to question whether pay models will ever work in a media environment where many have become accustomed to free news (e.g. Pickard and Williams 2014). Our understanding of what drives pay behaviour and attitudes across different markets, however, remains limited. Most previous studies, while valuable, have used surveys with a small number of respondents and do not explore whether findings are consistent across countries (e.g. Chyi 2005, Chyi 2012, Goyanes 2015, Kammer et al 2015). In this paper, we use data from the 2015 Reuters Institute Digital News Report to analyse factors related to paying for online news and expressing a willingness to pay for news in the future. We conduct the analysis across a strategic sample of six different high-income democracies with different media systems: United Kingdom, United States, Germany, Spain, France, and Japan. We focus in particular on the possible role of people's reference price for news (the price people consider reasonable to pay) (Kalyanaram and Winer 1995, Mazumdar et al 2005, Samphanier et al 2007), and investigate three hypotheses: (1) that people who already pay for print newspapers are more likely to pay for/express a willingness to pay for online news because they have a reference price above zero. (2) that people who rely on public service media for online news are less likely to pay for/express a willingness to pay for online news because they have a reference price of zero, and (3) that younger people are more likely to pay for/express a willingness to pay for online news because they are accustomed to a reference price of above zero for other forms of digital content, such as music and video download/streaming services. Controlling for a number of demographic, socioeconomic, and news consumption variables, we find that in all six countries (1) paying for (offline) newspapers is strongly and positively associated with paying for online news and expressing a willingness to pay for online news, (2) that there is no significant negative association between using public service news and paying for online news and expressing a willingness to pay for online news, (3) that younger age groups are consistently more likely to pay for online news and express a willingness to pay for online news. Hypotheses 1 and 3 are thus supported, while hypothesis 2 is not. We conclude by noting some limitations of the analysis and discuss the wider implications for digital journalism and its commercial underpinnings.

PS 096

'Transnational Approach on Media Literacy and the German Concept Medienkompetenz'

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'Intercultural and international aspects of media education': This was the promising title of the autumn conference in 2008 organized by the media education division of GERA (the German Educational Research Association). The conference's idea as well as its conclusion were no longer to tackle transnational issues merely from a national perspective. Currently, about eight years later, a transnational view on media-educational scientific objectives can only be seen in very rudimentary and fragmented efforts (Schenk, 2008; Bachmair, 2010; Grafe, 2011). This presentation aims at demonstrating the advantages of a transnational combination of media-educational concepts, media competence (German: Medienkompetenz) and media literacy (Anglo-American). The possibilities of a mutual complement of both specific national characterized approaches will be demonstrated with a concrete example. This contribution targets the huge possibility of new complementary synergies resulting from the German-speaking debate on media competence. This debate is especially dominated by Habermas's (1971) and Baacke's (1973) subject-orientated term of competences, a feature thus developed by authors who purposefully turned away from established pragmatic approaches. This stands in contrast to the Anglo-American debate on media literacy, which is significantly influenced by pragmatism following the ideas of John Dewey ([1916] 1997) (vgl. Messner, 2003, p. 404; Tuloziecki, 2011, p. 56). Both theoretical basic directions – which could be classified as 'bottom-up' (subject-orientated) and 'top-down' (pragmatic, societal requirement) (Six & Gimmler, 2013) – do not need to be seen as diametrically opposed positions. The attempt, to include both conceptual perspectives of media competence and/or media literacy, might lead to an improved theory-based pedagogical understanding within the field. The significant advantages which such an understanding would imply will be presented by the authors with the aid of an example. This will be concentrated on the media-educational understanding of the elderly, where the bottom-up perspective e.g. manifests in biography research whereas the top-down perspective is expressed in usability-research. The diverse theoretical perspectives bottom-up and top-down, consequentially culminate in diverse research results, which should be taken into consideration to benefit from and complement each other. Finally such contributions as this one aim at developing international connectivity through networking. Global media-educational topics which are completely influenced by a transnational digitalism should be discussed in a global manner.



V.S. Sundet<sup>1</sup>

<sup>1</sup> Lillehammer University College, Norway

Studies of production cultures have traditionally been dominated by analyses of media conglomerates and large institutions, such as Hollywood and Bollywood studios, American television networks and the BBC. Although these studies afford important knowledge about media production as seen from the perspective of larger and established companies, they do not take into account smaller, independent institutions and their very different production cultures. Micro, small and medium sized enterprises (SMEs) play an important role in the European media market—they are what the European Union calls the 'engine' of the European economy – and constitute more than 90 per cent of all media businesses. Politicians often regard them as crucial contributors to democracy, allowing a multitude of different voices to be heard. There is also a tendency – at least among the cultural elites—to look at SMEs as more creative and innovative than their larger and more established counterparts. This panel comprises papers that analyse successful micro, small and medium sized independent film and television companies in the UK, Denmark and Norway. The aim is to give a fresh perspective on media industry studies and fill the gap left by previous studies, by conducting in-depth analysis of a range of successful, independent SMEs from these three European nations. This cross-national perspective has been chosen in order to be able to investigate similarities and differences between production companies in contrasting markets. The companies analysed in the panel have all survived for at least five years (showing their sustainability) and they have all produced film and/or television programmes that have received critical acclaim and/or been popular with audiences. The panel asks what these companies' strategies have been for survival and success, and how these strategies have determined their production cultures? In order to discuss these questions, the panel bring together five panellists who will address the issues involved in understanding strategies and production cultures in SMEs. Three papers will examine specific independent production companies; the UK film and television company Aardman Animations (Andrew Spicer); the Danish film and television company Zentropa (Heidi Philipsen); and the Norwegian television company Rubicon TV (Eva Bakøy and Vilde Schanke Sundet). A further paper examines regional film production companies (Stine Sand), and a final paper addresses the main findings from a cross-national comparison of European production cultures (Roel Puijk and Eva Bakøy). The panellists represent different national contexts and institutions (University of the West of England Bristol, University of Southern Denmark and the Lillehammer University College), but are all member of a European project, Success in the Film and Television Industries (SiFTI, 2013–2016), funded by the Norwegian Research Council, whose aim was to analyse the success of independent production companies in four national contexts (UK, Denmark, Norway and the Netherlands).

PN 014

**"It's Our Property and Our Passion": The Cultural and Economic Reasons for the Success of Aardman Animations**

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This paper will analyse the production culture of the UK company, Aardman Animations, in order to determine the reasons why it has grown from a tiny, two-person operation founded in 1972 into a highly successful business employing 200 people whose characters such as Shaun the Sheep are known throughout the world. Although Aardman has been extensively discussed in celebratory populist histories and in academic studies of animation aesthetics, it has not been investigated as a cultural business, analysing the ways in which the company manages its creative talent and its business affairs in order to be sustainable and successful. My analysis draws extensively on field research: site visits to Aardman's offices and extended interviews and detailed correspondence with one of its founders and managing director, David Sproxton, supplemented by additional interviews with two other senior managers and two high-status freelancers. It also draws on a detailed examination of the trade press and internet sources (including interviews given by any of its principal personnel), analysis of the company's website and a critical engagement with its products. This investigation was extended by additional research into the ecology of the film and television industries in Bristol, where Aardman is located and is also informed by insights drawn from secondary literature in organisation, business and management studies, media industries studies and cultural geography, including cultural mapping. The paper will identify and analyse the major factors that hold the key to Aardman's success: the role played by its founders, Peter Lord and David Sproxton, who remain at the centre of the company; the consistency of its creative vision and the importance of its underlying values shaped by Lord and Sproxton together with 'star' animator Nick Park and by deep-rooted cultural traditions; its use of Bristol as a location and cultural hub; its detailed attention to the working environment of its employees and the nature of its internal organisation; its strategic positioning within the global marketplace with a particular style of hand-crafted animation and an eccentric, often surreal Britishness; its relationships with external funders including the BBC, DreamWorks and StudioCanal; its intelligent and evolving adaptation to changing external cultural and economic contexts, which has enabled the company to meet the challenges of a digital economy, successfully diversifying across multiple media platforms, notably YouTube; and also its shrewd marketing of the Aardman brand through four integrated sub-divisions: licensing and publishing; product development; TV/DVD digital sales; live events. Aardman's products now include video games, syndicated cartoon strips, theme rides and parks. Overall, the paper will reflect on Lucy Küng-Shankleman's conclusion from her study of the BBC and CNN: that successful cultural businesses not only attach a high value to the quality of their products but also ensure that everything fits the company's 'core competencies', what it is distinctively good at and cannot be replicated by others. It will be argued that Aardman's success derives from its core cultural values based on passion and personal preferences that have driven all its business decisions.

PN 015

## Zentropa – A Successful Danish Film Company: “We Make Things Happen”

*H. Philipsen*<sup>1</sup>

<sup>1</sup> University of Southern Denmark, Odense, Denmark

Behind many contemporary Danish film successes, we find the infamous film company Zentropa. It is without a doubt the most internationally known and highly acknowledged film company in Denmark. Lars von Trier's "Dancer in the Dark" won The Golden Palms at the Cannes Film Festival in 2000. Susanne Bier's film "In a Better World" received an Oscar in 2011. Both films were born by Zentropa, a company that have excised since 1992 and is located in Avedøre outside Copenhagen. Front faces are director Lars von Trier and producer Peter Aalbæk Jensen – both educated at The National Film School of Denmark and both notorious filmmakers. What kinds of environment and management are behind the company's success? Is there a backside of the medal? Is it e.g. possible to point out a certain 'Zentropian' culture? And if so, how does it differ from other comparable film companies? The people working at the company – both staff and freelancers – can be described as highly dedicated, often underpaid and sometimes run-down but still willing to stay and work long hours at film projects. How is Zentropa able to make its employees walk the 'extra mile'? One answer could be through appropriate leadership. Producer Peter Aalbæk Jensen is considered the daily leader of business, even though the overall management actually consists of several leaders. His straightforward tone and authority is hardly a style easy for other managers to copy completely, since it seems to depend on his individual discourse, personality and temperament. How does he get away with this style? And is this specific style part of the explanations of the success of the film company? These and other related questions will be addressed and debated in my paper on the production and company culture at Zentropa. The paper is based on a number of qualitative interviews with people from Zentropa – from leaders to students, from seniors to juniors. As perspective data I have used insights from festivals, seminars and daily life at Zentropa. I have, furthermore, studied films and television dramas made by Zentropa and read reviews of these productions. Finally, I have followed debates in the press about – among other things – Zentropa's part in a recent financial crisis between the company and The Danish Film Institute (DFI). Additionally, I have sought information in references such as Mathieu and Pedersen (2009) *Dansk film på tværs af samarbejde og konkurrence* (Danish film across cooperation and competition, 2009) in order to supplement my knowledge from the empirical study of the company. Several statements, articles and even books are written with focus on Zentropa. But few are academic grounded and even fewer take into consideration important issues like the companies relationship to Nordisk Film (the co-owner of this company) and the internal relationships among 'Zentropian' workers. In my paper, discourse analysis holds a key to a deeper understanding of why this work place carries out success despite the extreme radical environment Zentropa represents. Finally, the companies' position in the Danish film business will be debated and reflected upon.

PN 016

## International Ownership and Transnational Success: The History of Rubicon TV

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This paper analyses the production culture of one of the most successful television production company in Norway, Rubicon TV. More specifically, it analyses the company's transition from being founded by the Norwegian media conglomerate Schibsted as a small-scale, national production company in 1993, to becoming part of the major international production company Endemol Shine Group from 2009. During nearly twenty-five years of operation, Rubicon TV has gone from producing entertainment and television drama for a small selection of Norwegian broadcasters, to become a truly global and digital player, producing television content for web-TV and international streaming services in addition to more traditional broadcasters. One of Rubicon TV's most successful and well-known programmes was Lilyhammer (2012–2014), a television drama in three seasons about an escaping mafia boss, commissioned by the Norwegian public service broadcaster NRK in collaboration with the international streaming service Netflix. Despite Rubicon TV's success in both national and international markets, few studies have investigated the company and its production culture. This paper aims to fill this gap by conducting an in-depth analysis of its key strategy and core values, by drawing on perspectives on organizational culture and media management literature. By taking an historical perspective, the paper further asks how Rubicon TV has managed to navigate strategically in a changing television landscape, as well as how its production culture and core values have changed during its nearly twenty-five years of operation? The paper is structured as a historical analysis investigating Rubicon TV strategies, production cultures and core values in three key phases: The first phase starts in the early 1990s, when Rubicon TV is founded to produce national television programmes to Norway's first commercial television channel (TV 2), at a time when commercial television was still a new phenomenon in Norway. The second phase starts in the early 2000s, when digital distribution increased the number of domestic television channels, and—as a consequence—the demand for television content, with a wave of new formats and programme categories. Finally, the third phase starts in the early 2010s, when media convergence and globalisation allowed Rubicon TV to produce content for both new platforms (e.g. web-TV) and new international players (such as the streaming service Netflix). Structuring the analysis around these three phases, the paper aims to discuss larger developments within television history, as seen through the perspective of one particular production company that has succeeded in changing its operating to meet the changing landscape. Empirically, the paper will be based on interviews with key informants working at Rubicon TV, as well as a detailed examination of trade press and internet sources, covering the period under scrutiny.

PN 017

## How to Succeed with Film Production in the Regions: A Resource Based Perspective on Regional Production Companies in Norway

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This paper explores what two regional film production companies in Norway do to survive, and to succeed in their goals. The film industry in Norway is centralized and characterized by small companies, low profitability and movies that often end up running deficits. However, little research has looked at the actual relationships between small companies, their strategies and performance. Low production volume represents ongoing challenges for the film industry, and particularly for regional filmmakers. The production of feature films is largely centered on Oslo, and most of the money from the Norwegian Film Institute (NFI) goes to the capital area. Despite this economic reality, there are companies in the regions that produce feature films. This paper discusses how two such companies survive in a difficult business. The analysis draws on semi-structured interviews with eight employees in two companies. Mer Film has an office in Northern Norway and Western Norway, and has in relatively short time managed to attract talented directors and establish networks with international, critically acclaimed production companies. Filmbin is located in the eastern central part of Norway, and was one of the first film companies in Norway, which committed itself to the production of films for children. Regional companies that choose to produce fiction films do this against all odds, as the fiction film industry outside of Oslo is small. Many film workers move to Oslo to find work. As a result, the regions lack a complete fiction film milieu. The paper discusses what strategies the regional companies have deployed to survive and succeed with their goals and what competitive advantages the companies may or may not achieve, from a resource-based perspective. It draws on the interviews to explore which knowledge-based resources are important for the two companies. The paper shows that branding, networking, tacit knowledge, entrepreneurship, and organizational culture and management, are knowledge-based resources that are essential for both companies. The comparison of the companies shows that it is the most international oriented and proactive company that has the best economic and creative results. However, it also reveals that none of the companies are economically successful. Seen from an economic perspective, it could be argued that none of the two companies have succeeded, since they struggle with liquidity and profitability. The paper therefore discusses the meaning of success, and argues that success is not necessarily the same as profitability.

PN 018

## Building Sustainable Film and Television Business: A Cross-National Perspective

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An independent research report ("Building sustainable businesses: the challenges for industry and government", Olsberg SPI, 2012) focusing on how to build sustainable film businesses has identified a number of common factors, which have contributed to building successful film companies around the world. These factors are the ability to share downstream revenues generated by successful content; achieving diversified revenue streams; on-going relationships with successful talent; strong dynamic leadership; international business relationships; a supportive and consistent public policy environment; and having more than a fair share of luck! Based on a cross-national study of sustainable film and television companies in Norway, Denmark, the Netherlands and the UK, this paper discusses to what extent the recommendations mentioned in the report apply to the companies in the study. We argue that the report fails to consider why people want to work within the film and television industries, what they want to achieve and what their values are. The paper gives the owners and employees in micro, small and middle-sized companies (SME) in film and television production a voice. We argue that their tales to some extent counterbalance the concern with growth and economic success expressed in most media policy documents. Non-economic values are often the driving force in the numerous SME companies that make up the larger part of the production sector. The paper draws on the empirical and theoretical work of John Thornton Caldwell, centrally his concept of production culture, which he defines as how workers in the film and television industries reflect upon their own practices. However, because Caldwell's definition lacks an explicit link to the company level, this paper is also informed by Edgar Schein's theory of organization culture, defined as particular problem solving practices that can be more or less useful to the survival of the companies. Within this theoretical framework, the employees of the companies have been interviewed about their values, their management practices and their business strategies while keeping in mind what Caldwell has called the staged 'self-performances' of the interviewees. Methodologically, the paper is based on case studies of film and television companies in each of the countries mentioned above. Apart from interviews of leaders and employees of the businesses, the case studies include a triangulation of resources such as the webpages of the companies, their office space, promotional material, accounts in trade press/specialist journals, newspaper articles and publicly available interviews with company personnel including chat shows and Q&As at screenings, often available online as well as in print. The study also includes to some extent analyses of selected films and television programmes produced by the different companies.

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Over the last decade, one of the most important developments in the media and cultural industries has been the entry of information technology and mobile telecommunications companies into media and cultural markets. This panel considers the ramifications of this change in the music industries. For many decades, consumer electronics companies and retail corporations were major players in the music industries, sometimes in relations of ownership or partnership with the recording and publishing companies that formed the heart of the business. But since the turn of the century, music distribution across much of the world has shifted to personal computers and mobile devices such as MP3 players, phones and tablets. This shift destabilised the music and publishing companies, who attempted to develop new business models based on ever more fervent efforts to exploit intellectual property, as copying has become more pervasive and harder to regulate. A new situation has emerged in some countries, where subscription-based music streaming services operated by IT companies are increasingly displacing labels and retailers in the shift from ownership to access models of listening and commerce. This has also led to new experiences – and expectations – of abundance, discovery and sharing among consumers. However, there is considerable international variability in the dynamics sketched above. The panel therefore takes an international approach, looking at 'global' markets, at 'major' markets in North America, Europe and Asia, but also at (supposedly) more 'marginal' music industry spaces. Negus explores how businesses mobilising data and analytics are gaining competitive advantage over traditional players, leading to new patterns of creativity, collaboration and conflict. Hesmondhalgh and Meier examine how new forms of distribution and marketing (and new forms of control over these functions) are reconfiguring power and inequality. Hagen and Lüders explore how music streaming, increasingly a major mode of music consumption in many countries, offers new possibilities for users, but also new challenges. Elavsky provides an account of how new musical technologies hit a small music market, the Czech Republic, including interindustry tensions, and challenges for policy and local startups and musicians. De Beukelaer and Eisenberg discuss musical economies untouched by such developments, and examine the crucial importance of informal distribution networks and mobile telecoms and technology (MTT) operators in Ghana and Kenya. The panel, then, explores the repercussions of the entry of IT and mobile companies into the music industries for understanding questions of power and control and the cultural experience of music audiences, now increasingly understood as 'users'. Music was the first major cultural industry to undergo 'digitalisation' and so the research presented by the panel will enhance understanding of changes in the cultural and media industries as a whole.

PN 063

From Phonograph to Phone, from Product to Content: New Patterns of Creativity and Conflict in the Popular Music Economy

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Digitalisation has profoundly changed the way popular music is created, circulated and consumed. It has allowed for flexible and accessible techniques of production and for dialogues across space and time, facilitating communal, creative and commercial connections between musicians and audiences. Digitalisation has also led to a dramatic decline in revenues from the sales of recordings to consumers, posing challenges for the recorded music business and raising questions about how musicians make a living in a digital world. As consumers abandon the acquisition of recorded artefacts in favour of accessing streamed mobile content, new emergent competitive tensions appear between the traditional music industry and the IT/ phone industries. At one time a version of political economy pitched musicians against record corporations as an artistic version of the struggle between capital and labour. Yet, recent pronouncements against Spotify (by Thom Yorke) and Apple (by Taylor Swift) are suggestive of newer competitive struggles as profits are procured from music circulation by digital intermediaries, phone manufacturers and data/ IT companies - emergent tensions in the digital economy between those whose profits are derived from music as 'product' and those whose income is generated from exploiting the use of that music as 'content'. This paper suggests that we are living through a critical moment in the relationship between an analogue economy pursued by what were once called record labels, oriented towards production, and a digital economy, pursued by the likes of YouTube /Google, and Spotify, focused on 'monetising content' by generating revenue from streaming, data collection and analytics, cloud storage, and attracting advertisers to sites or pages containing sounds, images, data and information. This paper explores the way that these conflicts within the cultures of capitalism entail contrasting accounts of how businesses should generate profits and then share that revenue; incompatible ethical principles and allied practices; and quite different approaches to the interplay of aesthetics, creativity and capitalist exploitation. Drawing on exploratory research with musicians and music industry personnel, along with commentary in trade sources, the paper suggests that businesses able to mobilise data/analytics, and to generate advertising revenue from webpages in which sounds, words and images are the attraction, are gaining competitive advantage over a music industry that is premised on finding new repertoire and working with songwriters, creators and producers. This paper addresses these changes, exploring how patterns of collaboration and cultural production are being reconfigured by conflicts within the cultures of capitalism that entail contrasting accounts of how businesses should generate profits and then share that revenue. It raises questions about the consequences for investment in the creative work of musicians, producers and recording artists and asks whether we need to rethink patterns of power and patronage in the music industries.



PN 064

## Music Distribution in Kenya and Ghana: Mobile Money and Mobile Music

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This paper explores the role of mobile telecommunication and technology firms (MTTs) in the distribution of recorded music in Ghana and Kenya. These countries both have vibrant music markets with weak formal distribution networks. The limited enforcement of copyright regimes in tandem with weak regulation of the market creates a context in which entrepreneurs of different kinds experiment with new business models. On the one hand, there are 'pirates' of different sorts, who creatively and effectively deliver content to audiences at competitive prices. On the other hand, there are telecom operators, who sell music through their networks to their vast client bases. While there is an emerging body of literature on 'media infrastructures' in 'developing countries' (Larkin 2008) and on the 'postcolonial' understanding of media piracy (Eckstein and Schwarz 2014, Liang 2005, Skinner 2015), there has been very little empirical attention to the activities of mobile telecommunication and technology firms (MTTs) in the music economy. This paper builds on our respective research in Ghana and Kenya and sheds light on the activities of these MTTs, which form a new kind of transnational players in the music markets that caters to the majority of the world's population that does not have easy access to platforms such as iTunes or Spotify. Our aims are to take stock of why and how MTTs have entered into the business of recorded music distribution in Ghana and Kenya. We thus aim to assess the ramifications of their entry for the recorded music industries in these countries as part of broader global shifts in the music industries.

PN 065

## Discovering or Collecting/Archiving in Music-Streaming Services

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One of the core elements of the value proposition of music-streaming services is the abundance of available music. This appears to have instigated efforts to help people navigate and discover music, perhaps at the expense of people's need to make sense of their own personal music history and collection. Algorithms to provide recommendations based on music preferences and previously played music, and social features enabling people discover music through peers, contacts, experts and opinion-leaders, are probably the two most prominent ways music-streaming services attempt to assist people navigating vast music libraries. This paper examines music-streaming services as technologically inclined to provide discovery functions, and aligns this analysis with qualitative data from music streaming lead-users on how they assess the experienced need for discovery versus the need for functions helping them archive and make sense of their music collections. The theory of affordances, as the 'ecological approach' to how individuals perceive and act within their environments (Gibson, 1986) is used to frame the user-technology encounter. Discovery above archiving as a preferred user pattern from a providers' perspective also resembles the business model of online subscription services operating according to platforms principles (Gillespie, 2010; van Dijck, 2013), constantly tweaked in response to users' needs and platform owners' objectives (Feenberg, 2009). This study is designed as an explanatory study: we "investigate a contemporary phenomenon in depth and within its real-life contexts", we rely on multiple sources of evidence, and build upon previous research and theoretical propositions that have guided data collection and analysis (Yin, 2009: 18). 23 focus group interviews with a total of 121 users of Spotify and WiMP/Tidal (aged 18–59) have been conducted between 2010 and 2013. Also, 12 users wrote music-streaming diaries for two months (2013). Alongside, their online (music) activity was observed and logged before individual in-depth interviews were conducted. We find that discovery is an important part of the music-streaming experience, aligning the user patterns afforded by the technology. The need for guidance amidst abundance is genuine nonetheless the relevance of algorithms and social peers as trusted recommendation systems is variously assessed. As music-streaming services afford discovery above archiving among the technology's automated features, personal patterns of collecting/archiving (to recall and retrieve) music are developed in the participatory features, e.g. in playlist making. However, the cultural experiences of contemporary music audiences encounter new challenges in the music abundance of streaming services, which here will be highlighted in connection with the power-dynamics of providers and the afforded interactions between the users and the technology. References Feenberg, A. (2009). *Critical Theory of Communication Technology: Introduction to the Special Section*. *The Information Society* 25(2), 77–83. Gibson, J. J. (1986). *The Ecological Approach to Visual Perception*. London: Psychology Press. Gillespie, T. (2010). *The politics of 'platforms'*. *New Media & Society* 12, 347–364. Van Dijck, J. (2013). *The Culture of Connectivity. A Critical History of Social Media*. Oxford, UK: Oxford University Press. Yin R. K. (2009). *Case Study Research: Design and Methods*. Los Angeles, CA: SAGE.

PN 066

## Czeching the Margins: The Operation(s) of Digital Music on the Global Music Border

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This paper examines the contemporary dynamics of the Czech music industry in relation to understanding how global shifts in music distribution and consumption patterns have impacted this small music market. As a minor and rather particular music market, the Czech context offers a unique lens for considering a variety of variables related to this development, namely: 1) understanding the challenges for initiating global digital music services (iTunes, Spotify, etc.) within this minor market as well as the subsequent tensions surrounding such moves in relation to contending with competitive local start-ups (Musicjet; Mixer.cz, etc.); 2) outlining the conditions surrounding the establishment of universal digital music policies within this country; 3) illuminating the unique audience proclivities within this realm as they pertain to IP rights and digital “piracy” tendencies, and 4) ascertaining the interindustry tensions (mobile phone, internet, music industry, etc.) which play out daily among symbolic cultural mediators on the ground in a societal context whose delimited music market (linguistically and culturally) is yet profoundly marked by its postcommunist transition. Utilizing a mixed-methods approach (ethnographic insights; interviews, empirical data), this paper provides a grounded examination of these dynamics, framing the parameters and examining their meaning to the stakeholders and music consumers in this ‘marginal’ (in terms of global profits and exports) music culture.

PN 067

## Distribution is Still the Key: New and Old Dynamics in the Music Industries

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A cornerstone of one version of media political economy was to see cultural distribution and the creation of audiences as the “key locus of power and profit” in the cultural industries (Garnham 1990: 162; emphasis in original). This paper investigates how the Big Tech entrants to the music business (Google, Amazon, and Apple at the core and smaller specialised streaming services such as Spotify, Pandora, Tidal, etc. at the periphery), and associated new marketing and distribution channels/platforms/services, have disrupted or harmonised with existing power structures underpinned by the major record companies and music publishers. We identify and discuss a number of key dynamics, including: 1) the rise of what industry analyst and commentator Mark Mulligan has characterized as the ‘digital monopsony’; 2) the continuing importance of the star system and major hits; and 3) consumer expectations regarding the comprehensiveness of readily available content. We examine the mutual dependence between Big Tech and the cultural industries. The Big Three recording/publishing companies depend on Big Tech for access to audiences and Big Tech rely on the majors – which still boast the most economically valuable stable of stars – in order to fill out their media catalogues. Taken together, we suggest, these dynamics are helping to shape new problems of power and inequality in music and other cultural industries.

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Over the past decade television and the internet have become increasingly interconnected, with television programmes expanded onto the Web and the internet emerging as a site for the distribution of television programmes through a range of platforms and devices. Broadcasters have expanded into new services, such as video-on-demand (VOD) players, and new forms of content, such as apps and games. At the same time, new 'broadcasters' have emerged from the tech and retail industries (such as Apple, Amazon and Netflix) offering 'television-like' services via internet-connected devices. The increased interconnection of television and the internet also alters the business models of the television industry, with subscription and pay-per-view on the rise. At the same time as the industry adjusts to these changes, however, linear broadcast television remains the primary means through which most viewers watch television programmes. As such, the television industry is caught between the demands of the traditional model of linear broadcasting and the demands of an emerging non-linear landscape. This panel examines this moment of transition for the television industry from a number of perspectives and contexts. Scaglioni, Johnson and Bruun focus their papers on the ways in which legacy providers of linear television are responding to the rise of online television. They do this through case studies focused on Sky Italia and its response to Netflix, the re-launch of public service VOD players in the UK as sites for accessing linear broadcast programming, and the production cultures of schedulers and continuity producers in Danish public service television. Moving beyond specific national contexts, Evans argues that underpinning many of the industry responses to the rise of transmedia distribution is the concept of the 'engaged viewer'. Her paper uses interviews with transmedia TV practitioners in UK, US, Canada and Denmark to interrogate and compare how engagement is conceptualised in public service and commercial contexts. Weissman shifts focus to the audience and examines how UK viewers made sense of the move of linear TV channel BBC Three into an online-only channel in February 2016 and the consequences of this to the centrality of universality to public service broadcasting. Across the panel, the papers draw on interviews with industry practitioners, trade press and media policy analysis, market data and audience interviews to explore, through different lenses, the ways in which the television industry is responding to the increasingly blurred boundaries between linear and non-linear television. Through this analysis the panel examines the continuities and discontinuities of television in the 'internet age' and the implications of this for broadcasters, policy-makers and audiences.

PN 097

## Scrapping for On-Line Viewers: The Competition Between Netflix and Traditional Pay Broadcast-Ers in the Italian TV Market

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In February 2016, Sky Italia – part of the pan-European group Sky Europe, controlled by 21<sup>st</sup> Century Fox – launched "Sky Box Sets", following the model already tested in the UK market: a new on-demand service that takes advantage of the library and includes more than 40 "quality TV" series (McCabe and Akass 2007), including House of Cards, The Sopranos, True Detective and Twin Peaks, available as whole seasons and intended to stimulate forms of "binge watching". This is just the last move in an on-going struggle to oppose traditional pay-tv broadcasters, such as Sky Italia, and new over-the-top (OTT) services, such as Netflix, in different countries and markets. To provide some historical context, Netflix entered the Italian market in October 2015, announcing the production of its first original TV series Suburra – a spin-off of the eponymous mafia movie – that will premiere in 2017. As in many other countries, the Italian audio-visual market is witnessing a "distribution revolution" (Curtin, Holt and Sanson 2014) as a consequence of the diffusion of innovative forms of "connected viewing" (Holt and Sanson 2014), as well as of shifting business models and new technological infrastructures. Netflix reached Italy later than other European countries (such as France, the UK, Germany or Switzerland) partially because of the slow diffusion of broadband but also due to the already over-stocked pay TV market, characterized by the presence of Sky Italia but also of Mediaset Premium, part of the free-to-air broadcaster Mediaset. The success of the OTT service in Italy is still uncertain: at the beginning of 2016, Netflix counted some 280,000 subscribers, though the total market of online viewers has reached 700,000 subscribers (D'Alessandro 2016). This paper examines the ways in which the intense competition between different players (Sky Italia, Mediaset Premium, Netflix but also other OTT or on-demand services, such as Chili and iTunes) are characterizing the Italian market of online video streaming. After having defined the scenario through quantitative data, this competition will be analysed through a production studies approach. Specifically it will draw on interviews with professionals working both at Sky Italia and Mediaset that show how the "Netflix threat" has been addressed through the development of specific policies in the areas of rights acquisition, programming and pro-motion. ----- Massimo Scaglioni is Associate Professor in Media and Television Studies at the Catholic University of Milan. He is also Adjunct Professor of Transmedia Narratives at USI – Università della Svizzera Italiana (Lugano, CH). He is Research Coordinator at the Research Centre for Television and Audiovisual Media at Università Cattolica (Ce.R.T.A.), convenor of the Masters "Fare Tv. Analisi, Gestione, Comunicazione" at the ALMED (Postgraduate School of Media, Communication and Performing Arts) and a member of the editorial boards of the academic journals "View: Journal of European Television History and Culture", "Comunicazioni Sociali", "Bianco e Nero" and "Series".

PN 098

## Engagement that's Worth It: Valuing and Politicising Transmediality

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Transmedia strategies of storytelling, distribution and marketing, where content is spread over multiple media forms and technologies, have become a key characteristic of television's embracing of digital technologies. Broadcasters are increasingly presenting digital devices as the 'future' of their industry and as more 'valuable' than traditional linear television. This has manifested in radical ways through strategies such as the BBC's transform of youth-oriented channel BBC Three into an online only space, or how fellow UK broadcasters Channel 4 and ITV have increasingly presented their core business as a transmedia portfolio of interconnected services. It has also emerged in more mundane ways with the integration of social media and controlled participatory spaces into promotional content. Whilst many of these changes have been integrated into television culture relatively easily, others have been the source of debate and controversy over the value of both digital technologies and traditional forms of linear television. At the centre of these industrial changes has been a prioritising of audience 'engagement' and the 'engaged' viewer. What this 'engaged' viewer is actually doing, however, remains ill-defined, with the term functioning as a loose indicator of 'successful' content. In turn, the value of transmedia 'engagement' equally remains only loosely defined whilst simultaneously positioned as the new goal for television broadcasters. Alongside the industry's lack of definition around 'engagement', television studies has similarly seen limited examination of the term, especially in how 'engagement' is articulated and understood by those involved in creating it. Although some scholars have examined the notion of 'engagement' this is often focused on aspects of audience measurement (Napoli, 2011) or through a specific prism of participatory culture (Jenkins, Ford and Green, 2013). This paper will instead explore how audience 'engagement', and especially the 'value' of that engagement, is understood by transmedia practitioners. Using interviews with transmedia producers, writers, marketers and strategists in the UK, US, Canada and Denmark, it will explore how transmedia 'engagement' is understood and used for artistic, economic and reputational leverage. In particular, it will focus on how differences in the value of engagement for practitioners are shaped and contextualised by their broader industrial context, and the differences between public service and commercially-oriented media. How do the experiences of audiences feature within the production process of transmedia or digital content? How do public service ideals manifest within not only broadcaster-level strategies but also the ways in which individual practitioners value (or de-value) their audiences' experiences? What changes occur in how 'engagement' is understood and valued when shifting between public service and commercial contexts? In exploring these questions this paper will address how audiences, and expected audience behaviour, are positioned within the shifting strategies and practices of transmedia practitioners. ----- Elizabeth Evans is Assistant Professor in Film and Television Studies at the University of Nottingham. She is the author of *Transmedia Television: Audiences, New Media and Daily Life* (2011). Her current project interrogates how 'engagement' is defined, managed and valued by transmedia audiences and practitioners.

PN 099

## From 'Multiplatform' To 'Online TV': Shifting Paradigms for Understanding Linear and Non-Linear Television

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Speaking in March 2015, Tony Hall (Director General, BBC) claimed that television was entering the 'internet era' in which 'distribution over the internet [was] as important as over the airwaves' (2015: online). Hall's comments might seem anachronistic given that broadcasters have been using the internet a site for the distribution of television content for over a decade. However, Hall was speaking to a changing media landscape in which the relationship between television and the internet is increasingly blurred. The period since 2010 has witnessed particular growth in the uptake of smart TVs (television sets with inbuilt internet functionality), IPTV (television services delivered over a broadband connection), tablets and smart phones, superfast broadband and 4G. Over this period global online television revenues have increased (Ofcom 2015, 157) and new providers, such as Netflix and Amazon, have started to have a significant impact on the television market through the delivery of on-demand television services over the internet. At the same time, legacy broadcasters (such as the Channel 4 and CBS) have been reconceptualising their video-on-demand (VOD) players as more than just catch-up services, repositioning them as sites for viewing live streams of linear broadcast television. This paper examines the ways in which the changing relationship between television and the internet is being discursively positioned within the media industry. Drawing on an analysis of trade press and interviews with UK broadcasters it argues that there is a conceptual shift away from previously dominant terms, such as 'multiplatform' and 'catch-up' that position internet services and content as an extension of television online. These are being replaced by new terms, such as 'online TV', that emphasise the ways in which the internet functions as a site for the delivery of traditional broadcast television (e.g. through live streaming). Focusing on the discourses surrounding the re-launch of the VOD players of the three main UK terrestrial broadcasters (BBC iPlayer, Channel 4's All 4 and ITV Hub), the paper explores the ways in which broadcasters are negotiating a perceived breakdown of the boundaries between linear and non-linear television. These shifts have consequences, not only for our academic understanding of television as a medium, but also for policy, as what counts as 'television' determines which sectors and services are subject to specific television regulations. As such, this paper will situate its analysis in relation to broader regulatory debates, such as the EU's review of the AVMSD, in order to ask how we should understand the relationship between linear and non-linear television in the 'internet era'. ----- Catherine Johnson is Associate Professor in Film and Television Studies at the University of Nottingham. Her latest book (with Paul Grainge) is *Promotional Screen Industries* (Routledge, 2015). She is also the author of *Branding Television* (Routledge, 2012) and *Telefantasy* (BFI, 2005) and the co-editor of *Transnational Television History* (Routledge, 2012) and *ITV Cultures: independent television over fifty years* (Open UP, 2005). She is currently researching the development of online television.



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The aim of this paper is to introduce the theoretical approach in an on-going media production study investigating the production culture (Caldwell 2008) of the schedulers and continuity producers in public service television in Denmark. Presently, television production is taking place in the tensions between a linear and non-linear television paradigm. This has a profound impact on the production of one of linear television's fundamental textual features: the on-air-schedule including 'continuity' that bridges what is regarded as the programmes proper. This televisual text has been produced throughout the history of television but in different configurations reflecting the television market in specific regions. Technological and media political changes on a national as well as on a transnational level, and the growing competition for the attention of the audience have all contributed to these (re)configurations (Ellis 2000, 2000a; Ytreberg 2001). The study of the production culture of schedulers and continuity-producers aims to contribute to an emerging interest in media research in understanding the impact the present changes to television have on the communicative behaviour performed in the on-air-schedule and continuity text (Caldwell 2003; Johnson 2013; Ihlebæk et al. 2014; Van den Bulck & Enli 2014a, 214b; Bruun forthcoming 2016). The case of the study is the Danish public service provider TV 2. The provider is funded by commercial breaks and subscription, and this means that the traditional business model of linear television is (still) hugely important even if the audience is moving towards an increasingly non-linear use of television (Medieudviklingen 2015). The point of departure in the paper is that the on-air schedule and 'continuity' could be regarded as a genre (Søndergaard 1994; Bruun forthcoming 2016) on par with the different genres of television programming. The paper further suggests that a pragmatic and socio-cognitive approach to genre as a production category, and not only a text and reception category, might be a fruitful approach. This helps to understand the values and practises guiding the production culture and to understand the producers as interpreters of the tensions between the properties of the two televisual paradigms as well as the public service obligation in their professional work. The preliminary findings suggest that this context challenges the professional practises, 'working theories' and not least the conceptualisation of the audience in a production culture that has the linear television paradigm as its foundation and heritage. In many ways the communicative behaviour performed by the providers in the on-air-schedule and 'continuity' can be regarded as a prism of change in the television industry on the small Danish television market dominated by public service television. ----- Hanne Bruun is associate professor and head of the research programme: Media, Communication and Society, Aarhus University, Denmark. Research areas are production studies, the aesthetics and genres of television, and media development. She is the author of seven books, latest Danish Television Satire: Entertainment with an Edge (2011, in Danish). She has contributed to several books, latest Advancing Media Production Studies (2016) and journals, latest International Journal of Digital Television 6(1) 2015.

PP 235 Industry Practices When Buying International Television Content

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European television has a significant amount of international content in its schedules, from fiction to factuals, and this presence has social and cultural impact. Furthermore, there are some established practices in the television industry which condition the sort of international programmes that channels broadcast. These practices condition the imported genres and the countries where the programmes are purchased. In order to understand this process and comprehend the reasons behind television flows, we have interviewed the people in charge of making these decisions: the heads of the acquisitions departments at the main general interest channels of the United Kingdom and Spain. These executives act as cultural intermediaries and select content for the audience from all the audiovisual content available around the world (Negus, 2002). Samples of this research include the commercial channels ITV, Channel 4, Channel 5, Telecinco, Antena3, Cuatro and La Sexta and the national public broadcasters BBC and TVE. The results of the study show that the factors taken under consideration by the executives are the same in both countries which creates a high level of standardization in the decision making process when buying television programmes. However, we can find a difference between commercial and public channels where in latter social and cultural aspects are more considered. This standardisation homogenises the international content aired by the channels and limits the range of programmes audiences can be exposed to.

PP 236 Transnationalisation of Television Production: Structures and Practices in Networked Production Companies

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Within the debate around television and globalisation more and more scholars speak of transnationalisation, in order to overcome the limiting dichotomy of global versus local (e.g. Chalaby, 2009, 2015; Crane, 2002; Dowd & Janssen, 2011; Esser, 2007; Kuipers, 2011; Straubhaar, 2013). While transnationalisation seems to be a fruitful concept and it is increasingly used for describing the current television industry, it has remained theoretical and not well operationalized. What does transnationalisation mean for media companies and how does it manifest itself? Through examining the organisational structures, strategies and day-to-day practices of transnational television production networks, certain characteristics of transnationalisation can be identified. Next to being international distributors of content, companies such as FremantleMedia and Endemol Shine Group have in-house production arms, partnerships or joint ventures with production companies in several countries. As a result, these companies form transnational production networks, not only because of ownership structures but also through for instance co-productions, meetings of executives, the cross-border training of production personnel and the production of format adaptations, that all demonstrate the increased connectivity and exchange among them on different levels. This study maps the structure of transnational production networks, examines the characteristics and purposes of their organisational structures, and explores the opportunities and restraints that a transnational-networked structure entails. Using Warner Bros International TV Production as a case study, data are collected from documents (websites, business reports, etc.) in combination with interviews with employees on all levels. The interview transcripts and documents are analysed using a thematic analysis. This inductive approach includes coding the material, identifying themes, and exploring and interpreting the patterns among them. This analysis enabled a comprehensive understanding of how the notion of transnationalisation ties into the organisational structures of Warner Bros and how transnationalisation is manifest in day-to-day practices of TV production companies. Results indicate that transnationalisation is defined as risk-reduction, efficiency and resource-management strategy, but also know-how, experience, customs and beliefs represent transnationalisation. Additionally, instead of experienced tensions, the emphasis seems to lie with convergence of universality and specificity, commerce and creativity, economy and culture. The logics, structures and strategies of these production networks, and the characteristics of the connection and co-operation between transnational conglomerates and their local subsidiaries, provide a more empirical foundation for the concept of transnationalisation.

PP 237 Where Is the Audience in the Production Process of Television? Practices and Discourses of Television Producers

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This contribution is situated within the academic discussion about the potential shift in power dynamics for television producers, which results from converging media and the participation of audiences. The central question is to what extent the production process of television is changing into a media ecology where audiences are able to engage and participate online, become producers and gain power to present their perspectives as well (Jenkins 2014, Deuze 2011, Hermes 2013, Adrejevic 2009, etc.). This is richly discussed within new media studies and audience studies. In addition, the small but growing field of production studies (Paterson, et al. 2015) specifically allows us to provide an insiders' perspective, with in-depth understanding of the practices and discourses of television producers. Therefore, this project provides an empirical contribution analysing the practices and discourses of television producers to understand the value television producers assign to their audience and the ways in which they include their audience in the production process. Current affairs programme *De Afspraak* (The Appointment) in the Dutch speaking part of Belgium is studied during the first season it was broadcast (fall 2015) as a case in point. The new format was part of a revamp of the public broadcast channel Canvas, which aimed at broader digitalisation and a younger audience. The revamp, and consequently the start of this new format, gave producers the opportunity to re-think common sense routines and goals related to the way they interpret the news nowadays. Using an ethnographic approach allowed us to centralize the production process itself as a form of culture. Participant observations from September 2015 until January 2016, multiple interviews with each producer in the editorial office, and documents that were

used in the production process (deep texts) allow us to study in depth the evolution of the producers' practices and discourses during these first months. The production process is analysed according to five levels distinguished in the gatekeeping theory. These are: the individual producers, the production routines, the organisation of the editorial board within the broadcasting company, the extra-media influences, and the social systems in which producers work. The results show that producers of this new programme hardly value possibilities for including audience perspectives in the production process. A growing amount of content for online platforms is being made, but only a few producers seek out for audience perspectives through these platforms. Instead, online content mostly aims for more engagement of the audience to watch the programme. This analysis is further developed into a thick description and highlights specific situations to understand the practices and the motivations of producers.

PP 238

## The New Star System: The Political Economy of Multi-Channel Networks

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Multi-channel networks (MCNs) are a relatively new organizational form within the media industry, linked to video sharing sites (predominantly YouTube but also similar sites like Vimeo; some MCNs are also active on visual social media like Instagram). MCNs function as an intermediary between individual content creators and advertisers/marketers, and also provide other forms of support services to creators, notably marketing and business strategy consulting. The aim of this paper is to contribute to the understanding of the political economy of MCNs as part of the wider new networked media industry (Snickars & Vonderau, 2012). MCNs have begun to attract some scholarly interest (e.g. Cunningham, 2015; Mann, 2014; Mueller, 2014), but has yet to become as a major area of scholarly interest. Themes addressed in the existing research are for example the participatory culture of MCNs; agency and motivations of actors; value creation, cultural hegemony of MCNs and their role as transitional workspaces. This paper uses Swedish MCN companies Splay.tv and United Screens as case studies to analyse the market and cultural logics that underpin this type of media organization. Our main contention is that MCNs are driven by a "celebrity logic" rather than the "content logic" that is dominant in many media industries. MCNs are best viewed as a hybrid industry. Like the social media networks on which they are active, they are based in the "sharing economy" (or "like economy", as in Gerlitz & Helmond 2013, or "ethical economy" as in Arvidsson 2009) driven by networked connectivity, but they also use methods and logics from established media industries (in particular the film industry) where the celebrity logic has its roots (unsurprisingly, the world's largest MCN company, Maker Studios, is owned by Disney). MCNs mainly create value through leveraging a type of celebrity economy-of-scale where the aggregation of individuals into themed channels that cut across many different social media networks: these "packages" become more attractive to advertisers than working directly with the individual creators (thus the existence of MCN clearly proves Jarvis' prediction about the "death of the middleman" in the new networked economy (Jarvis 2009) wrong). Creating such an economy of scale is also necessary because of the comparatively shorter life cycle of online celebrity and stardom; as the creators' fame wanes, they must be replaced with new ones in order to maintain the value that the aggregation creates.

MIP05

**Serving Audiences in the Post-Broadcast Era: New Content and Distribution Strategies in European PSB Corporations**

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This panel brings together views from media economy, technology and content production within European PSB corporations to explore complementary and also potentially conflicting views on the future of television in the multiplatform context. It combines macro- and micro-level analysis to key questions concerning public service ideology. Together the papers address a fundamental question: Are the new audience strategies a way to solve the challenges of PSB in the transition to PSM, or are they problematizing the purpose of public service media? The papers approach this problem by analyzing strategic documents, economic data, and interviews with journalists and executives. The fields of research cover media and communication studies, journalism research, media policy, economy and management. Over the past decade there has been a lot of analytic discussion about changes in the media industry in the development of multiplatform provision. This especially includes on-demand streaming, personalization of media distribution, pluralization of audiences and individualization of consumption habits. Younger audiences have eagerly adopted the new possibilities that technology and markets have offered. Public service media corporations have developed new strategies for approaching audiences, reforming both their contents and distribution channels to accommodate varied preferences. New strategies can be either understood as a major ideological shift from traditional public service values – or they can be taken as innovative means to adapt public service values in a new kind of situation. Is personalization, for example, just a more developed version of segmenting or is it ruining the whole idea of universalism? The authors and the chair of the panel represent international partnership and cooperation in the context of the research project *Broadcasting in the Post-Broadcast Era: Policy, Technology, and Content Production* (funded by the Academy of Finland for 2013–2017).

PN 173

**Creating a Concept Book for Public Service News Production: From Broadcasted Universalism to Segmented Multiplatform Services**

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Comprehensive television schedule has for long been an essential tool in implementing public service values. Public service companies have typically offered a variety of genres and topics in prime time, creating both the mass audience and public sphere. Yet, from the 1980s and 90s onwards public service companies have orientated towards segmentation of the audience. Furthermore, in the age of social media they have increasingly turned away from universalism towards deeper segmentation and personalization. This paper explores, what kind practical consequences this trend of segmentation and personalization has to journalistic work in the public service companies. Further, how do the journalists themselves react to the transformations in their practice? What are the threats and possibilities of this trend to the traditional public service objectives and values, such as universalism and equality? The paper presents a case study from YLE, the Finnish Broadcasting Company that has been in the frontline among public service broadcasters in adopting new methods and serving the audience through social media platforms. The focus is in one particular project in YLE, a concept book of multiplatform publishing for journalists. The working group of journalists is right now drafting new audience segments for the News and Current Affairs. In the end of this development process, the concept book should define in detail how journalists will approach these audience segments, determining the use of different platforms, different types of news stories, moment of publication and even the tone of writing. Thereby, once the concept book is implemented it will have major effects on the everyday practice of the journalists. The concept book project has begun in January 2016. I have actively participated in the weekly gatherings of the working group and also, in the spirit of participatory observation, had my contribution to the process. As a result, I have been able to build trustful relationship with the group, and the members have expressed their opinions freely. At the same time, more than any other method, participant observation has given me closer insight into the current changes in the public service sector. At the time of writing the research project is very much work-in-progress. Still, already the early findings indicate that this study will provide an important contribution to our understanding of how journalists themselves perceive the transformation from public service broadcasting to public service media.

PN 174

**Saving Broadcasting to/from Death: (Mis)Calculating the Future Economics of Multiplatform Distribution**

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The decisions on the use of the radio spectrum as well as the broadcasters' choices on the media distribution platforms in Europe are increasingly based on market economics, which is a relatively narrow perspective on the use of public resources for public communication. For example in the UK and in Finland, the public service broadcasters are planning to reduce the number of their terrestrial television channels in order to reduce their expenses, while in Germany the cost-efficiency of the digital terrestrial television service has been challenged by the commercial broadcasters. Both the BBC and Finnish YLE produced their broadcast distribution services at cost price until the late 1990s when these companies were forced to sell their terrestrial networks to private companies operating for profit. This is part of the reason why BBC Three will be replaced by online-only service in March 2016 and YLE hopes to replace broadcasting in the future with mobile services. In Germany, the main TV platforms are satellite and cable and the fixed costs of terrestrial network for commercial broadcasting are high in relation to the additional profits generated. This paper argues that the current European media and spectrum policies as well as the broadcasters' multiplatform strategies are too much focused on market economics and neglecting the social value of spectrum use in provision of universal access to broadcast contents, free at the point of reception. It does this both from an allocative perspective that focuses on the efficient usage of resources and from a distributive perspective that aims to include all members of society into public communication and public opinion and decision making. Although these forms of public value admittedly are hard to quantify they must be taken into account by media politics which is bound to the common welfare. This is especially true for the choice between broadcasting and broadband, which not only affects the benefits and costs of distribution, but also has



consequences for the perception of the content and for the societal value it renders. As PSB content disseminates better over linear broadcasting than over non-linear broadband (where it can be fractionated, personalized and avoided), the attempts to attract additional attention for this content by multiplatform strategies have to be balanced against the additional obstacles of PSB to fulfil its mission, and against the harassment of PSB social role and societal value. By using the theories of social value and public economics for analysing and comparing case examples from Germany, the UK and Finland, we intend to show how the policies are biased on favouring such solutions which provide or promise the highest economic output in monetary terms. We argue also that some of the broadcasters' strategies are based on false or nationally limited understanding on the cost structure and the economics of the platforms.

## PN 175 The Television Programme as a Participatory Practice in Content Production and Distribution: Yle's A2 Theme Night

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Economic pressures and the necessity of keeping up with a rapidly changing media environment have encouraged public broadcasters like Finland's Yle to develop public service media operations on the Web. This change is keyed to the increasing personalisation of media use and the individualisation of consumption. Public service organisations are responding with strategies that seek to preserve traditional public service values and embrace consumer-oriented collaborative practices simultaneously. They are challenged by the perceived need to develop workable compromises between broadcasting for the nation and engaging individuals. Linear television broadcasting has been the very heart of the national public service mission historically. TV competition was handled with carefully scheduled channels. The contents of a channel were distinct television programmes. In this paper the author demonstrates how recent developments in non-linear media bring into question the concept of a television 'programme'. This paper focuses on Yle's efforts to develop the means for adapting traditional public service values in a new context and situation. The paper reports on a case study that analyses the transformation of one long-running current affairs discussion programme, the A2 Theme Night (Teemailta) from 1989–2015. The findings emphasise developments and experiments with social media and other interactive platforms in recent years. On the basis of content analysis and interviews with key producers, the author argues that the programme per se has remained largely the same during the lifecycle to date. Real-time interaction with viewers has been elementary to the the programme from the beginning. Despite this continuity, the position of a television programme is by now only one element of a much larger production that features a range of collaborative activities in social media and as cross-platform tactics that begin before the show, develop during the show and continue after the show. In short, it is no longer only a 'show'. The case study sheds light on the changing position of the television programme in a multimedia, cross-platform practice. We question claims that the historic concept of a programme and its capability to continue the national legacy of broadcasting is antiquated. Contrary to much of the buzz about new media taking over, the growing role of social media seems to actually strengthen the role of live television because an interactive real-time experience can enhance viewer engagement. Moreover, despite significant changes broadcasting has not lost its unique, and uniquely important, power to unite diverse viewers and act as a source of national cohesion. The best known television brands tend to have a broadcast television programme as the heart of the cross-platform operation. The case of A2 confirms this. The programme is still popular and promotes itself as a forum for the hottest current debates affecting the nation. The broadcast programme is the indisputable driver and the interactive elements are heavily invested in hopes of better serving the public.

## PN 176 Adapting Media Policy to the Multiplatform Age: The Case of Austria

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The conflict is straight forward: The Austrian public service broadcaster expands its operations from radio and television into web-based services; the Austrian commercial media corporations (press, radio, television) consider this move offensive against their business interest. In the absence of clear cut media policy regulation, Supreme Courts had to rule. The political and legal conflict is not solved. As a consequence, vested business interests dominate over legitimate interests of Austrian citizens. The Austrian conflict is paradigmatic for the ongoing development difficulties arising from platform convergence, enabled by digital technologies since the 1990s. By then, only few media business actors realized the enormous opportunities, but also conflict potential, of the technology-neutral architecture of the upcoming internet. Today, the pretty level playing field allows all kinds of incumbent and generic actors to compete technologically on equal footing with one another. In the strictly neo-liberal reading of economics, such enhanced competition should result in the market optimum: low prices, low barriers to enter, best quality. The political economy perspective, by contrast, would emphasize growing inequalities in market power with transnational or even global corporations dominating the virtual market place. Ownership concentration abound unequalled in media history. Either way, competition does not seem to work properly in internet markets. Too many rules and restrictions apply to incumbent media organizations and at the same time too little regulation at the transnational level result in a sub-optimal market and performance structure. Research in content quality shows considerable problems, explained by diminishing numbers of professional journalists hired by news organizations, by considerably less time for research and investigation for the remaining editorial staff and by serious shortages of financial resources following from the ongoing economic recession. Below the line, paradoxically, citizens are much less supplied with diverse and high-quality media content by the converging media industry with much higher numbers of media outlets than ever before. In this paper, Austria is chosen as a case in point. The public service broadcaster ORF while defending its market leader position is severely constrained it is online activities. But at the same time, private competitors for all kinds of reasons do not manage to develop innovative online features. This deadlock might serve vested business purposes of the contenders but it certainly is not in the best interest of Austrian citizens. Despite their payment of license fees for public service broadcasting, the delivered services are restricted and not comprehensive. Private commercial media have not yet invented business models for monetarizing their content supply in the internet. Media policy in the post-broadcast era needs to overcome this deadlock by drafting platform-neutral rules for private-commercial and public service media. The traditional media policy values still apply: diversity of opinion, universality of availability and appeal, provision for minorities and competition for quality rather than for numbers. The paper ends with a catalogue of policy measures responding to platform convergence.

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Public service media organisations face increasing demands for renewal in their output, production processes and management practices due to the rapidly transforming environment. The traditional in-house, channel-based production approach and structures for innovation development and management do not suffice in the current realities. Instead, PSB organisations need to develop co-operative arrangements with various partners in the media industries and beyond, to be able to cope with the rapidly growing demands for renewal, efficiency and relevance. In the situation described above, the concept and theories of value networks become useful. Value is no longer created internal to a single organisation, but in complex co-opetitive (competitive and co-operative at the same time) relationships between various actors. Accordingly, managerial arrangements and practices need renewal. However, management of value networks is a complex endeavour due to the various tensions between different aims, arrangements or approaches of the value network members. Skilful management of boundary-crossing relationships and dependencies is crucial for building, maintaining and developing value networks that potentially enable innovative co-operation between PSM and private media organisations for renewal and innovation. This qualitative paper explores managerial challenges of value networks, aiming at creating new understanding for media management research, especially. A new media cluster, Mediapolis (<http://mediapolis.fi/en/>), is being created in Tampere, Finland. Mediapolis aims at becoming a network for content production and digital industries with a vision "Mediapolis is a centre for storytelling and digital industries, where interdisciplinary innovations are born". The Mediapolis campus was launched in the autumn 2014. In January 2016, the key partners of Mediapolis, including Yle, founded an official co-operative organisation as the Mediapolis "organisational" structure. The next challenge is to develop the operational structures and practical management procedures for the Mediapolis value network. The paper looks at value networks as a managerial challenge especially for the traditional public service company in Finland. The focus is on management practices and processes in a value network between media organisations. The qualitative, empirical case study utilizes semi-structured interviews from different stages of Mediapolis development as well as documentation of the project. The author has followed the development of Mediapolis over several years, from the real-estate development stage of the project to the current development aims towards a network of media organisations for co-productions, innovation and shared value creation. The Mediapolis case opens useful possibilities for analysing of co-operative arrangements and practices between a traditional PSB company and private media organisations. The managerial challenges in creating and developing the Mediapolis operational model have been significant, which is still the case to the date. The paper provides a timely opportunity to explore the forming stage of a collaborative value network in the media industry, involving a PSB company as a major player and contributor.

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Under the prevailing conditions of marketisation and rapid technological change, the European television industry is undergoing a transformation in terms of industry structure, output, and conditions of production. At the discursive level, the policy support for public funding of public service broadcasting is under threat as never before, with key PSB institutions across Europe restructuring and retreating in the face of commercialisation, changing consumer behaviour and platform proliferation. Nevertheless, the television industry continues to thrive and even expand into new territories, with new modes of consumption and production redefining our expectations of what television is and might be in the future. Despite pronouncements about the 'end of television' at the early part of this century, the television industry has instead transformed in a 'post-network' era, and remains a vitally significant cultural form (Lotz, 2014). This panel seeks to investigate (dis)continuities in European television production, from a range of differing critical, theoretical and methodological perspectives. Setting the scene against the backdrop of political and economic change outlined above, David Lee's paper examines the transformed dynamics and structure of the British independent television sector as a result of recent economic and media policy change. The remaining papers in the panel explore specific aspects and consequences of the transformations as well as structural consistencies in the television industry. Anna Zoellner discusses how industrial context and change impact on the practice and experience of work for factual programme-makers, drawing attention to the implications of the strategic position of independent producers within the television ecology as well as to the importance of genre in production research. Katrine Broe Sørensen also explores the particularities of independent production, focussing on the contradictory values and norms in play in the Danish independent production sector. Based on extensive field research, she analyses the implications of persistent community norms and relationships alongside increasing market-demands for the television production culture. Caitriona Noonan turns her attention to the production ecology of arts broadcasting, a genre which she argues is facing unprecedented uncertainty in light of changes both within the television market and beyond. Inge Sorenson's paper draws attention to the impact of the explosion of mobile technology and multi-platform distribution on television production, arguing for a rethinking of how television content and content producers are defined and understood. Aiming to contribute to our understanding of what shapes television content today, the papers in this panel focus on the investigation of production practice and the relation to its particular industry context. Overall, the panel will provide rich, qualitative and quantitative insights into the scale of change in European television industries, and their implications for cultural production. Lotz, A. D. (2014). *The television will be revolutionized*. New York: NYU Press.

PN 213

## Beyond Independence? The Restructuring of the British Independent Television Industry, and the Implications for Production

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Independent television production companies ('indies') have now become a central means for delivering audiovisual content to broadcasters, in both commercial and public service broadcasting environments. In the UK, the indie sector is one of the most economically significant cultural industries, producing content across a wide and growing range of media and platforms. From humble origins, over the last three decades, the indies have been transformed from a cottage industry to a global media industry. As a labour market, it has been noted for its precarious working conditions, networked structures of employment and the intensification of commercialisation within the television industry which has had a significant effect on indie producers and production values. Yet, despite having a problematic production culture, indies have also been responsible for some of the key innovations in television content over the last thirty years since the creation of Channel 4 in 1982, in both factual and drama genres. This paper examines recent structural changes to the indie sector in the UK, as a result of economic change and media policy deliberations. Most notably, we can see the intensification of earlier policies oriented towards the commercialisation of the sector (Doyle and Paterson, 2008). As the trade magazine *Broadcast* noted in their annual report on the indie sector, 44% of the sector is now owned by US companies. Furthermore, the Coalition Government passed a Statutory Instrument late in 2014 re-defining indies as able to be owned by a foreign broadcaster as long as this broadcaster is not directly trying to reach the British market. This is a radically new interpretation of 'independence' by media policymakers, and represents a significant shift away from the early values and ethos of the indie sector, which was prized for its apparent independence from controlling corporate structures. New global players like Viacom, investing in British broadcasting for the first time, want to see the UK as a '...creative hub for generating great content that can be shown around the world' (Viacom, 2015), but what is the cost of this ambition for the production of content that explores the culture and concerns of UK residents? Drawing on interviews with key players in the independent sector in the UK, as well as secondary data, this paper examines the factors behind these recent changes, and considers their consequences in the context of concerns about media diversity, pluralism and innovation. How is the restructuring of the sector impacting on the production culture within indies and on the content produced and what do they mean for the future of a truly 'independent' creative ethos and culture? Doyle, G., & Paterson, R. (2008). Public policy and independent television production in the UK. *Journal of media business studies*, 5(3), 17–33. Viacom (2015) Response of Viacom International Media Networks (VIMN) to Ofcom's Consultation on its Third Review of Public Service Broadcasting. At: [http://stakeholders.ofcom.org.uk/binaries/consultations/psb-review-3/responses/Viacom\\_International\\_Media\\_Networks.pdf](http://stakeholders.ofcom.org.uk/binaries/consultations/psb-review-3/responses/Viacom_International_Media_Networks.pdf).

PN 214

## Trends in Independent Production Practice: Matters of Power, Autonomy and Commerce

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This paper explores the consequences of recent transformations as well as structural consistencies in the television industry for programme-makers. It investigates the production culture in the independent production sector, meaning companies who sell programmes to or are commissioned to produce content by networks and other television platforms, including recent additions like online streaming platforms such as Netflix and Amazon Prime. Independents' positioning within the evolving industry has economic and creative implications. Commercial pressures that are evident across the industry are heightened by the power deficit of many independent production companies compared to television commissioning editors and the inequalities of an increasingly concentrated sector where multinational 'super-indies' compete with and, more and more, acquire smaller independents. Combined with chronic undercapitalisation of smaller companies, relatively low profit margins especially for certain genres, and high levels of competition for limited distribution opportunities, these conditions affect the self-understanding and production practice of independents. They tend to act mostly as service providers for television networks/distributors rather than as creative collaborators or innovators. Drawing on ethnographic and interview research in production companies for factual content in the UK and Germany, the paper discusses consequences of these contextual particularities for everyday production practice. Focusing on the impact of creative and economic constraints, I address responses in independent production in particular, firstly, attempts at greater rationalisation, standardisation and control in the production practice, and secondly, creative compromise in the creation of the text. My investigation focuses on the production of factual and documentary content and highlights both the relevance of genre for production cultures as well as general tendencies across the television industry as a whole. It describes strategies that are consistent with the aforementioned responses, for example, the labour casualization that is evident across the industry, an emphasis on technology rather than skill or labour, the prioritisation of formatted, high volume programming and high levels of scripting, as well as a reliance on celebrity culture and narrative personalisation. Such strategies impact on the experience of work in independent television, often creating challenging conditions for programme-makers, and they have consequences for the texts these workers create. Focusing on this experience the paper draws attention to how industry-wide tendencies materialise in the everyday and what they mean for producers – and consequently – audiences.

PN 215

## Keeping up the Good Spirit: Continuity Practices in Contemporary Television Production Culture

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During the past 25 years, more than 50 % of all television content in Denmark has been provided by the independent production industry, made up by approximately 120 production companies in 2014 (Broe Sørensen 2014). Therefore, the production cultural practices within these production companies have an important explicatory force in understanding television as cultural production and its challenges in a changing television landscape. This paper argues that the norms and values of the production culture have consequences for television production as cultural production – in both constructive and non-constructive ways. It will present analytical findings from empirical fieldwork carried out in the independent industry from 2013–2015. Drawing on both production analytical and organizational theoretical frameworks (Caldwell 2008; Mayer et al. 2009; Schultz 2002; Lundin & Söderholm 1995), this paper discusses the existing values and norms in the Danish Independent sector. The paper examines ways in which the production cultural practices respond to current challenges and changes in TV production. The production culture in the Danish independent sector is characterized by a strong sense of cultural membership, genre hierarchies as norms for production and behaviour, professional ethics based in a Public Service ideology and the cultivation of the creative individual as a motivation for cultural change. These production cultural qualities have some positive consequences for television as cultural production including the maintenance of an interdependent relationship with the four main broadcasters in Denmark, which has not changed significantly in 25 years. Production practices, therefore, remain relatively traditional in Danish television even though consumption is rapidly changing. These contradictory developments, including precarious production conditions, influence the industry in various ways. This paper will focus on the apparent socio-cultural maintenance of positive self-representation as a cultural defence system towards insecurity and critique. Also, the industry maintains a strong sense of community by practicing a relatively harmonious, homogeneous production culture. The existence of a small and closely-knit community is argued as a constructive response to current and future challenges. The production cultural qualities may also influence cultural production in more non-constructive ways. The sense of community creates a small, exclusive, social space, which appears closed around itself. Thus, the production culture encourages low innovation and diversity rates where creative innovation emerges as a response to market trends and costumer demands. Yet, even though the results indicate contradictory values within the production culture itself, the production culture still remains harmonious and well-functioning. Broe Sørensen, K. 2014. *At nærme sig en produktionskultur - et produktionskulturelt og organisationsteoretisk perspektiv på den eksterne tv-produktionsbranche i Danmark*. Aarhus Universitet. Caldwell, J.T. 2008. *Production Culture. Industrial Reflexivity and Critical Practice in Film and Television*, London: Duke University Press. Lundin, R.A. & Söderholm, A. 1995. *A theory of the temporary organization*. Scandinavian Journal of management. Mayer, V., Banks, M.J. & Caldwell, J.T. 2009. *Production Studies*, Routledge. Schultz, M., 2002. *Kultur i organisationer*, København: Handelshøjskolens Forlag.



PN 216

## 'It Needs to Reinvent Itself or Die': The Production Ecology of Arts Television

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Television programmes about the arts have been a feature of broadcasting schedules since the earliest days of television and continue today, albeit now largely confined to public service broadcasters like the BBC and Arte, and a small number of niche commercial channels like Sky Arts. However, despite its longevity and centrality to public service values, the future of the arts on broadcast television in the UK is far from certain. Therefore, this paper examines the production ecology for arts content and how this ecology is negotiating change. Framing this research as an analysis of a genre 'ecosystem', a metaphor first used within the Chicago School but more recently adopted by media scholars (Wahl-Jorgensen 2016), allows us to understand production as an array of practices, values and interest groups. These groups often work in complex forms of competitive collaboration to shape, preserve and innovate a genre. To understand this ecosystem the research uses interviews with decision-makers, programme makers (including commissioners, channel controllers, and independent producers) and arts organizations to understand the current production context of arts programmes. The research argues that arts as a television ecology is distinct and workers negotiate a unique set of challenges (for instance around their relationship with the art world and how the television audience is conceived). While there have been attempts by various groups to 'reinvent' the genre its sustainability in the long term is under threat due to direct production pressures (such as decreasing budgets) but also industry-wide uncertainty around how to measure and communicate subjective forms of public value. Therefore, the paper concludes by considering what is at stake for broadcasters, indies and audiences if a genre, especially one which is associated with public value, disappears from British television schedules? Wahl-Jorgensen, K. (2016) The Chicago School and Ecology: A reappraisal for the digital era. *American Behavioral Scientist*. Vol. 60, No. 1, pp: 8–23.

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## The Impact of Smartphones, Mobile Media and Technology on the British Television Industry and the Content It Produces

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The arrival of 4G and the massive uptake of smartphones and tablets are having a profound impact on the form, genre and quality of content produced as well as the financing, production and distribution of all audiovisual content today, and so too on 'television' as content and as an industry. Today, 54% of UK households have a tablet, 30% of all Brits have a 4G mobile subscription, and 66% a smartphone rising to 90% of 16–34 year olds. 72% of all Brits watch video on mobile devices at least every week and 98% 16–34 year olds do this every day. 25% of all viewers and 60% of 16–34 year-olds habitually watch and interact with content on two or more screens simultaneously (Ofcom, 2013a; 2013b; 2015; Brittin, 2015). These new viewing affordances that internet-enabled portable screens offer are re-shaping viewer behaviour, and driving changes to the form, platforms and notions of quality of content (Lee and Andrejevic, 2014; van Dijck and Poell, 2014). This in turn affects 'television' content as well as impacts on the industry that produces this, in terms of the producers, production companies and players possible within the production ecology. This complicates the mesh of existing and emergent business models in the screen industries, and, in turn, the British television industry. Approaching this from a cultural economic and production studies perspective, this paper reflects on how the TV companies, producers and executives of the British television industry see their current roles and priorities within the multi-platform and multiple device environment and the reasons why they are directing their attention to specific content, platforms, and distribution forms. Based on participant observation, interviews and industry data, the article argues that mobile media is having a profound impact on the British production sector, the content it produces and the platforms this is distributed on. In order to understand and describe the players and practices that make up the 'television industry' today, it is necessary to rethink how content is defined and where it appears. There is also a need to reconsider who the content producers, broadcasters and distributors are within this industry, and include a wider spectrum of producers as well as the telecoms, aggregators and social media networks as funders and distributors of audiovisual content. These reconfigurations impact not only on 'television industry' itself and the content it produces but also on how arts bodies, policy makers and academics need to approach this ecology. Brittin M. (2015) Digital Keynote. Guardian Edinburgh Television Festival, UK. Lee HJ and Andrejevic M. (2014) Second-Screen Theory. In: Holt J and Sanson K (eds) *Connected viewing : selling, streaming, & sharing media in the digital era*. New York and London: Routledge, 40–61. Ofcom. (2013a) *The Communications Market 2013*. London: Ofcom. Ofcom. (2013b) *Public Service Broadcasting Annual Report 2013*. London: Ofcom. Ofcom. (2015) *The Communications Market Report*. London: Ofcom. van Dijck J and Poell T. (2014) Making Public Television Social? Public Service Broadcasting and the Challenges of Social Media. *Television & New Media* 16: 148–164.

PP 487 Finding the Self in Cultural Production at the Age of Late Modernity

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This presentation proposes to consider cultural production in relation to the self in late modernity. It explores how the contour of the self of cultural workers is shaped by cultural labour practices, which are increasingly subject to certain characteristics such as mobility, clustering in so-called creative cities and the use of media and communication as overriding tools in cultural labour, especially in the context of a 'forced cultural entrepreneurship' (Oakley, 2013). The study proposed has been led by participant observation and interviews in various cosmopolitan cities in Sweden, England and France for the past 2 years among cultural entrepreneurs aging from 20 to 35 in various fields of the cultural industries (music, photography and film). The focus of the data collection has been on positive and negative aspects of the living and working lives of cultural producers in cultural industries. Despite dichotomist discourses tending to polarize either positive, fulfilling aspects of cultural labour or negative aspects such as self-exploitation and alienation in current cultural production, the findings presented here suggest a more ambivalent conception of cultural labour in regard to the self. On one side, there is a persistent uncertainty and precariousness among the individuals observed. Living and working conditions are often blurred by the increasing accountability made to individuals: the pressure to shape a sense of their self is their own. There are also unique forms of anxiety, loneliness and precariousness. On the other side, cultural labour provides fantastic opportunities to create meaningful activities and achieve a state of well being, at least for those who 'make it' in the field. In this context of political, cultural, temporal and spatial dislocation where the selves can hardly refer to previous forms, individuals never seems to have been so close to be able to shape a solid sense of their self as well as it never have been so many elements preventing it. This ambivalence, at the core of cultural production in late modernity can be illustrated by the fact that these individuals, who dedicate their lives to cultural labour, pursue their activities despite these conditions stated above. This presentation proposes to explore this ambivalence at a theoretical level, using current academic literature on the subject, as well as at an empirical level using observations based on the fieldwork I undertook for the past two years.

PP 488 Technologies of Collaboration. The Transformation of Hacker Practices into Everyday Life

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This paper is an expansion of the way we understand collaboration as a model for cultural production and media practices. According to scholarly work, collaboration is the basis for participating in the production of media content (Jenkins 2006), for egalitarian peer production (Benkler 2006), for sharing knowledge (Tapscott & Williams 2008), for collectively creating information and knowledge resources that are non-exclusive (digital commons), to the usage patterns of social networks to "prosuming" and "produsage" (Bruns 2008) and to the cultural consequences of the gifts economics of "sharing". While there is a plethora of literature and research on these particular practices, there is a shortage of analysis on collaboration itself, its roots and the reason for its success. Here, collaboration is analysed from a socio-technical perspective of practices rather than from a classic media perspectives. While digital media have become prevalent, the emerged practices cannot be explained with media specifics (Fuchs 2014) in a reference to the computer or the Internet. I argue that collaboration is deeply rooted in the development of computer technologies like Vannevar Bush's (1944) Memex and hacker culture (open source developers, free software producers). Collaboration carried a libertarian notion that included freedom of knowledge, transparency, independency, openness and sharing as cultural models of creating value. In contrast, there are assessments of collaboration as a mode of control in the media industries (Born & Hesmondhalgh 2000; Jensen & Scacchi 2005). Interviews with open software developers, hackers and entrepreneurs at "Fosdem 2016", Europe's biggest conference and meeting for open and free software, show that practices like hacking, coding and programming differ from classic industry environments. Rather, these collaborative practices need to be understood as a craft that is improvised (Agre 1997, p.7). However, this improvisation must not be understood as random acting. It is rather a constant re-negotiation between necessary planning in order to work on complex projects and the curiosity and the crafting skills of hackers (Kelty 2008). References Agre, P. E. (1997). *Computation and human experience*. Cambridge: Cambridge University Press. Benkler, Y. (2006). *The wealth of networks. How social production transforms markets and freedom*. New Haven: Yale University Press. Born, G., & Hesmondhalgh, D. (2000). *Western music and its others: Difference, representation, and appropriation in music*. Berkely: University of California Press. Bruns, Axel. (2008). *Blogs, Wikipedia, Second Life, and beyond. From production to produsage*. New York: Peter Lang. Bush, V. (1944). *As We May Think*. *Atlantic Monthly*, 176, 101–108. Fuchs, C. (2014). *Social media: A critical introduction*. London: Sage. Jenkins, H. (2006). *Convergence Culture. Where Old and New Media Collide*. New York: New York University Press. Jensen, C., & Scacchi, W. (2005, January). Collaboration, leadership, control, and conflict negotiation and the netbeans. org open source software development community. In *System Sciences, 2005. HICSS'05. Proceedings of the 38<sup>th</sup> Annual Hawaii International Conference on* (pp. 196b–196b). IEEE. Kelty, C. M. (2008). *Two bits: The cultural significance of free software*. Durham: Duke University Press. Tapscott, D., & Williams, A. D. (2008). *Wikinomics: How mass collaboration changes everything*. New York: Penguin.

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The ICT-technology, media convergence and participatory media culture have profoundly transformed the relations, practices and business models in the music industry (Wikström, 2009). In the new music industry several actors, like aspiring artists, record labels, distributors and retailers get engaged in making, co-producing and publishing user-generated content. This paper takes the CCO (communicative constitution of organizations) perspective to online music making entities and examines how fluid social collectives, where membership is latent, contested, or unclear, achieve 'organizationality' (Dobusch & Schoeneborn, 2015). The idea of the communicative constitution of organizations (CCO) is based on the notion that organizations are invoked and maintained in and through communicative practices (Cooren, Kuhn, Cornelissen, & Clark, 2011; Schoeneborn & Blaschke 2014). Within this research stream there has recently been interest to broaden the concept of organizations to looser, networked, and 'boundaryless' social arrangements, which, furthermore, should be conceived as ongoing processes of 'becoming' (Dobusch & Schoeneborn, 2015). Dobusch & Schoeneborn (2015: 1006) introduced the term 'organizationality' to 'switch from the binary classification of social collectives as either organizations or non-organizations to a more gradual differentiation' defined by three characteristics: (1) interconnected instances of decision-making, (2) actorhood, and (3) identity. In this paper we focus on a loosely connected network of music enthusiasts that worked with a Finnish online producer that was gradually gaining a considerable fan base and obtaining positive critics. The empirical material consists of the discussions, activities and outcomes produced by this 'boundaryless' social arrangement over a period of three years. Several interviews with the aspiring young artist were also conducted. Based on our preliminary analysis, the particular social entity of music making that this paper focuses on can be described as a loosely connected organization of individual musicians, visual artists, promoters, record labels, distributors and retailers who came together to discuss, showcase, and collaboratively work on and with the music of the aspiring artist. The increasing popularity of the aspiring artist as a 'name' in the genre of electronic music increased the attractiveness of this collaboration. Furthermore, our analysis shows that this organization was not a static entity but on the contrary, it was in an ongoing process of 'becoming'. The identity of this social arrangement built on growing brand recognition of the aspiring artist and it evolved in the temporal interaction between its collaborators. REFERENCES: Bagozzi, R. & Dholokia, U. (2002), Intentional Social Action in Virtual Communities, *Journal of Interactive Marketing*, 16(2):2–21 Cooren, F., Kuhn, T. R., Cornelissen, J. P. and Clark, T. (2011). 'Communication, organizing, and organization: An introduction to the special issue'. *Organization Studies*, 32: 1149–70. Dobusch, L., & Schoeneborn, D. (2015). Fluidity, Identity, and Organizationality: The Communicative Constitution of Anonymous. *Journal of Management Studies*, 52(8): 1005–1035 Schoeneborn, D & Blaschke, S (2014). The Three Schools of CCO Thinking: Interactive Dialogue and Systematic Comparison. *Management Communication Quarterly* 28 (2): 285–316. Wikström, P. (2009), *Music in the Cloud*, Digital Media and Society Series

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# When Film Capital Meets Internet Capital. IP Movies or the New Trend of Blockbusters in China

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When 'Intellectual Property' (IP) was borrowed into the Chinese Film Industry in 2014, the meaning changed greatly. 'IP Movie' refers to film productions adapted from original novels, video games, TV programs, popular songs that could profit from a high quantity of fans of the original work. Thus, the production of 'IP Movie' is a development on the 'intellectual Property' of other forms of works, and it combines cooperation among internet capital, targeted audience (fans), social media platforms, online group-buying (as marketing strategies) in all the terms to make sure its success in Box Office. This new trend of blockbuster smashed the Chinese film market in both 2014 and 2015 as the top-selling domestic film productions were mostly 'IP Movies', and it also changed the traditional film production chain: big-data analysis were embedded in each step of the film-making, fans' opinions and fans practices were taken into consideration, internet PR were used for film promotion in early advance, pre-sell tickets through online group-buying were combined into Box Office share, and the interactive audience-participation among fans on different social media platforms was accelerated by the producers to gain more space for film distribution. As it is one of the most up-to-date phenomenon of the Chinese media landscape, this paper will try to discuss the characteristic of 'IP Movie' under the theoretical framework of media political economy (Zhang, 2014; Richeri, 2012), fandom theory (Jenkins, 2013; Benecchi, 2014) and film studies (Cucco, 2010; Benecchi, 2012) to investigate: 1) the background and impact of 'IP Movie' to the growing Chinese film market; 2) the uses of fans in order to grow the hype and spreadability of those productions; 3) its illustration to other Asian countries as a new model of blockbuster production by combining film capitals with internet capitals; and 4) the weaknesses of Chinese film productions that was disclosed from the 'IP Movie' myth. --- Bibliography: Benecchi E. (2014) *L'economia del Fandom. La trama dei media*. Carocci Benecchi E., Richeri G. (2013) *Tv to talk about. Engaging with American tv series through the Internet*. in Abbruzzese, A., Fortunato L. (eds), *The New Television Ecosystem*, Peter Lang, Bern Benecchi E., Colapinto C. (2012) *Movie Industry goes Viral*. in Ibrus, I., Scolari, C. (a cura di), *Cross Media Innovation*, Berlino/New York, Peter Lang Cucco M. (2010) *Il film blockbuster. Storia e caratteristiche delle grandi produzioni hollywoodiane*. Roma, Carocci Cucco M. (2009) *The Promise is Great. The Blockbuster and the Hollywood Economy*, Media Culture & Society, 31(2) Jenkins H, Ford S., Green J. (2013) *Spreadable Media*. New York, NYU Press Richeri G. (2012) *Economia dei media*. Roma, Laterza Zhang Z. (2014) *I media in Cina: La strategia del Soft Power e le politiche culturali del going out*. La Trama Dei Media: Stato, Imprese, Pubblico nella Società dell'informazione. Carocci editore Richeri G., Zhang Z., (2014) *The latest Look at media studies in China* (A special issue of journal publication co-organized with Chinese Academy of Social Sciences), *Studies in Communication Sciences*, 13/issue 2

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# Diversity and the Film Industry. An Analysis of the 2014 International UIS Questionnaire on Feature Film Statistics

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This paper is intended to make a review of the results of the last edition of the 'Questionnaire on Feature Film Statistics' administrated by the UNESCO Institute for Statistics (UIS), which offers data for the years 2012 and 2013 for 97 countries, with an emphasis on the relationship between cultural diversity and the functioning of the film industry. Additionally, it presents some selected indicators from the data for the 2005–2013 period, with the goal to enable a better understanding of the recent evolution of the film industry at global level. It should be noted that cultural diversity, the concept advocated by the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO, 2005), is one of the principles that guides the efforts of numerous States in terms of audio-visual policy. The notion of audio-visual diversity is a complex one, and when applied to the film industry, it can be broken down in three basic components, with their respective subcomponents (Napoli, 1999): 1) diversity of sources (subcategories: diversity of content producers and distributors, and diversity of the labour employed by companies); 2) diversity of and in feature films offered (subcategories: diversity of film genres; demographic diversity – racial, ethnic and gender differences of the people involved in feature films – and diversity of ideas – points of view and social, political and cultural perspectives – present in feature films); and, 3) diversity of audience exposure to feature films offered (subcategories: diversity of horizontal exposure and diversity of vertical exposure). The paper delve into certain dimensions of the film industry based on the outcomes of the UIS Questionnaire and other complementary sources of information: the annual surveys of the MPAA, documents released by the UNESCO and its Institute for Statistics, the Lumière Database of the European Audiovisual Observatory, the Film Federation of India (FFI), the Internet Movie Database (IMDb), and academic and specialized publications in the film industry (Box Office Mojo, The Hollywood Reporter), among others. A review of the data on the film industries of 97 countries during the 2012–2013 biennial period resulting from the IEU 2014 Questionnaire leads to a summary of the findings on diversity of film sources, diversity of feature films made, and diversity of feature film screenings. For example, its worth be noted that despite the sustained growth of global production of feature films during the 2005–2013 period, it has not undermined the weight of the main production countries: India, USA, China, Japan and a set of Western European countries including the UK, France, Germany and Spain. Or that there is a very strong geographic concentration of the revenues from the commercial screening of feature films in theatres. The ten main markets –led, in the following order, by USA/Canada, China and Japan– concentrated three-fourths of the global revenues during the 2012–2013 period.



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Bohlman (2004) in his study *Music and Nationalism*, devotes a special attention to the Eurovision Song Contest (ESC) due its unique position when it comes to “the music” and “the nation”. The relevance of the ESC goes beyond “the nation” and reaches to far more “international” and “transnational” socio-political and cultural geographies. As its name connotes Eurovision, can be about “Europe” and “television”, as much as it is about “music” and “nation”. Bohlman correctly argues that “the broadcast of the ESC, is a moment of high nationalism”, at least in some countries participating in the contest. One having a modest familiarity with the Turkish context of the ESC could argue that Turkey is among those countries. Since her debut appearance in the song competition in 1975, the ESC has occupied a rather special place in Turkish social imaginary in regards with country's socio-cultural relationship with “Europe” as well as its own “nationhood”. In a country, which has internalized the affective quest for being a part of “modern world” in general, and “Europe” in particular, the ESC has been perceived as a perfect platform where Turkey's “Europeanness” can be performed, and Europe's approval of this performance can be sought. As stated by Christensen and Christensen (2008, 159), for ever larger portions of the Turkish population, achieving success in the ESC has been “an issue of national pride” (Akin, 2013). Especially thought the ESC's first years in Turkey (1975–1983), which is an epoch that coincides with the early television years of the country, national media discourses in that country had traditionally framed the ESC, in large part, as a national struggle to be won against the Europeans, thus confirming Turkey's European credentials at last. Imaginations where the ESC is associated with “unconstructive” notions such as battle and rivalry and related to the competitive aspect of the ESC have been much more dominant than imaginations linked to “constructive” concepts such as festival and friendship and coupled with cooperative characteristic of the ESC (Dilmener, 2003; Kuyucu, 2010; Meric, 2006; Akin, 2001 & 2013). In this chapter based on my doctoral dissertation (Akin, 2011), Turkey's encounter with the ESC during the early television years will be studied in order to explore the use of a popular music product in defining and redefining Turkishness vis-a-vis Europeanness by relevant actors from its production fields. Testimonies of the early producers of the ESC in Turkey, the media discourses about the ESC and relevant audio-visual material from 1975–1983 period will be presented to shed light on the longest-running programme of Turkish television history with such a significant role in regards with the visions of “nation” and “Europe”.

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This paper engages in the debate about creative autonomy in the media industries. It explores how free-lancing digital artists, animators and technicians, who work in various roles in small and large media companies across Europe, negotiate their creative autonomy through their choices of technology for digital media production. Creative autonomy has been a central concern in analyses of the contemporary media industries. For many young people today, media work carries the promise for a greater social status, autonomy, personal expression, flexibility and self-actualisation (Mayer, 2014). At the same time, the organisational frameworks of production, the institution of employment, and the need for constant rationalisation enforce strong limitations on the creative autonomy of media producers, creating often senses of alienation, as demonstrated by multiple studies of computer games industry, television and music production, and not least the Hollywood animation industry (Banks, 2010b; Deuze, 2007; Hesmondhalgh & Baker, 2010). In this context, individual creators tend to develop strategies, or forms of “negotiated autonomy” (Banks, 2010a), in order to accommodate the tensions between autonomy and control. This paper examines one such strategy exercised through gaining greater control and influence over the media production tools that creators use in their practice. Drawing on Howard Becker's sociology of art (1982), this paper focuses explicitly on the importance of considering the role of materiality, or the tools and materials on which creative practice is based, in configuring the autonomy of media creators. Using ethnographic data from one large-scale Dutch 3D animation film production, one Siberian 2D animation film production, and qualitative interviews with 35 visual media artists, animators, digital illustrators, riggers, technical artists, programmers and directors who work for the media industries in Europe, I illuminate the freedom and constraints that they experience in choosing their technologies of production, and how they conceive their creative autonomy through the digital tools that they use. The paper shows that some technological frameworks, such as open source media production software, can provoke strong sensibilities of craft and of autonomy among professional media creators and establish a form of what Gabriella Coleman (forthcoming) calls “craft autonomy”. These sensibilities are triggered by the possibility to exercise greater control over the shaping, adapting and ownership of the digital tools used in everyday professional practice. As a result, media creators gain greater technological independence, which I argue, fosters sensibilities similar to pre-industrial, craft like engagement with technology. References: Banks, M. (2010a). Autonomy Guaranteed? Cultural Work and the ‘Art–Commerce Relation’. *Journal for Cultural Research*, 14(3), 251–269. Banks, M. (2010b). Craft labour and creative industries. *International Journal of Cultural Policy*, 16(3), 305–321. Becker, H. S. (1982). *Art worlds*. London: University of California Press. Coleman, G. (Forthcoming). Hackers. In B. Peters (Ed.), *Keywords: A Vocabulary of Information Society and Culture*. Princeton University Press. Deuze, M. (2007). *Media work*. Cambridge: Polity. Hesmondhalgh, D., & Baker, S. (2010). *Creative labour: media work in three cultural industries*. Abingdon, New York: Routledge. Mayer, V. (2014). *Creative Work is Still Work*. *Creative Industries Journal*

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## Entry Level Workers' Disconnection from the Collective Memory of TV and Film Professionals in the UK: Insight from Survey Data into Experiences, Attitudes and Resistance to Unpaid Work

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The media industry was formerly one of the most heavily unionised sectors in the UK. With the shift from broadcaster-producers to independent production, the end of national collective bargaining in 1988, and the rapid growth of casualised freelance working, those entering or attempting to enter the film and TV industries now face an entirely different journey to many of their predecessors, although principles of collectivism still underpin the attitudes of more experienced workers. This paper draws on the conference theme by examining the disconnection of entry level workers in these creative sectors from the industry's shared collective memory, and the discontinuity in attitudes towards employment conditions, unpaid work, and career development which this has brought about. The paper revisits findings from a 2011 survey carried out by the writer of 1100 workers in the UK film and TV sectors, which set out to measure ethical attitudes to unpaid work, and to explore correlations to factors such as production budget and age. While confirming that workers in the film industry are more prepared to accept unpaid labour than television workers, the survey also revealed that those with more experience in either sector view unpaid labour considerably less favourably than newcomers. The paper reflects on possible reasons for this; there are signs, especially among the survey comments of older workers, of a greater awareness of principles of collectivism, perhaps motivated by their own anxieties about being undercut by unpaid entrants, but also reflecting legacies of older histories of craft solidarity and altruistic desires for fairness within the sector. While generalised results from the survey have been published elsewhere, this paper also explores findings from a section of the survey that has not yet been disseminated: six questions designed to explore the existence of factors identified by mobilisation theory, as being necessary pre-requisites to, and drivers of, collective action. These questions asked respondents whether they thought unpaid work was a source of injustice, whether they felt their views were widely shared, whether those to blame could be identified, and whether they felt collective action could bring about change; it also asked whether they felt unionised or non-unionised action was more effective. Perhaps surprisingly, apart from the latter question, survey findings indicate a high overall presence of such mobilising factors, with very low variations in response regardless of age or production budget - suggesting that even a largely non-unionised body of young workers still appreciates the value and efficacy of collective action, however organised. The paper concludes by discussing one notably successful campaign against unpaid labour which was conducted in the UK television industry ten years ago. It explores how the organisers of this non-unionised campaign have since embraced social media as a tool for collective activism, and how their current activity has continuing impact on attitudes and practice in the sector in 2016 – demonstrating some of the mobilising factors identified by the survey, but using both unionised and non-unionised mechanisms tailored to a digital generation.

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This panel has been convened in order to develop a presence for research and theorization concerning the amateur in the ECREA Media Industries and Cultural Production Section. It aims to explore questions that are under-developed in media and cultural studies and which may present ontological challenges for existing paradigms of industry and production and for ways of thinking hopefully beyond the exigencies of austerity and the profit-motive. Questions informing papers in this panel concern the historical and contemporary role of the amateur across media, creative and cultural ecologies, between production, circulation and consumption. What roles do policy, education, expertise, professionalism, skills and reputation play in demarcating the boundaries, status and economic rewards of cultural work and the aspirations of workers as professionals or amateurs? How do such issues inform the nature of media businesses, networks and individual enterprise? How are the relationships between professionals and amateurs inflected by power – in terms of questions of intellectual property or co-creative relations? How have digital media impacted upon economies, media practices and the demarcation of fields, of professional and amateur, of reward and recognition in cultural production? Ultimately, how might one conceive of amateurism in the context of questions set out above? Methodologically, how are we to access and conceptualize amateurism in practice and an idea in and beyond familiar boundaries of media and cultural production research? How does it impact on conceptualizing the nature of work, leisure, pleasure and indeed human flourishing, creativity and culture itself?

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### For the Love of the Thing: Conceptualizing the Role of the Amateur in the Contemporary Cultural Ecology

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In her essay 'Amateur Versus Professional' (1965), filmmaker Maya Deren notes that amateur 'means one who does something for the love of the thing rather than for economic reasons or necessity'. In spite of this, the word has an apologetic and often pejorative ring to it. As Broderick Fox (2004) suggests of the negative connotations of the term, it is 'not sophisticated, not technically adept, not pretty or polished, not of popular interest, or perhaps most frequently and opaquely, not professional'. This paper asks: what is the meaning and status of the amateur in the wider economy of media and cultural production? How does an apprehension of the amateur impact upon our paradigms of media and cultural production? While there is a rich diversity of amateur cultural production, and in spite of the sociology of Robert Stebbins (1979; 1992), the figure of the amateur has only lately begun to receive sustained attention in media and cultural research. Here we might cite ideas of the 'Pro-Am' (Leadbeater & Miller, 2004), Ramon Lobato's identification of the shadow and informal media economies (2012; 2015) and his work with Dan Hunter, Megan Richardson and Julian Thomas on 'Amateur Media' (2012). Specifically, the figure of the amateur has likewise featured in studies of everyday music making (Finnegan, 1989), everyday video cultures (Buckingham and Willett, 2009), and YouTube and vernacular creativity (Burgess and Green, 2014). Most recently, John Holden (2015) has located an idea of 'homemade' production in a continuum with publicly funded and commercial activity in the cultural ecology. This paper outlines how the role of the amateur raises questions about the nature of creativity, status and economics and indeed the definition of 'industry' across fields such as the arts, film, music, gaming, broadcasting and informational areas such as journalism, documentary and current affairs. Conceptualizing the amateur may have something to say too about gender, class and social identities in cultural work. Furthermore, the nature of the amateur troubles the boundaries between professional and amateur media production in a wider cultural ecology in relation to the motives and rewards for expression, circulation and consumption. While offering a theorization of the amateur in such contexts, we seek to offer also an outline of possible programmes for empirical studies that address the gaps in the field. We seek to place our questions and frame the papers in this panel in the context of the role of contemporary media and cultural communication and a suggestion prompting this conference's themes that modernity 'is haunted by the disparity of its various histories, geographies, ontologies and technologies'.

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### Cultural Labour, Social Media and Expertise: The Experiences of Female Artists

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For the female cultural worker, working from home is not new. Domestic labour has been carried out by women for centuries and has traditionally been dismissed as 'women's work' (McRobbie, 2016). However, the internet, increasingly flexible working patterns and 'equal opportunities' feminism have all contributed to opportunities for women to work for themselves from home, as part of flexible working arrangements in full-time employment (Gregg, 2008), as cultural producers and artists (Taylor, 2015) or a combination of both (Hughes, 2012). Social media and art and craft seller websites such as Etsy allow anyone to create and sell cultural products and potentially to make money from it. This has raised questions about the status and legitimacy of amateur artistic production and its impact on 'professional' artists (Luckman, 2015). Social media also allows individuals, whatever their status, to announce that they are expert in their field, potentially reaching a global audience, yet the implications of this are yet to be explored in analyses of cultural work. Those who talk about 'experts' in the cultural industries usually refer to cultural intermediaries, consultants and art critics (Prince, 2010; Taylor, 2013), and the idea of the expert is traditionally masculinized (Thomas-Hunt and Phillips, 2004). What about the artists themselves and the nature of their expertise? What about the female experts in cultural production? This paper explores these questions by examining how a group of UK female artists, working from home, use social media to perform expertise. Drawing from a qualitative analysis of their social media posts, this paper argues that the concept of expertise can be a useful analytical tool for understanding cultural production in the social media age, including the ways female cultural workers mobilize online to not only benefit their own careers, but each other.

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## Reciprocity and the Amateur Hyperlocal Journalist

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The increased interest in new forms of local journalism by media policy-makers in the UK has led to some utopian claims about the potential of such forms to ensure local media plurality and provide an authentic voice for citizens' concerns. Research to date has noted the degree to which this emergent layer of 'hyperlocal' media – community-orientated, with a majority of non-professional practitioners – is motivated by civic rather than financial concerns (Williams et al. 2014, Harte et al. 2016). Based on interviews with 35 hyperlocal journalists in the UK, this paper draws on the framework outlined by Lewis et al. (2013) of 'reciprocal journalism' to help understand the ways in which hyperlocal journalists operate and examines whether their actions 'may lead to better community and, indeed, better journalism' (Lewis et al. 2013: 236). It finds that there are many examples of intended and unintended attempts to engender reciprocity. Further, informal information exchange, both on and offline, and instrumental gift-giving, play a role in ensuring the sustainability of hyperlocal media operations. Within the often informal newsroom of the hyperlocal journalist, reciprocity can be seen as a key factor in avoiding the need for self-exploitation of the journalist's labour. However, whilst hyperlocal media has been characterised 'a range of journalism acting in the public good' (Metzgar 2011: 773), there are limits to its potential to fulfil such an ideal. This research notes the tensions inherent in the amateur journalism domain as it attempts to balance the needs of accountability journalism with those of improving the community's image to the wider public. The research was undertaken as part of a 30-month UK Research Council funded project, 'Media Community and the Creative Citizen'. The broad study aims, in aggregate, at understanding better the value to local democracy and local communities of news published by hyperlocal services.

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## Blurring the Boundaries: Horror Fan Enterprise in an Alternative Economy

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This paper considers how the censorship of violent video on VHS in the United Kingdom led to the emergence of an informal economy of fan production, in which fans emulated professional practices to benefit economically from their activities. The first domestic videocassette recorders were released in the UK in 1977. The new medium enjoyed such an accelerated level of adoption that by 1983 almost 'six million video machines had found their way into homes across Britain' (Kerekes and Slater, 2000: 7). The speed in which home video became popular meant that there was a high public demand for content. This created an opportunity for enterprise, with a number of newly formed video labels taking advantage of this demand by purchasing the rights to cheap films for release. These films were 'low-budget', often of the horror and exploitation genres, originating from all over the world, but particularly from European countries such as Italy (Brewster, Fenton and Morris, 2005: 4). Because of their obscurity and excessive nature, many of these films would not have received theatrical exhibition and were not classified by the BBFC. The subsequent 'video nasties' moral panic that centred on these unclassified Italian titles led to the 1984 Video Recordings Act. Drawing on interviews conducted with fan producers, interaction with the texts they produced, online fan activity and the author's experiences as a fan, this paper argues that regulation of violent horror films led to the formation of an enduring 'alternative economy' of fan production. It suggests how, in this alternative economy, fans can be understood as 'creative' workers who use digital technologies to produce artefacts that are exchanged as gifts or commodities. This practice highlights the blurring of boundaries between amateur and professional production. The paper focusses on how two entrepreneurs set up their own enterprises in this alternative economy, specialising in producing fan-based publications. This activity illustrates the economics of fan production and how it becomes 'professionalised'.



## PP 641 When Everything Is 'Content Marketing': Examining Media and Marketing Convergence in Practices, Policy and Critique

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A distinctive contribution made by critical political economy (CPE) of media scholars has been to examine the implications of advertising as a system of financing media and the influence of marketers on media content, provision and access to communications. Classic contributions examined advertisers' influence on non-advertising content and on media firms' behaviour. The problems they identified are of central concern today, but critical political economy approaches need to be updated to deal with transformations in the ways marketing communications are produced and circulated and the changing dynamics of media-advertising relationships. This paper discusses key trends in the integration of media and marketing communications described by terms such as content marketing, branded content, native advertising and sponsored stories. It presents original research on the growth of these practices, and discusses how media and marketing integration is advancing across corporate ownership and networking, work practices and values, forms and formats, user engagements and (co)creation. It identifies critical issues and implications ranging from the (further) erosion of the 'firewall' between editorial content and advertising, to concerns about deception, disclosure, economic surveillance and privacy, to wider concerns about advertiser and ad finance influences on media content, creative control and corporate decision-making. This paper draws on findings from a comparative study of the regulation of native advertising and media-marketing integration in the US, UK and EU. This shows that critical concerns about the integrity of communication channels remain salient but have tended to be displaced in favour of market liberalisation, constrained in part by consumer protection measures. In media governance, traditional principles of separation of media and advertising are being displaced by the diffusion and normalization of advertiser integration across digital communications. The paper advances an agenda for critical academic scholarship to investigate practices and problems and inform policy debates. In doing so, it sets CPE responses in the wider context of media and cultural scholarship and considers how the growth of media – marketing integration has elicited supportive responses from within 'convergence culture' and related scholarship in respect of both news journalism and entertainment production. Finally, the paper outlines a new, broad-based academic network project to investigate emergent branded content practices that seeks to promote resources for collaborative research and academic engagements with industry, civil society and policy networks. The paper contributes to the main conference theme in various ways. It explores continuities and discontinuities in media production practices and professional identities, in regulation, and in media and cultural scholarship.

## PP 642 The Rapid and Continuing Expansion of the "Creative Industries" Sector in Taiwan: How Is the Cultural Policymaking on Putting the Cart Before the Horse?

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This article examines the expansion of the Creative Industries Project, including the development of a new public–private partnership based on neoliberal ideology for revitalising investment activity and economic recovery. The ambitious nature and rhetoric of the Cultural and Creative Industries Project (CCIP) have both illustrated how governments promote 'deregulated' markets and have particularly illustrated how globalisation has accentuated these tendencies. The purpose of CCIP is to support sustainable development of the economy, while increasing the employment rate and cultural development. The CCIP clearly shows that investments in the public sector and private capital without long-term planning to foster talent is deficient. Additionally, sales of creative commodities, such as film and television products, were encouraged in the Chinese market by deregulation, trade agreements, and cross-border cooperation. Overly focusing on the huge market opportunities in China led to the deconstruction and absorption of individual talents in related Taiwanese industries, such as film and TV since most media workers were forever working at reducing production costs, and tolerated the low-paid and long-hours job in Taiwan. The high wage in Chinese market seems more attractive to Taiwanese media and film workers. Finally, the CCIP also influenced higher education in Taiwan. Official data from Ministry of Education on higher education shows a significant increase in new departments with names such as Cultural and Creative Industries founded in universities during this period. Given this trend, the relationship of the creative industries policy, the actual employment of these graduates, their working conditions and the development of higher education will be clarified. To a large extent, neoliberalisation did, particularly as embodied in creative industries policies, affect higher education. These new departments founded not only to 'train the talents for global creative industries' but also to deliberately cultivate this 'reserve army of labor'. After the resources of the mass media, communication, art, design and management departments are merged, these 'Department of Creative Industries' signify in the neoliberalised context of Taiwan. This work is divided into three parts to present the development of and the differences in the creative industries during the Democratic Progressive Party (DPP, 民主進步黨) period and the Kuomintang (KMT, 中國國民黨) period. The first section describes the increase in funding and the changes to public subsidy systems related to these industries. The second section describes the development process of the Chinese market. Finally, the interesting phenomenon of creative industries departments appearing at universities, to nurture talent, is explored.

PP 643

## The Implementation of Creative Europe: The Gap Between Supranational Guidelines and Regional Realities. The Case of Spanish Creative Industries

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Creative industries are one of the sectors considered essential by the European Union within the framework of the 2020 Horizon strategy (COM 2011 808 final). However, the supranational guidelines do not meet national and regional realities. Spain is a good example. Official statistics (Eurostat, UNESCO) show that Spain is not implementing the strategy accordingly to EU guidelines for developing this sector within uniform criteria in the different regions. This paper analyzes the current development of Spanish creative industries at the national and regional level. The final objective is to show how the EU policy faces several obstacles in its implementation in the Member States. In the case of Spain, culture has been transferred to regional governments. Therefore, the national government, through the Ministry of Culture, only plays a guiding role. As a result, creative industries are not performing equally in the different regions. The study identifies which are the obstacles the creative industries are facing throughout the seventeen Spanish regions, and it develops a mapping of existing resources and infrastructures to identify the core places in Spain. It provides a new approach to statistical indicators in line with European and international standards in this field. The performance of creative industries in the regions is crucial for the promotion of economic and social development in Spain and it can contribute to the recovery of the Spanish economy. But current statistics and analysis (SGAE, 2014; MECD, 2014) are not yet providing useful information for taking strategic decisions. Therefore, this research presents a new methodology based on official statistics and takes into consideration official data, policy issues and current landscape trends. All these data together offer the whole picture of the creative sector in Spain, and it indicates how they are performing in the present context of digital change and how much they contribute to the creation of new jobs and social welfare. This methodological approach is innovative in Spain. There are some studies on the creative sectors done by the Spanish government or consulting firms, but they just provide a national approach, not regional, or one-focus interest like economic performance or employment.

## PP 711 Varieties in Defining Media Products: Rethinking Theoretical Approaches Between Traditional and Innovative Media

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Digitisation, convergence and globalization currently expose (media) society to considerable changes, notably affecting the media industry and its fundamental characteristics. This becomes particularly evident when trying to provide a sound and currently valid definition of media products. Posts on Facebook, tweets, user generated content, blogs, and others: Are these contents to be called “media products”? Product characteristics, production processes and the producers have changed. Community members, bloggers, and potentially the entire audience become content producers themselves. The digitisation of trade, production, and distribution promotes the transnationalisation of media markets where various media products/components might be unbundled, re-combined and easily exchanged crossing national and cultural as well as technical and narrative borders. How are media products to be defined against this background? Is it legitimate to refer to the term media “products” at all? The proposed paper aims at redefining this definitional concept by systemising existing definitions and by proposing a different term that embraces multiple notional levels. In fact, already before the digital revolution there hasn’t been a general assent about how to define a “media product”. Existing definitions might be grouped around four theoretical perspectives: (1) Economic Perspective: media products are seen as quasi-public goods that are constituted by intangible as well as tangible components and that are tradable on both the recipient and the advertising markets. (2) Journalistic Perspective: media products are measured by the criterion of customer value, i.e. the journalistic content is the constituting element of media products and has a multiply higher societal value (merit good) than entertainment products. (3) Legal Perspective: media products are those products protected by media law (e.g. image protection, copyright, press protection). (4) Socio-cultural Perspective: media products are defined due to their function in society (entertaining or informative function, critics and control, watchdog). These approaches demonstrate inadequacy when confronted with the new trends sketched above. For example, how might all the non-commercial, user generated content on YouTube be placed along the proposed perspectives? And what about media rights, formats, and licences that are traded across borders transcending exiting legal definitions – are they to be considered “media products”? The debate is bedevilled when settled within the context of the management and economics of cross-border media communication. Our contribution results from a larger research project that aims at analysing structures, goals, and strategies of media companies acting globally. It is this context we are focussing on. Thus, our intent is to visualize all distinguishing features and approaches in defining media products in a matrix in order to provide a new definition of “media products”. We propose to renounce a one-dimensional definition in favour of a multilevel concept that considers the hybrid nature of media (their materiality and immateriality; being economic and cultural goods as well as service and trade goods; the different value of content and its bearer), the variety of product and content types, and the differences in outcomes of various organisations. Eventually, we suggest to use “media offering” as an overarching term that captures the complex nature of media.

## PP 712 Theorising Derivative Artworks from a Social-Economic Perspective

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In recent years, discussions on derivative artworks have reflected the growing interest of economists, cultural specialists, practitioners and public-policy makers in the subject. Derivative artworks, due to its hybrid attribute of cultural goods and creative products, has become one of the important subsectors in Cultural Industries (CIs). Looking into derivative artworks can maximize its social-economic effects, improve our understanding of the micro operation of CIs, and facilitate the policy-making towards the CIs. Despite a multitude of research that has been undertaken in the field of CIs, very limited academic studies have been conducted on derivative artworks. Currently the research on derivative artworks mainly exists in copyright law literature since the derivative artworks are intrinsically IPR (intellectual property law) related. Other articles discuss arts-related topics, such as aesthetic experience of artworks, arts evaluation, but not derivative artworks specifically. However, given the growing attention to derivative artworks sector, it is the time to liberate the concept of derivative artworks from a legal point of view. The main purpose of this paper is to contribute to the theoretical thinking of derivative artworks and broaden its theorisation from a social-economic perspective. We will examine the derivative artworks as a product of CIs based on two questions: (1) what are the attributes of derivative artworks? (2) what impacts can the development of derivative artworks bring to society? A review of relevant literature is used to conceptualise the derivative artworks. Theories from political economy, radical media research and culture studies are explored in order to identify the values of derivative artworks to the economy and the community. First, we explore the historical development of derivative artworks. Then, we define derivative artworks by articulating its connotation and classifying the categories. At last, the significance of derivative artworks is evaluated from economic, social and cultural aspects. We come to three conclusions based on the aforementioned analysis: (1) the derivative artwork is a blanket term defining a creative work that modifies, appropriates, and/or adapts an original, previously created first work. A derivative artwork is not a reproduction of the original; instead, the derivative artwork is a substantial creation independent from the first, which links the artistic connotation of the first to the commodity; (2) the derivative artworks can be categorised differently depending on the classification criteria; (3) the derivative artworks, as the commercial exploitation of the original artwork, will undoubtedly provide considerable economic benefits to the local community. Moreover, it can eliminate the distance between the ‘abstract’ art pieces and the daily life, thereby disseminating the social and cultural values and the democratisation of the arts. In addition, purchasing derivative artworks is not only acquisition of the products per se, but also implies an access to and the consumption of the original artworks, which consequently help to enhance aesthetic cognition of the public.

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# Subsidization Through Advertising: Assessing a Peculiarity of Austria's News Market

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The market for the distribution of news in Austria is relatively atypical and therefore an interesting case study. The effects of technological change on the distribution of news are visible in the proliferation of online platforms and digital editions of newspapers, as well as in the common use of social media for the promotion of content. However, particularly thanks to subscriptions, the consumption of printed newspaper is still very popular and attendance of televised news programmes by the public service broadcaster is still very high. As a result, the effects of technological change on the structure of the markets for the distribution of news, which remain rather concentrated, have been quite contained: the public service broadcaster largely dominates the distribution of news on television; the popular local and regional newspapers benefit from local monopolies, and tabloids and free newspapers are ahead in the competition for national audience over nationally distributed broadsheets. Thanks to the use of unpublished data collected by YouGov for the Supplementary Digital News Report 2015 and the Digital News Report of 2016 published by the Reuters Institute for the Study of Journalism, the authors are able to provide an analysis of the effects of the market structure on the consumption of news in Austria, with details that have never been made public before. Moreover, the analysis of this data can also shed new light on a controversial issue that originates from, and has consequences on, the policy sphere. Since the implementation of a Media Transparency Act in 2011, public institutions are obliged to publish the details of their acquisitions of advertising space from media outlets. The amount of advertising through public institutions exceeds the amount of regular (granted by law) press subsidies by ten times. Therefore, if subsidies to the press and television are regulated and have been made public since 2004, the amounts that public institutions feed to media outlets for the purpose of advertising are not regulated and information about them was until recent times also confidential. The information published as a result of this regulatory change shows that public institutions tend to consistently favour placing advertising on tabloids and free newspapers over other media outlets. In order to explain this choice, these institutions claim that the rationale for this bias is economic and they justify it with the higher circulation of these brands in comparison to others. Against this background, we assume instead that advertising by public institutions is a specific and asymmetric form of subsidy for a few – though politically powerful – media outlets causing market distortions. Through a review of the content of these ads and the unpublished data on the consumption of news we assess whether this form of transfer of important funds from public institutions to particular media companies is (1) efficient and can be explained by a market logic, and (2) adds value in terms of increased information for targeted audiences.

PP 714

# Coping with De-Differentiation: Media Organizations Between Economization of Content and Medialization of Commerce

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Due to the economization and medialization of modern societies, a new interrelation between brands and media is emerging. On the one hand 'marketers are buying less and less media. They are the media' (Lieb 2011). One example is the Emmy-award-winning short film 'Two Bellmen' from Marriott Content Studios owned by the international hotel chain Marriott, which debuted in March 2015. On the other hand public media operates more and more according to the principles of commerce. For example, the Washington Post 'could quickly become a laboratory for the next generation of integrated content and commerce' (Blodget 2013) after its acquisition by Amazon founder Jeff Bezos. This emerging change in the relationship between brands and media has fundamental impact particularly on media organizations (e.g. organizational independence, business models in the audience and advertising market, revenues, organizational structure and processes) and the production and perception of entertainment and informational content (e.g. content quality, journalistic independence, media credibility). However, despite the significance of this phenomenon, the body of relevant research is equally sparse in the field of media theory (Baetzgen & Tropp 2015). This research project analyses and discusses the theoretical and practical implications of the new interrelation between brands and media from a media industries point of view. A theoretical framework will be presented, which enables a systematic conceptualization of the consequences resulting from the de-differentiation for media organizations. To achieve that, Giddens' (1984) theory of structuration is used to outline a profound model of the organizational change in media companies, which is taking place today. Thus, relevant developments on the macro, meso and micro level will be linked and theorised in order to examine the consequences of the mutually reinforcing economization of content and medialization of commerce in an integrated way. As a result, postulates for media industries and content production under the conditions of de-differentiation are derived, which are related to functional communication strategies (micro level), to organizational structures (meso level), and to media organizations' role as social agents in societies (macro level). The findings can be used as a theoretical framework for empirical studies about the organizational change of media companies and content production. Furthermore, they provide media organizations practical guidance for decision-making against the background of discontinuities and de-differentiation. References: Baetzgen, A. & Tropp, J. (2015): How can brand-owned media be managed? Exploring the managerial success factors of the new interrelation between brands and media. *International Journal on Media Management*, 17(3), 135–155. Blodget, H. (2013): Here's Why I Think Jeff Bezos Bought The Washington Post. *Business Insider*, Aug. 5, <http://www.businessinsider.com/why-jeff-bezos-bought-washington-post-2013-8?IR=T>, accessed: Feb. 27, 2016 Giddens, A. (1984): *The constitution of society*. Cambridge: Polity Press. Lieb, R. (2011): *Content Marketing. Think like a publisher. How to use content to market online and in social media*. Indianapolis, IND: Que Publishing.



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Newspaper paywalls are becoming a norm all around the world. The strategies of deciding what content should be put behind the paywall have evolved over the last years. This has offered somewhat alternative for traditional business model. There has been research on the content behind the paywall, but there has been shortfall of multifold research on the paid content, the strategies behind the decision what should be put behind the paywall, and on the audience's expectations on the content they would be willing to pay for. We used triangulation of qualitative methods (text analysis, in-depth interviews, and focus group interviews) to analyse the content behind paywall of three local Estonian newspapers. Our aim was to find out what content is being charged for, what are the strategies behind the decisions of pricing the content, and what is the audience willing to pay for. The results of the study indicate that there is contradiction between the practice and strategy of content pricing in local newspapers. The content behind the paywall is selected randomly and does not match the strategies of content pricing the editors in chief express. The expectation of the audience of local newspapers does not match the strategies nor practices of content pricing. The audience expects to get the 'urgent' information free of charge. Also news that is freely accessible on the internet should not be priced. However, local newspapers tend to put behind the paywall also the previously mentioned content. The audience of local newspapers is willing to pay for web special and exclusive content. The conclusions of this study refer to the imminence that in long term this situation may lead to the decline of audience interest and willingness to pay for local newspaper content.

PS 097

## Finnish Political Journalists' Values and Practices: (Dis)Continuities in a Time of Flux

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This presentation investigates how Finnish political journalists describe and interpret their professional values and practices in a time of changes both within journalism and in its relations to the other actors in the political public sphere. Previous studies (Herkman, 2009) have indicated how the Finnish political public sphere has maintained its democratic corporatist nature (Hallin & Mancini, 2004) despite pressures to change. Partly, this stability is also due to the principles of the national journalistic culture (cf. Hanitzsch, 2007) that have given journalists considerable autonomy from external influences. However, in recent years, these tenets have been challenged on many fronts. The consensus-based politics have been questioned following economic austerity measures and the rise of the populist Finns Party. Socio-technological developments and increasing media competition have resulted in growing (financial) difficulties for mainstream journalism (Nikunen, 2014) as well as attempts to forge a closer relation with audiences (Ahva, 2010). Political journalists also face a growing need to justify their position, values and practices. This requires internal negotiations: Kantola's study (2013) indicated three generations of political journalists with different etheas jostling for power to define proper political journalism. Battling external pressures is also necessary as media executives are questioning even the well-established connection between journalism and democracy (Grönnvall, 2015) and thereby potentially undermining the position of political journalism. In this state of flux, this presentation considers the continuities and ruptures in Finnish political journalists' professional values and ethos and attempts to track reasons for them. The data are based on two samples that highlight the theme from two different angles: 1) A Worlds of Journalism Study -based quantitative survey about journalists' values to members of the Association of Political Journalists in Finland (conducted in 2013–2014, N=80), and 2) Semi-structured qualitative interviews with political journalists about their practical work (to be done in Winter–Spring 2016, N≈30). Through an analysis of the two samples, the presentation will shed light on the developments of political journalism in Finland and participate in broader discussions about the role of journalism in the political public sphere. References Ahva, L. (2010) Making News with Citizens: Public Journalism and Professional Reflexivity in Finnish Newspapers. Tampere: Tampere University Press. Grönnvall, J. (2015) De-coupling of journalism and democracy: Empirical insights from discussions with leading Nordic media executives. *Journalism* 16(8): 1027–1044. Hallin, D. & Mancini, P. (2004) Comparing Media Systems: Three Models of Media and Politics. Cambridge: Cambridge University Press. Hanitzsch, T. (2007) Deconstructing journalism culture: Toward a universal theory. *Communication Theory* 17(4): 367–385. Herkman, J. (2009) The structural transformation of the democratic corporatist model: The case of Finland. *Javnost – The Public* 16(4): 73–90. Kantola, A. (2013) From gardeners to revolutionaries: The rise of the liquid ethos in political journalism. *Journalism* 14(5): 606–626. Nikunen, K. (2014) Losing my profession: Age, experience and expertise in the changing newsrooms. *Journalism* 15(7): 868–888.

PP 039

## Is There a Future for Mediatization of Politics Research?

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In our opinion the research and the analyses of mediatization of politics have lost dynamics, despite the fact that the political sphere was precisely the area, which was very appealing for researchers since it contained a particular context of media coverage impact on other areas of social life. The purpose of the proposed paper is to find an answer to the question on the reason why is this happening. The previous analyses of mediatization were based primarily on linear relations, focused on the functional dimension of the relationship between politics and the media. That perspective has some limitations. First one indicates the field itself, which is composed of politics and media. Due to well-established structures of political and media systems, strong indicators of mediatization were relatively easy to be observed. It terminated in lack of multidimensionality of research, which results in reinforcing of functional or structural studies of mediatization. Which, in fact, is second limitation. Due to its field's in-between-ness mediatization of politics were operationalized from two dominant perspectives: political sciences or media studies framework. Hence, first was unable to transgress narrow border of system approach, and second wasn't able to overrun what we perceive as influence studies and the media limitations. Eventually it resulted in what one could name as structural and functional mediatization of politics case studies. Thirdly, in the face of multiple parallel changes happening in both social and cultural areas and also being a part of technological development processes, such narrow view of the media-centric perspective is no longer sufficient. In other words, current perspective on the process of mediatization of politics is becoming no longer sufficient for several reasons. Firstly, in the area of mediatization of politics analyses hold sway over theoretical arrangement. Undoubtedly, it makes more difficult to organize studies of mediatization, which, in result, are fragmented and without linkage to broader conceptual framework. Secondly, political communication perspective narrows the field to singular case studies without connection to mid-range research programmes. Thirdly, assuming that the mediatization is a long process of the broader social transformation, the media-centric perspective must then get changed and also requires holistic analysis and taking a number of concomitant transformation processes into account (e.g. acculturation, commodification, or marketization). We propose, firstly, that mediatization of politics has to be understood as a transformative process of media and politics. It requires perceiving this phenomenon not as political change course itself, but, rather, as transformation in cultural and economical terms with an effect on politics and media. That is why tools of political economy should be crucial to grasp its meaning and dynamics at meta-level. Which, secondly, implies that mediatization of politics is an institutional process at the meso-level where games of powers and flows of logics take place between political, media, social, and cultural institutions. Finally, all these should be reflected in every single case study that describes affairs of political-related media practices, but with greater emphasis on symbolic processes.

PP 040

## Mediatized Styles of Political Power: The Case of Modern Finland

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The paper contributes to the discussion on the mediatization of politics by showing how current affairs magazines developed in the 20<sup>th</sup> century as a stage for political power, and how political authorities adjusted by developing public authority styles that fit the media. Many studies suggest that the self-presentation of one's personality and private self has been an important element in the mediatization of politics (Brants & Voltmer, 2011; Driessens et al., 2010: 310; Hjarvard, 2008: 61–117, 2016; Schultz, 2004, 2011: 30–42; Stanyer, 2007; Strömbäck, 2008). A number of studies also suggest that the media play a decisive role in the personalization of politics (Deacon, 2004; Holtz-Bacha, 2004; Karvonen, 2010: 85–99; McAllister, 2007: 578–582; Schultz, 2011: 239–264; Stanyer & Wring, 2004). The paper contributes to these studies by examining the interplay between political authority and media with a longitudinal study of the Finnish current affairs magazine *Suomen Kuvalehti* from 1920 to 2015. A quantitative and qualitative analysis examines stories, which focus on a single politician and tracks their authority styles. The politicians use three styles of authority: paternalism, bureaucratic rationalism and enthusiastic individualism. The media clearly conditioned and facilitated all three styles, yet at the same time, these styles reflected the societal transformations of political elites. Patriotic paternalism was the style of the national Victorian bourgeois, who were the ruling elite for the first half of the 20<sup>th</sup> century. After 1950, politicians softened high paternalism by using their families as a public stage and gradually started to employ more convivial and intimate forms of paternalism. Bureaucratic rationalism became the dominant style in the 1960s as strong class parties and state-led social engineering created a new elite of professional politicians, which resulted in impersonal styles of authority. The third style, enthusiastic individualism, has been the dominant style since 1985, and it reflects the urbanized and individualized middle class culture. In this style, authority is built on a personalized approach suggesting self-actualization, enthusiasm and charisma. The media provides a stage for each style. Paternalism and bureaucratic styles fit well with the magazines, which, in the first half of the 20<sup>th</sup> century, reported on politicians from a distance and modestly used photographs that focused on formal ceremonies. Since the 1970s, the personal interview has become the main way of presenting the politicians' personalities. Also visual representations changed as formally posed black-and-white photographs were replaced by livelier colour photographs, which revealed a politician's "inner" personality and private self. Interviews and photographs impacted all authority styles by revealing the "inner" self of interview subjects and presenting them in more informal images. The case study shows how underlying societal dynamics conditioned the mediatization of political power. The solid, high, formal and restrictive authorities of industrial modernity transformed into the agile, informal, intimate and charismatic authority styles of late modernity, and media, the current affairs magazine, created a stage where politicians can present themselves and their personalities in new ways.

PP 041

## Between Sports Mediatization and Pop-Politics: The Journalistic Coverage of Silvio Berlusconi in "La Gazzetta dello Sport"

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The relationship between sport and politics is one of the main features of the phenomenon of "pop politics", which in Italy is closely linked to the figure of Silvio Berlusconi. In fact, the so-called "Cavaliere" is, or has been, one of the most important media tycoons (as founder and owner of three private TV channels and several news media and publishing houses), one of the most prominent politicians (as centre-right coalition leader and Prime Minister for around nine years all told), and owner of one of the most winning football clubs (A.C. Milan): the simultaneous existence of these three roles has characterised the Italian society to such an extent that the period going from his "entering to field" in January 1994 to the end of his parliamentary career in November 2013 has been named as the "Berlusconian Ventennio" (period of twenty years), which recalls the other Italian well-known Ventennio, the fascist era. Between other features, the "Berlusconian era" has changed the Italian scenario concerning the relationship between journalism and politics and the political communication itself: the presence of a figure such as Berlusconi has accelerated and connoted the mediatization and popularisation processes within Italian politics; in particular, those processes related to the Cavaliere have been characterised by a peculiar role played by sport. Through a qualitative media content analysis research conducted on the articles concerning Berlusconi published in the main Italian daily sports newspaper ("La Gazzetta dello Sport"), the paper analyses how the relationship between politics and sport took shape in the "Berlusconian Ventennio". The research shows that sport (and A.C. Milan in particular) has been, on the one hand, a strategic news value to obtain a news coverage of Berlusconi as a politician on a daily sports newspaper; on the other hand, it represented a key topic of Berlusconi's political communication, and as well a sort of showcase, as it allowed him to propose an image of himself as winning, durable and attractive. Within this model, however, the role of Berlusconi himself emerges as symbolic, effective and essential, to the point that the model can only be replicated with the succession of "another Berlusconi".

PP 042

## Identity Politics in a Mediatized Religious Environment on Facebook: Yes to Wearing the Cross Whenever and Wherever I Choose

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In what ways do social media audience contribute to the mediatization of conflicts about religion? This paper seeks to examine the multiple ways in which users of social media play in to the constructions of public religious discourse and identity politics in connection with mediatized conflicts about religion. The goal is to contribute to a more nuanced understanding of the interplay between the mediatization of religion and audience participation, through researching a particular European online context. Drawing on rich empirical material from the Norwegian Facebook page: Yes to wearing the cross whenever and wherever I choose, this paper aims to examine and provide new insights on the ways in which media audiences may 'add a series of dynamics to conflicts, namely, amplification, framing and performative agency, and co-structuring'. Yes to wearing the cross whenever and wherever I choose was established in response to an impassioned debate on the visibility of religion on NRK (Norwegian Broadcasting Corporation), sparked by a piece of jewellery worn by a news anchor on TV. The debate about the news anchor's cross-pendant raced across multiple media platforms. The Norwegian Public Broadcasting Council swiftly ruled that wearing the cross in the newsroom was a breach of policy, much to the dissatisfaction of the majority of those actively debating on the Facebook page in question. While, Yes to wearing the cross whenever and wherever I choose initially was created to protest the prohibition of the cross for NRK-news anchors, many of the discussions and audience interactions transpired into heated religio-political debates with strong elements of anti-Muslim, xenophobic, and anti-atheist sentiments. Hence, this Facebook page can be viewed as a mediatized religious environment where identity politics and religious disputes are played out openly. The Facebook page is thus a suitable rich empirical site and context from which to examine: • discourses on religious symbols and visibility of religion in the media and the public sphere • constructions and contestations of religious realities and religiously grounded positions • formations, negotiations, and reconfigurations of religious and non-religious identities (both individual and national) • the role of participatory audiences in framing and amplifying mediatized conflicts about religion This study is a subproject of the Scandinavian study Engaging with Conflicts in Mediatized Religious Environments (CoMRel). In sum, this paper aims to provide a grounded analysis of the ways in which social media audiences shape mediatized religious conflicts and engage in identity politics.

PP 043

## Jurisprudence in the Media Society. An Analysis of References to the Media in the Swiss Federal Criminal Court's Decisions

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In modern democracies, the political system is based on the separation of powers between the legislative, executive and judicial branch. While the extant literature in communication science has taught us a great deal about the impact of the increasing importance of the media on the legislative (i.a. Kepplinger 2002, Vowe/Dohle 2009, Elmélund-Præstekær et al. 2011) and the executive branch (i.a. Strömbäck 2008) and on parties in particular (Donges 2008; Donges/Jarren 2014), there is little empirical knowledge about the mediatization of the legal sector (with a few exceptions Kepplinger / Zerback 2009, Kottkamp 2013; Bogoch/Peleg: 2014). The aim of this proposed paper is to analyse mediatization processes within the judicial branch by identifying explicit references towards the media and/or journalists made in Swiss Federal Criminal Court's decisions that are accessible via the Court's database since 2004. Every statement that refers to a) the media in general (press, TV, radio, social media), b) to certain media formats (names of newspapers, TV channels, radio stations, online news websites...), d) to journalists or d) to the general public/public opinion in order to 1) justify the Court's own rulings or to 2) summarize the pleadings of the advocates has been coded and analysed as media reference. It is argued that these media references in Court's decisions serve as an indicator for mediatization processes, since they explicitly show the relevance of the media and media coverage for the judicial reasoning. Furthermore, the archived decisions allow for a longitudinal non-reactive analysis. References: Bogoch, B. & A. Peleg (2014): Law in the age of media logic.



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PP 097

### The Internet of Things: A Challenge to Mediatization

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The slightly polemical assertion that prior to mediatization theory, “media have been conceived of as separate from society and culture” (Hjarvard 2008) nevertheless underscores mediatization’s fundamental claim: that media are today ubiquitous and inescapably intertwined with most of social life. Its two empirical approaches share this view. One proceeds at the institutional level, examining co-dependent relationships between media and non-media sectors and organizations for shifting balances of power. The other explores micro-level behavior for ways that specific media usage changes established interaction patterns. Neither approach is terribly interested in media technology. Both take it as a given, as a means available for use to be selectively adopted as it suits large-scale and individual actors. The consequences of media use, under conditions of mediatization, are then less about the media per se than the instrumental agency of media users. The emerging internet of things (IoT), however, challenges this underlying assumption. It posits a material world of intelligent, interactive, networked media functionalities. Not only will they be found in traditional media devices (a radio), but more commonly they will be embedded in non-media objects and places (think, already, of the nearly continuous wifi and mobile data networks, accessible through a variety of multi-media devices). While the eventual details of an IoT are debatable, the speed and scale of its development are striking. Informed estimates are that 6.4 billion IoT “things” will be in use during 2016, and that by 2020 the number will be as many as 38 billion. At least 26 firms each invested \$1 billion or more in 2015 on IoT initiatives. The realization of an internet of things poses difficult questions for mediatization research. If the material world, and especially the built environment, is suffused with media affordances, when can social life be said to be wholly technologically unmediated? Conceptually and practically, will it make sense to speak of “media” in the familiar way? Being surrounded by responsive and anticipatory media, how much media use will be conscious, intentional and agentive? This paper proposes to do three things. First, it will survey theoretical and empirical mediatization literature in order to identify how it is or is not applicable to an internet of things. Second, it will present a thorough and critical account of the best understandings of the nature, timeline and uncertainties of the IoT. Lastly, informed by the first two, the paper will discuss future directions for mediatization research in a social world characterized by an internet of things. Hjarvard, Stig (2008) “The mediatization of society,” *Nordicom Review* 29:2.

PP 098

### Networks of Change: The Mediatization of Face-To-Face Interaction

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In this paper I will address how the presence of social network media and various forms of online and mobile digital media for interpersonal communication comes to influence and change the conditions of face-to-face interaction between people. Drawing on recent contributions to mediatization theory, it is discussed how the overlap between virtual and physical interaction comes to change the character of the social situation and the available resources for social encounters. Gradually, people become dependent on the media for everyday social interaction both in formal organizational settings and in informal private situations, and this dependency reflects an accommodation of social interaction to the various logics of network media (technologically, aesthetically and institutionally) as well as an accommodation of social network media to the structures of everyday interaction and communication. Goffman’s (1971) concepts of ‘frontstage’, ‘backstage’ and ‘social territories’ are important for understanding the ways in which participants construct meaningful boundaries around the ‘stage’ of social interaction. The presence of social network media as well as other digital media during face-to-face interaction may reconfigure the interactional territory and the social definition of the situation. Habermas’ (1989) distinction between system and life world is relevant in two ways for the purpose of this analysis: Firstly, various forms of social network media involve an integration of systemic logics of the media themselves with life world interactional norms, and secondly, the media have the potential to make the logics of other institutional domains virtually present during face-to-face encounters. As regards the first dimension, social network media have, as Dijck (2013) has demonstrated, become a taken-for-granted infrastructure for social interaction and their modus operandi is based on various logics like popularity, hierarchical ranking, quick growth, personalized recommendations, etc. This entails a new form of interpersonal and group interaction in which technologically based systemic structures come to co-construct interaction in tandem with existing life world norms. As regards the second dimension, media enable other systemic rationalities to become present in face-to-face encounters, for instance when various commercial services offer themselves as resources for interactive contact, entertainment, etc. The theoretical arguments are exemplified by data from a recent national survey of media use and media dependency (N=1500). The survey was conducted among a representative sample of the Danish population and addresses the usage and perceived influence of various media on social interaction and maintenance of social relations in contexts of both leisure and work. The survey documents to what extent people experience social network media to interfere in face-to-face interaction, the perceived dependency of individuals on social network media in contexts of family and work, and the degree to which the behavior and self-presentation of other people differ in online and offline contexts. References Dijck, J. v. (2013) *The Culture of Connectivity*. Oxford: Oxford University Press. Goffman, E. (1971) *The Presentation of Self in Everyday Life*. London: Penguin. Habermas, J. (1989) *The Theory of Communicative Action*, Vol. 2. London: Heinemann.

PP 099

## Search Engines, Algorithms and Databases: New Players in Mediatization Processes

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Mediatization theory is concerned with describing changes occurring in culture and society due to the omnipresence of media and communication and how media mould communicative interactions (Hepp, 2013). New communication phenomena like search engines, algorithms or databases have in recent years attracted attention in media, information and communication studies (e.g. Mager, 2012, 2014; Gillespie, 2014; Manovich, 2001). With the widespread use of digital media and the inscription of these in everyday life as means of public, social and private forms of communication, search engines, algorithms or databases are things we live by and with. As such they can be conceived of as shaping in social and cultural change in particular ways. For instance, search engines have introduced a different cultural verb: to search; a verb supplementing the verbs of mass media: to watch, to listen or to read. Before search engines, search was not social and cultural habit because to search for information was something you would go to a library and the like to do. To search nowadays is to connect with the world. Moreover, the modern gatekeepers of our time are algorithms as they shape what we have access to digitally, shape what can be known, challenge our notion of 'culture' or modulates our digital identities (Cheney-Lippold, 2011; Gillespie, 2014; Hallinan & Striphas, 2016). Databases have become an everyday phenomenon in public life. They make up a large part of digital media not only as a form of storage, but as a cultural form in its own right (Manovich, 2001). Every time we do a search, whether in search engines or at Amazon, we are in touch with a structured collection of items, i.e. a database. Furthermore, we know it is there because it is very common for us in our digital culture to search and to intuitively understand search as a mode of communication in and with digital media. We live in 'a culture of search' (Hillis et al., 2013). While we have scattered accounts of algorithms, search engines or databases, they have not been addressed in one single theoretical framework. In this paper, I will point to mediatization theory as a cogent context for addressing them as forms of media and communicative interaction shaping social and cultural change in particular ways. The paper will be structured in the following way: first, by looking into selected parts of the literature on algorithms, search engines or databases, I will examine the arguments and observations made here. Next, I will connect these arguments and observations with arguments put forward in mediatization theory. Through this, I will discuss how algorithms, search engines and databases can be understood as part of mediatization processes.

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## Mediatization, Globalization and Mobile Lives: A Critical Bottom-Up Perspective

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Mediatization is commonly referred to as a long-term meta-process on par with globalization, individualization and commercialization. It is also often stated that these meta-processes overlap and interact in complex ways. Nevertheless, there is a lack of systematic assessments of how these relations are to be conceptualized and turned into empirically accessible areas of study. In response to this theoretical shortage, this paper advances a critical bottom-up perspective of how mediatization conditions (and is conditioned by) globalization. The latter is here understood as the expanding social prevalence of globality. It is suggested that the globalizing force of mediatization is played out, and can be analyzed, in relation to three practice-oriented dimensions of globality: (1) connexity (the capability to govern connectivities); (2) motility (the capability to govern mobility); (3) osmosity (the capability to govern the boundaries of the lifeworld). The triadic model introduces a novel approach to how social power-geometries are (re)configured under the dual pressure of mediatization and globalization. The perspective is bottom-up in the sense that the paper introduces an analytical model that captures the mediatization-globalization nexus at the level of everyday media practices and experience. The model is derived through the synthesization of media sociological fieldwork carried out between 2003 and 2016. The data consist of 65 qualitative interviews gathered among a variety of socially privileged groups whose common trait is that they lead mobile lives: expatriate professionals, business travellers, post-tourists and gentrifying urban/rural in-migrants. Their lifestyles and life-biographies are thus closely intertwined with globalization processes through communicational and spatial agency. The perspective is critical in the sense that mediatization is conceived of as a dialectical force marked by the inexorable tension between autonomy and dependence: the media-enhanced autonomization of social life-trajectories vs. the reinforcement of complex media dependences. The paper explicates and illustrates this fundamental dialectic of mediatization through analyses of privileged forms of mobile life conditions. Above all, it shows how the appropriation of various media constitutes a precondition for extended mobility (in these social realms mainly associated with self-realization), while at the same time normalizing various forms of socio-material pressure and adaptation. The paper begins with a theoretical delineation of the dialectic of mediatization, based on the cultural materialism of Raymond Williams. Thereafter follow empirically grounded accounts of how the dialectic of mediatization unfolds in relation to connexity, motility and osmosity. It is shown that the appropriation of new media among privileged mobile groups mostly reinforces globalization processes, meaning that connectivities, mobilities and processes of cultural inclusion are enhanced. However, deeper analyses of the material also show that these processes are not always and not in all respects experienced as liberating. On the contrary, there is ample evidence in all groups of how growing media reliance often makes it difficult for individuals and groups to achieve a positive sense of connexity, motility and osmosity. These findings illuminate how the dialectic of mediatization turns such abilities as disconnecting, staying in place and maintaining the coherence of the lifeworld, that is, negotiating globality, into valuable social assets.

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# The Mediatization of Fashion: The Case of Fashion Blogs

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Taking our point of departure in mediatization theory, this paper investigates the institutional, aesthetic, and technological aspects of the fashion blog as a distinct media genre in light of the changing interplay of fashion, market and media. Spurred by digital media logics – e.g. immediacy, interactivity, democratized access and distribution – new genres, such as blogs, have challenged the fashion industry and its mass media portfolio of especially fashion magazines as authoritative intermediaries of fashion. This has contested the aura of exclusiveness of the fashion world as well as put pressure on the logics of fashion as an institution with its own rules and resources (Hjarvard 2013: 44). To illustrate this argument, this paper investigates how fashion blogs as a distinct type of fashion communication are influenced by the formal and informal logics of the blog as a media technological and generic hybrid – with consequences to the logics of fashion. Inspired by existing research on the generic features of blogs (e.g. Lomborg 2009; Rettberg 2014) and fashion blogs in particular (Rocamora 2012), including their potentials in a market context (Colliander & Erlandsson 2013; Halvorsen et al. 2013), we have conducted qualitative analyses of Danish fashion blogs, focusing on their 1) content and purpose, 2) aesthetics and tone, 3) directionality and networks and 4) commercial ties. Internationally Danish fashion blogs make an interesting case in light of the international economic achievements and recognition of the Danish fashion industry in recent years. The analysis shows that while fashion blogs are booming, making fashion communication available for everyone at all times, their communication of fashion is based on the logics of the blog placing the blogger at the centre, while fashion becomes secondary. Fashion and the blog intertwine in the identity project of the blogger, since fashion blogs are a means to communicating or performing self, more than a means to communicating fashion. Thus mediatization processes have made fashion ubiquitous but also increasingly made it present on the terms of the media rather than on the terms of fashion. References: Colliander & Erlandsson (2013) "The blog and the bountiful: Exploring the effects of disguised product placement on blogs that are revealed by a third party", *Journal of Marketing Communication* Halvorsen et al (2013): "Can Fashion blogs function as a marketing tool to influence consumer behaviour? Evidence from Norway", *Journal of Global Fashion Marketing* 4(3): 211–224 Hjarvard, Stig (2013) *Mediatization of Culture and Society*, Routledge Lomborg, Stine (2009) "Navigating the blogosphere: Towards a genre-based typology of weblogs", *First Monday* 14(5) Rettberg, J. W. (2014 (2008)) *Blogging*. Cambridge: Polity Press Rocamora, Agnès (2012), "Hypertextuality and remediation in the fashion media", *Journalism Practice*, 6(1): 92–106

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# Reflexive Remembrance and Reconstruction: Conceptualizing Retrospective and Prospective Mediated Memory Work

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The paper conceptualizes mediated memory work by considering both the retrospective dimension of memories as well as the prospective employment of memories. Mediated practices and representations of past events, emotions, or discourses are not viewed as backward-looking enterprises. Rather, especially in times of struggle they come to play a role as forward-looking vehicles. Considering mediated memory work of coping with and making sense of things past while accomplishing the present and projecting the future, the paper zooms in on times of conflict and crisis that demand resolution and recovery and often come with the chance to review and revise old and new ways of living. Lining in with the conference theme, it understands the media-related projective use of past feelings, ideas, relations, or strategies as a vital aspect of mediated memory cultures. Acknowledging the 'mediation of everything', it focuses on the role of media to re-negotiate, revitalize, and rethink public life. Developing the concept of mediated memory work, we argue that the agency of those engaged in productive remembrance rests with their ability to make use of media as past ideas, actions, and contacts become available and transferable through time and space with the help of semiotic representations and media technologies. Due to the cumulative volume and systemic impact of media, an increasing range of public forms of remembering-cum-reviving is thus done in relation to media. Next, we pose that the possibility for 'productive remembering' is set within reflexive modernity. As Giddens, Beck, Bauman, and others argued, situations of uncertainty and risk accruing to an increasing number of public and private domains provide opportunities for change and progress, at least for those empowered to assume the unfolding challenges and chances. Reflexive modernization, then, comes with projects for reorganization and reform directed at its own multifaceted conditions. Mastering the requisitions that mark the shift towards this stage of modernity, actors engage in bringing memory forward. In doing so, they employ, on the symbolic level, ideologies, discourses, and narratives; on the practical level, short-term tactics and long-term strategies; and, on the relational level, personal bonds, and communal ties to tackle challenges to identity, collectivity, life choices, and common welfare. Finally, we illustrate the conceptual arguments by two examples. For one, we look at the oppositional groups forming in the latter days of the GDR. In their struggle to transform the socio-political state in the present time these forums and leagues can be understood as having been concerned with observing and reflecting their own formation and expansion as well as the unrolling events they were participating in. As such, some of them gave attention to the appropriate ways of the future remembrance of these struggles and their accomplishments – how they will be remembered. Similar patterns of anticipated future remembrance can be observed within diasporic groups. In the case of the Cuban American community in Miami, archives have been established in order to enable the following generations to remember life in Cuba, the departure of migrant groups, and the arrival in the U.S.A.



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## Tour de France – Mediatization of Sport and Places

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The aim of this paper is to explore some of the ways that media historically have shaped and changed the production of the world's largest annual sports event, the Tour de France. The analysis is framed by a broad understanding of mediatization as a long term process of change, where media interrelate with other social and cultural domains in a reciprocal process of change, but in the case of sport it is in particular intertwined with processes of commercialization and globalization (Livingstone, 2009; Hjarvard, 2013; Frandsen, 2014). The Tour de France holds several characteristics, which makes it a particularly interesting case to discuss in a mediatization perspective. First, the event was invented in 1903 by a newspaper for commercial reasons and in collaboration with a booming bicycle industry (Thompson 2008; Mignot 2016). Just like it was the case with several road cycling events in France, Belgium and Italy in the late nineteenth century. With these initiatives media were directly engaged in the very shaping of cycling as sport and in the formation of cycling as one of the oldest professional sports (Desbordes 2006). Second, with television Tour de France has developed into a mega sports event (Roche, 2000; Müller 2014). But as such it stands out as to how it is organized in time and space. The mobility of the event means that spectators only get very short glimpses of the race. The audience for the event has always been referred to media's coverage if they want to experience the race in its entirety. And as there is no gate receipts the media have been pivotal factors in the formation of the event's financial structure. The event's organization on public roads all over France means that geographical space and sport is closely integrated in the production and mediation of the event. The paper will therefore have a specific focus on how this and the summer atmosphere, that surrounds the event, means that mediatization of the Tour de France involves tourism as a mediatized practice (Jansson 2002) – and in particular how this has developed with television since the late 1980s. Mega sports events involve both a 'core' and 'periphery' – in terms of consumption and production (Pujik 1997). The main focus in the paper will be on how structural changes and the touristic element are related in the core production, where there has been an increase in the hours produced for live coverage on television along with an enhanced focus on the places, that surround the race. This will briefly be supplemented with observations from a small national broadcaster in the periphery, who has customized the coverage of the Tour de France in keeping with local strategic concerns. Thus the paper intends to illustrate, how parallel processes of mediatization can be at work in both the core and peripheries of a mega sports event, like Tour de France.

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## Here, There and Everywhere. On the Musicalization of Everyday Life

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"Music is ubiquitous in today's media societies" writes media scholar Benjamin Krämer (2011). As a result of its mediatization the entire field of music has changed drastically during the 20<sup>th</sup> century, giving priority to a diversity of genres as institutional determinants of music reception and consumption (ibid.). Whereas Krämer's argument is cogent and convincing it is limited in scope, dealing with the surface effects of a more thorough reaching phenomenon that we propose to call musicalization. Musicalization can be defined as a long-term historical process characterized by an ever-increasing presence of music in everyday life, a process that is intimately connected with changing technological conditions and with transformations in how music is mediated and communicated as well as with broader socio-cultural processes at work in a given historical period. At its broadest the concept of musicalization captures the gradually altered position of music in social life from unmediated forms of music making (singing and dancing) in pre-modern societies to the ubiquity of music of all kinds in our digitalized and globalized world. Some of the more profound and wide-ranging effects of musicalization in the twentieth century concern emerging new ways in which people listened to and behaved towards music and, even more importantly, fundamental changes in how music was comprehended and conceptualized. However, those changes should not merely be understood as transformations in the reception and consumption of established and newly emerging musical genres. Rather, they should in a more radical way be seen as enabling new musical ontologies; that is, as effecting alterations in the very nature or "essence" of music and consequently as restructuring the ways human relations and communicative action is organized around music. In this paper we will look at some central aspects of musicalization and consider how processes of musicalization interact with processes of mediatization. The relation between the two is a complex issue complicated by the fact that other factors of social and cultural change (institutional, economic, ideological, etc.) should be taken into consideration when searching for an explanation of the often very gradual alterations in the dissemination and conceptualization of music, as well as its influences on other cultural and social practices. We begin with some examples of what the concept of musicalization implies. We then discuss the relation between musicalization and what we see as the most important aspects of mediatization. Finally, we sketch the outlines of a theoretical account of how the mediatization of music and processes of musicalization relate to other agents of socio-cultural change.

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## 'Private Religion'? – The Appropriation of Individual Transcendental Imagination in a Media Saturated World

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Although Western democracies are regarded to be 'secular', religion has become more visible in the course of the last years (Hjarvard, 2016). From a mediatization perspective it is clear that the process of mediatization influences the relation between religion as an institution and individual religiosity. In this regard religious institutions lose authoritative power. Established religions are presented in the media with the specific logics of media, focusing for example on scandals or fundamentalism. Religious sectarians can make use of social media and provide alternative images of religiosity. Finally, media culture furthermore activates, transmits, and shapes religious representations which are not necessarily based on religious traditions and dogmas (e.g. mystery, fantasy, and science fiction). This aspect is coined as 'banal religion' (Hjarvard, 2016). These trends probably shape individual religiosity. People can

create their own 'private religions' as a bricolage. Following a Durkheimian definition, religion can be understood as solidary system of beliefs and practices related to a distinct transcendent sphere that is institutionalised into a moral community (e.g. a church) (Durkheim, 1981, p. 75). Taking the perspective of 'private religion' into consideration one would expect more individualised forms of religious beliefs and practices that are shaped, both from religious institutions and traditions and from various forms of mediated imaginations of transcendency. The presentation will further this conceptual sketch. Following these elaborations, results from an exploratory qualitative study on 'private religion' will be presented. In depth interviews with people living in Germany between 18–35 years are conducted (N=9). The interviewees are either socialised within a religious community (the Catholic or the Lutheran Church, or Muslim communities) or they have no traditional confessional background. The results reveal the process of appropriation of individual imaginations and beliefs regarding transcendency and according religious practices. Especially the tension between mass media portrayals of institutionalised religion and alternative depictions of transcendency in mass media (serials, novels) is reconstructed. The presentation will close with a critical discussion and a framework for further research.

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From the beginning of modernity media have played a role in the formation of the social world: from the mid 19<sup>th</sup> to the late 20<sup>th</sup> century, modern media institutions (newspapers, radio, film, television) appeared to provide a common social focus through mass content dissemination within territories bound generally by the containers of the nation-state (Thompson 1995). Researching the interdependency of 'mass media' and the culture and society was a first focus of mediatization research and many early definitions of mediatization started from this point of view (Hjarvard 2013; Lundby 2014; Schulz 2004). However, mediatization is progressing: With digitalization and datafication as the most recent waves of mediatization, media operate in multiple modalities and directions, and through inputs from every point in social space (Couldry/Hepp 2013; Finnemann 2014; Lunt/Livingstone 2016). The social world and how we construct it is much 'deeper' interwoven with media than in times of 'mass media'. From such a point of view it seems to be appropriate to understand our present time as such of a 'deep mediatization'. But how can we grasp this deepness of mediatization from an analytical point of view? How should we think today about the status of 'media' in the formation of the social world? And what new versions of media sociology are needed to address such questions? This panel brings together five sharply contrasting perspectives. First, Gina Neff will discuss how the new data infrastructure enables new forms of social cooperation, agency and order far beyond our standard model of media institutions. Second, Peter Lunt will theorise the new forms of emotional flow made possible by today's intensified media environment. The other three papers will emphasise possible points of rethinking classic media sociology. Maria Bakardjieva, Stina Bengtsson and Göran Bolin discuss the 'variable depths of mediatization' in a media sociological perspective that moves the different media landscapes into the foreground. Silvio Waisbord argues for a more normative sociology of communication and difference that critically reflects the present waves of mediatization. Nick Couldry and Andreas Hepp will attempt to revive the best from the phenomenological thinking, but in a way that fully reflects the materiality of digital infrastructures as a main feature of 'deep mediatization'. By bringing together these perspectives the panel will demonstrate that in an age of 'deep mediatization' the social world is not something 'flat', but rather remains intensely contestable at multiple levels. We must avoid confusing the algorithmic complexity of today's data-driven figurations with the idea that our social world itself is 'nothing more' than assemblages or networks of individuals. To understand 'the social', it is not enough to follow the links between actors, as actor network theory (Latour 2007) or network society theory (Castells 2009) sometimes suggest. Such ideas, however provocative remain too reductionist to offer a proper basis for a critical analysis. We need instead a renewed media sociology that can address the changing forms of media technologies, and how, on their basis, we make sense of the social world.

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## The Mediatization of Public Life: The Sociology of Emotions and Affect Theory

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This paper engages with the mediatization of public life by exploring the parallel emergence of reflections on the sociology of emotions (Turner, 2009 on 'the Sociology of Emotions') and of Affect Theory (Clough, 2008 'The Affective Turn') and some recent work that attempts to bridge these (ePapacharissi 2015, 'Affective Publics') in the frame of media sociology. The sociology of the emotions is often discussed as a field that has emerged in the last 30 years or so as part of a more general recognition that theories across the social sciences had neglected the emotions by putting the focus on macro social forces and structures and strategic action. Even the traditions of microsociology (Goffman 1959, 'The Presentation of Self in Everyday Life') can be criticised for neglecting emotional dimensions of identity and everyday life. In cultural theory, following William's conception of the 'structure of feeling' reinterpreted through a Deleuzian frame, there is a flowering of attempts to theorize seemingly evanescent, powerful micro-experiences. These new developments challenge our conception of public life as primarily a process of the use of deliberation to form publics or publics as aggregates of opinions and values which has traditionally neglected emotions and affect yet formulates ways of understanding engagement in public life. Papacharissi offers us an attempt to bridge these traditions by taking insights from Affect Theory to rethink publics formed in the contemporary media environment. The paper contextualizes affective publics in the context of Boltanski and Chiapello' (2005) 'New Spirit of Capitalism' linking the affective enrolment and construction of digital networked publics to critique. The implications for the separation historical accounts in mediatization theory and the application of the concept of 'deep mediatization' to the analysis of contemporary mediated transformations of public life are explored in the light of these arguments about the sociology of the emotions and affect theory.

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## Media Sociology, Connectivity and the Variable Depths of Mediatization

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This paper aims to conceptualize the ways in which citizens perceive of and orient to the public world in a media landscape of intersecting media technologies and affordances, thus developing and linking the concepts of civic connection and participation with mediatization. We use the concept of mediatization to refer not only to the extent to which communication media are integrated in society and culture, but also to investigate the changes this integration brings about in how the social world is phenomenologically experienced by those who live in these societies. It is our belief that a comparative research approach offers an effective way to capture and deepen the understanding of the different dimensions of mediatization. The comparative approach illuminates how various degrees of access and use of media technologies in different social and cultural contexts are linked to citizens' experiences of civic connection, engagement, and their own position in society. Drawing on empirical results from a representative survey focused on Internet/digital media use for civic and political participation, building civic connections and collective identities in Bulgaria and Estonia, the paper aims to conceptualize the ways

in which citizens perceive of and orient to the public world in a media landscape of intersecting media technologies and affordances. The paper will be empirically centred on the question: To what degree are digital media perceived and employed as tools for i) finding/disseminating information related to social and political issues for (ii) building civic connections and collective identities, for (iii) pursuing activities related to civic causes and intervening in public debates? How are the respective perceptions, skills and activities distributed across different categories of people in the two countries? Both Bulgaria and Estonia belong to the category of 'new European democracies'. However, they exhibit quite different media landscapes, especially when it comes to the penetration of online media. The combined possibilities for broadcasting, narrowcasting and interactivity that the two national media landscapes offer individuals introduce some important new angles of connecting and acting as citizens, collectives and publics. While our results do not present us with any dramatic and wide-ranging social transformation, they point to some potentially significant differences in the phenomenological constitution of the public world – especially in relation to different 'depths' of mediatization in the two national settings.

PN 206

## Difference and Deep Mediatization

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The literature has often missed the analysis of the normative dimension of mediatization. What are the consequences of deep mediatization for confronting central challenges of our time - intolerance, violence, poverty, and social exclusion? Does it help to address long-standing problems? Does it worsen some aspects? This absence is the result of an analytical focus put primarily on understanding the multiples causes and dimensions of mediatization as well as its sociological significance rather than the consequences of media logics and affordances for addressing social problems. In this paper, I discuss ways of thinking about the relation between difference and the digital connectivities that shape deep mediatization with the hope of foregrounding normative questions in the debate about mediatization. Social connectivity per se is not a problem. The 'networks of identity' - seem to be in better shape than 'networks of difference'. Instead, the cultivation of social bonds among diverse communities remains a critical challenge, notwithstanding the weaving of digital media into the fabric of everyday life. Several studies demonstrate that digital connectivity does not seem to have significantly helped to reconnect social divides, and that, in some cases, it has worsened homophilic networks of communication and media. This is troubling considering that public life demands forms of connectivity that stimulate the communication of identity and difference. Because difference and heterogeneity are both elements of contemporary social life, cultivating communication in difference is crucial for a more humane and civil world.

PN 207

## The Mediated Construction of Reality

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It is 50 years since Berger and Luckmann published 'The Social Construction of Reality', the high-water mark of social constructionism. Although their book was much more critical than subsequent debate acknowledged, a great problem for using it now is that it hardly referred to media. In this, it neglected the attention to the role of media in reconfiguring social life that had already been noticed by Berger and Luckmann's teacher, Alfred Schutz. What would a media sociology look like that went back to Schutz' work, and rethought the project of understanding how social reality is constructed with full attention not only to media, but to the particular digital media infrastructure of deep mediatization? The result, we argue, would be a materialist phenomenology of the social world, and how media (including today's information and data infrastructures) are configured to construct 'reality' in quite particular ways. To outline such an approach, we first revisit the original writings of Berger and Luckmann from Schutz' point of view, arguing that they offer an incomplete basis for a contemporary media sociology since, first, they do not reflect how communication changes when it becomes mediatized, and second, they cannot anticipate about the forms of contemporary social knowledge driven by datafication. This critique brings us to a reformulation of Berger and Luckmann's original idea from the perspective of Norbert Elias' idea of figurations: we can understand the contemporary social world as comprised of various linked figurations that humans form on the basis of distinctive ensembles of media technologies and media habits. These can be the figurations of particular groups or communities, or the figurations constituted around certain digital platforms. While media technologies gain huge importance in the figurations from which life is constructed, it is still human practices of sense-making that keep them together. To grasp this, we argue, media sociology in the age of deep mediatization needs to have a continued interest in interpreting the social world, that is, in social hermeneutics. A sociology that lacks this interest will miss the transformations and tensions to which our entanglements with media technologies today give rise.



## PP 465 The Mediatization of Home

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The sense of familiarity, belonging and ontological security associated with the use of media in the home now extends to mobile technologies such as the laptop or mobile phone. This paper explores the relevance and usefulness of the concept of mediatization for an understanding of the role of mobile media and communication technologies in the home. Whilst the domestication approach explains the role of media and information technologies in reconfiguring the cultural space of the home and the social dynamics of the household, its value has been questioned in relation to studies of mobile technologies that apparently transform the home into a porous and fluid setting (eg. Vuolajarvi, Isomaki and Hynes). This indicates a need to advance the domestication debate beyond the household to assess the implications of the continuous traversing and reshaping of public and private spheres through mobile media. At the same time, household tensions generated by the extensive home-based use of these personalised mobile technologies coincide with changing meanings of the home itself. This suggests that cultures of home remain central to debates about the mediatization of space and social relationships. By assessing the interconnections between the concepts of mediatization and domestication, I shall identify some of the key macro and micro social dynamics that characterise the mediated home. The work of key authors on domestication and mediatization will be drawn on and assessed to address the imaginative work, involving multiple popular discourses, related to the mediatization of home. How intimacy is mediated, and how householders' experience new relations of "public" and "private" will be addressed in relation to the macro-social mediatization of home through a case study of the global marketing and patterns of parental adoption of video gaming and computer tablets in the home for use by children. The paper identifies and explores the implications of a new discourse of 'media parenting'. It suggests that the media presentation of home and the mediated performance of 'family' can be understood through the concept of 'domesticated mediatization'.

## PP 466 Fields of Belonging: Mediatization and Connectedness Among Mobile Elites

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What are the roles of personal media technologies for sustaining close relationships and a sense of social belonging under everyday conditions that involve high levels of mobility and potentially fractured ties with family and friends? The aim of this paper is to illuminate this question with regards to elite groups within three different social fields. The paper starts out from two premises. Firstly, we argue that the academic fascination with flows and networking that has long permeated globalization theory must be countered, and complemented, by a deeper scrutiny of the enduring significance of phenomena such as strong ties, spatial attachments, love, intimacy, and other forms of socio-emotional commitments that saturate seemingly liquidized lifeworlds. Especially, the manifold significance of digital/networked media is to be further problematized from such a perspective. Secondly, whereas many social groups lead mobile and increasingly mediated lives today – e.g. immigrants, au pairs, students, transport workers, etc. – this paper focuses on mobile elite groups. These groups attain a normalizing significance in relation to mobility aspirations in society at large. The focus on some of the most "free-floating" and "global" subjects allows us to challenge the argumentation within certain strands of globalization theory, which tend to ignore material as well as emotional limitations of "liquidized" lifeworlds. Furthermore, research on elites has been relatively absent over the last three decades, compared to the situation in the 1970s. By 'elite', we here refer to those groups that hold or exercise domination within a particular social field (following Bourdieu). The study thus rests on a research design that involves 47 qualitative interviews with mainly Scandinavian respondents gathered from the fields of (1) corporate business, (2) international development/diplomacy, and (3) academia. The first field comprises persons at leading positions within larger companies of an international reach. In the second field, we focus particularly on elite groups within the United Nations system. In the third field, finally, we are interested in globally mobile academics of higher rank; i.e., university professors and other academic experts and leaders. Overall, the comparative study unveils how personal media technologies attain ambivalent social significances at the intersection of professional demands and family life. We identify variations in the material that are not only field specific but also related to gender and habitus. For example, while the appropriation of new media among UN expatriates (most of them women) is typically part and parcel of the realization of long-time ambitions to lead a truly global professional life, where also family life is transnationalized, many respondents within the field of corporate business (most of them men) express more sedentary orientations and use media as a means for reproducing the stability of the home-place. Ultimately, these results underscore that contemporary mobile lifestyles are heavily reliant on mediated connectedness, and thus interwoven with mediatization processes. However, the significances of media are socially moulded and can only partly compensate for the social costs of global mobility. Keywords: elites, mobility, globalization, mediatization, ICT, close relationships, social field

## PP 467 The Mediatization of Public Sex Cultures in the Case of the Hook-Up App Grindr

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Along with the normalisation of geo-locative dating and hook-up practices in mainstream publics – through apps like Tinder, Bumble and Happn – imaginations of sexual privacy and indeed publicness seem to be changing. This paper focuses on the interplay between media and public sex cultures in the case of the Grindr app use in gay male intimacy cultures. Though gay men's sex practices, vis-à-vis cruising, have historically been thoroughly mobile and mediated, the Internet has brought about new ways of accessing and becoming visible in such cultures (Hollister, 2002). Making oneself visible to the right public (and as importantly invisible to others), now occurs in relation to the affordance structure that apps like Grindr offer. The paper asks to what extent different gay, public sex cultures are shaped by Grindr's affordance structure, and conversely how different practices represented within the app use the technology

in disparate ways. Case material is drawn from interviews performed in London and Brighton in 2014. The cases pertain to two somewhat taboo practice spheres that in the fieldwork nevertheless proved significantly represented in the app interface: 1) that of 'chill-outs' /Party'n'Play (Race, 2014), that is, sex parties in which certain drugs are taken; and 2) that of non-monogamous relationships. Using mediatization theory both the broad, societal dissemination of new communication technologies, as well as the life practices in which they become integral, are addressed. It is argued that mediatization processes mold public sex cultures and non-monogamous relationships in similar ways. Conversely I argue that hook-up apps are simultaneously molded by the cultural systems that they enter. The nudging towards certain actions in the affordance structure is taken up or pushed against in ways that reflect the users' biographically anchored value systems. Theoretically the paper draws on both cultural and material perspectives on mediatization (Lundby, 2014). André Jansson's division of mediatization into three overlapping socio-spatial regimes (Jansson, 2013) serve as analytically applicable concepts. I identify general changes in the experience of material indispensability, premediations, and normalised social practice. Conversely the analysis of practice difference is parsed in the light of the "molding of mediatization" (Jansson, 2015) by looking at how personal biographies partake in the understanding and use of hook-up apps as social techniques and/or cultural properties. References Hollister, J. W. (2002). *Reconstructing Social Theory at a Cruising Site*. Dissertation Abstracts International, A: The Humanities and Social Sciences, 1149–A. Jansson, A. (2013). Mediatization and social space: Reconstructing mediatization for the transmedia age. *Communication Theory*, 23, 279–296. Jansson, A. (2015). The molding of mediatization: The stratified indispensability of media in close relationships. *Communications*, 40(4), 379–401. Lundby, K. (ed.) (2014). *Mediatization of Communication: Handbooks of Communication Science*, vol. 21. Berlin: De Gruyter Mouton. Race, K. (2014). "Party 'n' Play": Online hook-up devices and the emergence of PNP practices among gay men. *Sexualities*, 18(3), 253–275.

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### History and the Body Archive: Taiwan Military Villages as a Case Study

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The project looks at military village renovation projects in Taoyuan, Taiwan to study historiography as mediated bodily experience. Military villages, or military dependents' villages (juàncūn) are communities in Taiwan built mainly in the late 1940s and the 1950s. Their original purpose was to serve as provisional housing for soldiers and their dependents from mainland China after the Kuomintang (KMT) government retreated to Taiwan in 1949. They ended up becoming permanent settlements, forming distinct cultures as enclaves of mainlanders in Taiwan cities. In the 1990s, due to urban planning, many of the villages were demolished and replaced with highrises. Only a few escaped that fate in the name of heritage preservation. In the past decade, nonetheless, public and private investors have in various ways involved themselves in converting the few preserved military villages into filming locations, tourist attractions or creative industry clusters. Promoting nostalgic lifestyles while reconstructing local characteristics, these commercial ventures are not only keen to appropriate antique objects and historical images related to the villages. But they are also enthusiastic about engaging past residents of the villages, from whom narratives of the past were intentionally extracted for preservation and re-circulation. Using Matsu Village in Taoyuan, Taiwan as a case study, I am interested in the way people have thus (re)experienced history, as past residents and especially as tourists, within renovated military villages. I mean to explore whether and how their seemingly casual encounter with historic buildings, recycled objects or old images may have affectively reconfigured people's relationships to the past. With the encounter usually charged with fun and emotions apart from symbolic significance, I speculate that it has generated a specific sense of history that is sustained by the leisure-seeking body's chance archiving of (reconstructed) past everydayness. Combining this study with my research on mundane exchange of historical image via new media (i.e. Historical Imagery in Google Earth), I intend particularly to contrast the casual encounter in question with the museum experience, which nowadays embraces also bodily participation. This research finds its conceptual foundation in the idea that the distribution and appropriation of building/objects/images as daily technological tools inevitably shape the way we manage, regulate, store and represent time and space. In this sense, the buildings/objects/images, being historical or not, function extensively yet (more or less) randomly as media that mediate to (re)configure our spatial and temporal experiences. A relatively unsystematic collection of such experiences, the building/object/image user's body archive does not necessarily produce or conserve generalisable knowledge, but it could point to a particular cultural identity which emanates from a very specific, effectively affective mechanism of (historical) knowledge formation. Its constitution inseparable from the broader context, nevertheless, the body archive in question will be studied under this project against the backdrop of the political and business trends towards community building and heritage preservation.

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### Mediatization of Emotions: From Journalistic Discourse to Public Sphere

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Mediatization of emotions has been of great interest in the last years. From ethics to statistics, from psychology to crisis communication, different scientific approaches tried to shed light into the use of emotions in media. This research inquires into the way emotions are conveyed from journalistic discourse to the public discourse in the Romanian media. Using four major events as case studies, applying content analysis on more than 150 articles and 1000 on-line commentaries, the research focuses on identifying the main emotional frames used by journalists for the mediatization of certain events, and the way the public reacts to the frames introduced in the mediatic discourse. Using the paradigms of Lundby (2009), Couldry (2012) and Livingstone (2009), we tried to identify patterns in the way journalists portray emotions, and how these patterns influenced the public sphere. The findings of this comparative perspective showed that the mediatization of deeply emotional events involves the transfer of emotional frames from the journalistic discourse to the public one, and that the way journalists tell the stories influence the way the story develops in the public sphere.

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## Where Are Audiences in Mediatization Research?

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Mediatization research concentrates on conditions for media-induced transformations and thus leans towards the production side of mediated communication chains. This paper searches the audience in mediatization research. Audience studies are changing as the media landscape is being transformed. No surprise, then, that the European research programme on 'Transforming Audiences, Transforming Societies' (COST 2010–2014) observes mediatization. This is visible in the two key publications, *Audience Transformations* (2014) and *Revitalizing Audience Research* (2015), although mediatization does not make a dominant perspective. This may partly be due to the observation made in these publications, that so far there has been little sustained effort to situate the role of audiences within the processes of mediatization. To substantiate the claim that mediatization research has a more or less blind eye to the role of audiences, this paper looks at key books on mediatization. In Knut Lundby (ed.) *Mediatization: Concept, Changes, Consequences* (2009) the entries are about conceptual tools to grasp overall social and cultural change. The exception is Stig Hjarvard's chapter on how mediatization makes its marks on the habitus of individuals. However, the argument works from 'above'. This chapter is reprinted in Hjarvard's *The Mediatization of Culture and Society* (2013) which, again, focus the mediatized conditions for audience activity. Andreas Hepp, *Cultures of Mediatization* (2013) has no index entries on audiences at all despite the social-constructivist approach. However, in the volume Hepp has edited with Friedrich Krotz (2014) on specific, networked Mediatized Worlds there are two chapters exploring audience perspectives. The handbook on *Mediatization of Communication* edited by Knut Lundby (2014) brings 31 chapters on various aspects of mediatization. A detailed check discloses that most of the chapters just touch on audiences in passing. Some eight chapters refer to audiences more extensively. However, most of them apply a more traditional understanding of audiences from studies of mass communication. Audience co-construction in processes of mediatization is to a limited extent included. The approach from the research on 'Transforming Audiences, Transforming Societies' is barely visible in the handbook. This will be explicated in the paper, which further discusses ways to integrate audience perspectives in mediatization research. Kim Schröder did an attempt at the former ECREA conference, going 'Towards the "audiencization" of mediatization?' (2014). He wants to enrich the understanding of "how societies are being transformed through the complex workings of the media/audience nexus." Tamara Witschge (2014) indicates the role of audiences in the mediatization of politics. 'Audiences' are collectivities in contrast to individual 'users'. Audiences may act as to participate in, or to constitute a public, as pointed out by Sonia Livingstone in the volume on *Audiences and Publics* (2005) from the research programme on 'Changing Media, Changing Europe'. Audiences act and interact and thus take part in the shaping of mediatization processes. Integration of audiences into mediatization research may be sought through people's interpretations and interactions in communication dynamics. This may include discontinuities as asked for in the general call to ECC2016. The paper will bring examples from an ongoing research project.

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## Preserving the Classic Media Experience for Communitization Today – Negotiating (Dis)Continuities in the Retrogaming Community 'Project 1999'

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This presentation explores the preservation of the social architecture as a key category of communitization in the retrogaming-community 'Project 1999'. The examined group can be understood as a 'mediatisation community' (Hepp/Berg/Roitsch 2014: 56) in the sense that media-use is a constitutive element for this community that formed in and around a virtual space of mediatized communication. The community invokes certain features of a particular 'classic' phase of the computer game 'Everquest' as a symbolic resource in a collaborative effort to recreate a specific gaming experience. The social architecture can be conceptualized as a shared notion regarding the interrelation between game features and social interaction, and therefore as a basis for communitization. Based on the Situational Analysis approach (Clarke 2005) and drawing from data of twelve semi-structured interviews and several months of participant observation of in-game interaction this paper empirically retraces the social processes of negotiation of the 'classic experience' in the context of a new media landscape. The attempt at recreating a certain gaming experience reflects closely on the interrelation between the technical condition of and the social interaction within the game. Technology was a limiting factor in different ways when Everquest first was released in 1999. Communication was largely restricted to the game world which only provided certain channels and modes of interaction between players, a situation that is vastly different from today's ubiquitous interconnectedness. Technological and social change forces the members of the community to negotiate what they believe is the essence of the gaming experience and adapt it to the contemporary media landscape. The result is a complex and often contradictory community whose participants put in considerable effort to maintain the desired condition of constructed stability. Developers recreate the game on the technical level through emulation and provide the infrastructure necessary for the game world, to prevent abuse of certain game features they also regulate practices made possible with new media products. Players themselves encounter these challenges by consciously adapting and abdicating certain media and bits of information into their practices. Together, the members of the community formulate scripts of "best behavior" that guide player interaction and in-game collaboration. Like a mantra, the phrase "it's classic" is used to legitimate measures that could otherwise be interpreted as restrictive or intrusive to a player's individual agency. On the one hand, the notions that are derived from a shared memory are used to demarcate the community's specific properties inwards and thus align actions within and around the emulator in the spirit of tradition. The so established continuity fosters a sense of belonging and community. On the other hand, they are also used to reflect upon wider notions of gaming and game design, e.g. when Everquest and its unique attributes are compared to other games. The emulator can thus be seen as a platform that is used to negotiate technological and social discontinuities in contemporary gaming culture and beyond. Clarke, Adele (2005): *Situational Analysis*. Thousand Oaks: SAGE. Hepp, Andreas/ Berg, Matthias/ Roitsch, Cindy (2014): *Mediatisierte Welten der Vergemeinschaftung*. Wiesbaden: VS.



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## Mediatization, Communication Dynamics and Institutional Habitus in the Cultural Sector

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Changing social and cultural structures and practices lead to the reconceptualization of culture in the liquid modern society, i.e. the times of general confusion (Bauman, 2005, 2015; Kaun and Fast, 2013). In the liquid modernity, culture loses its normative prescriptions, as well as strict standards, and reproduces flexible set of individual needs and freedom of choice. The relationship between the public and culture becomes more and more individualized, based on personal likes, wants and needs, rather than institutional commitments, responsibilities and loyalties (Deuze, 2008). Instead of going to the museum, or gallery, visiting a theatre or any other cultural event, people look for more self-expressive and more engaging activities. To understand unprecedented, fundamental, even paradigmatic communication dynamics, the notion of mediatization of culture as a transformative process (Kaun, Fast, 2013) has been used. In this global and increasingly individualized society, also marked by precipitating mediatization, the media as *modus operandi* affect social and cultural institutions and practices, and encourage them to endorse and follow the new media and communication principles. As a result, the field of art and culture is going through multifold challenges and changes, including the loss of autonomy and increasing dependence on the other sectors, eg. the new media industries (Hjarvard, 2013; Hepp, 2013). To be able to navigate complex technological networks and engage into virtual cultural environment or cultural e-communities, cultural institutions need to acquire specific skills, knowledge and resources. However, as a result of communication dynamics, institutional habitus, in the form of discomfort, frustration, arrogance, ignorance and other conflicting emotions, is also playing the role. „Situations where there is a lack of fit between habitus and field can bring habitus to the fore, causing one to feel like a fish out of water and rendering conscious what was previously taken for granted. In such situations one becomes aware of oneself – self-conscious – precisely because one is unsure what to do and how to behave, and no longer has a clear ‘feel for the game’” (Sweetman, 2009:491). This kind of self-consciousness also applies to cultural institutions. The main questions encountered in the paper will deal with the insitutional and individual conflicts inside cultural establishments as a result of changing role of culture and forms of cultural participation in the liquid modern world, marked by precipitating mediatization processes. What are the new communicative strategies implemented on the institutional level? How are they appropriated by the individuals inside and outside the cultural institutions? What are the difficulties and resistance to the adoption of innovations in cultural communication field? The paper is based on the outcomes of the national research project „Development of cultural institutions' communication competences in knowledge and creativity society” (2012–2015). 14 national and local institutions have been participating in the research aimed at identifying changing patterns and practices of communication among traditional cultural establishments, including museums, galleries and theatres. The project is supported by the European Social Fund in Lithuania.

PP 552

## Practical Theory: Chances and Challenges for Mediatization Research

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My talk focuses on the interrelations of Mediatization and the field of Practical Theory (PT). The anglo-american figuration of PT – that is bound on the genetic inquiry of Theodore Schatzki (Schatzki 1996, Schatzki et. al. 2001) as well as the meta-theoretical focussed one (e.g. Reckwitz 2003, 2008) which outline the convergence of post-structuralistic and social-phenomenologist social theory – emphasize that neither intentions of actors nor institutions or “logics” can fully explain social and cultural processes. Alternatively they illuminate the figurations and incorporation of tacit knowledge and highlight the social and cultural construction of materiality. Thus Mediatization research has to look more closely into the concepts of communication (1.) and media (2.). My remarks also contribute to the recent claims to analyse in a “non media-centric” perspective and on “various scales of communication”. 1. Communication and tacit knowledge Besides the differences of an “institutional” (Hjarvard 2008) and a “social-constructivistic” approach of Mediatization (Krotz 2007, Hepp/Krotz 2012) we can speak of a consistent field of Mediatization research (e.g. Livingstone 2009). One reason for this consistence is the common idea of man as “animal symbolicum” (e.g. Krotz 2007) that is bound in relations to other people, to ideas and symbolic worlds, to patterns of knowledge and interpretation, to techniques and artefacts. PT arguments that these relations are primary constituted by tacit knowledge, which dominates the everyday life in terms of “knowing how” or “skilful practices”. If they are correct, we have to deal with two points: 1.) The need to prove if the communicative construction of reality incorporates these forms of knowing. Therefore I will talk about the “dialectic of knowledge” (Knoblauch 1996, 2005) as key concept of the “social or communicative construction of reality” (Berger/Luckmann 2004; Knoblauch 1996). 2.) Differentiations of communication are bound to the Symbolic Interactionism (e.g. Krotz 2012), which means that interpersonal, interactive and mass communication are different because the actors deal with different media. This understanding of media as interaction counterparts is not convincing (e.g. Hybridisation processes), which is why I will complement these interactionism logic with a more cultural, knowledge focussed one. 2. Media and boundary objects This logic of differentiation already reveals the importance of the media-concept for Mediatization. Starting with the question how coordination is possible without cooperation, some ethnological studies reveal that “objects” are constituted although there never was any kind of plan, any institution or any homogenous group that worked to achieve a defined goal. The opposite is correct: understanding entities, institutions or the media as “boundary objects” (Star/Griesemer 1989, Star 2010) means to analyse how different people with different interests do different things – and constitute a common “object”. This analytical view does not start with a defined object or problem (the media-centric way) but rather asks which actors and actions, which processes, decisions and artefacts, which social, cultural, economical or political structures or frame conditions are mentioned when we talk about “the media”. It demonstrates that “objects” are products of different processes – and not natural or artificial entities.



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The purpose of this paper is to systematically introduce and explore the increasingly potent notion of mediatization into management studies where it has been remarkably overseen (Pallas, Jonsson & Strannegård 2014). In media and cultural studies –where the concept has found most of its theoretical foundation– mediatization is dealt with as “the process whereby society to an increasing degree is submitted to, or becomes dependent on, the media and their logic. This process is characterized by a duality in that the media have become integrated into the operations of other social institutions, while they also have acquired the status of social institutions in their own” (Hjarvard 2008). Despite the theoretical ambition to elevate mediatization into societal phenomena comparable to other societal meta-processes like marketization, commercialization, globalization or industrialization, none of the disciplines within social science has offered necessary empirical evidence supporting such a claim (Lunt & Livingstone 2015). More importantly, the ambition to account mediatization as a meta-process would require to approach mediatization from a perspective where different levels of analysis (individual, organizational, field/societal) are connected, compared and examined in terms of underlying dynamics, prevalence, saliency, robustness and consequences. And as I seek to argue in the paper, one possible route to such a multilevel and cross-sectional approach can be offered through a lens of organizational institutionalism (Greenwood, Oliver, Sahlin, & Suddaby 2008). Thus, the purpose of this paper is to introduce and discuss an upcoming comparative and multi-level study of three societal sectors (private, public and civic) where I seek to examine qualities of mediatization as a theoretical concept with respect to two perspectives: 1) mediatization as an outcome of numerous organizational activities and preferences that change the way in which organizations and their members understand themselves, define relevant goals and priorities, and structure and perform their operations; and 2) mediatization as a field-level process that in a most fundamental way transforms conditions for and structuration of relationships within and between organization populating different societal sectors. Or simply - how can we explain (or rather what can explain) similarities and differences between the different sectors in terms of drives, consequences and dynamics of mediatization at different levels of analysis? In more general the terms the paper aims at examining the nature and dynamics of mediatization as a category/phenomenon for management and organization studies. Embedding this aim into a more epistemologically grounded question puts mediatization under scrutiny in terms of its characteristics as a workable, unified category. Expressed differently, does mediatization entail societal process that next to (or in tandem with, or in opposition to other societal processes) drives a specific form and types of changes in organizations with subsequent consequences at individual, organizational and field-level? Or are current changes in structures, activities, relations, priorities developments in organizations –commonly associated with mediatization– more likely to be associated with other societal processes?

MED07

Theoretical Advances in Mediatization Research: Socio-Cultural and Ethical Perspectives

PP 632

Mediacity, Meaning and Materiality: Beyond Transparent Immediacy and Opaque Hypermediacy

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This paper investigates relations between culturalisation and mediatization: social transformations involving an increasing importance of signifying practices on one hand, and expanding media uses on the other. It responds to some intriguing questions asked by Nick Couldry (2012) about how to define the concepts of culture and culturalisation in a meaningful way for cultural theory, and how to relate them to the debate on mediatization. The paper begins by discussing definitions of culture and showing how a hermeneutic concept of culture goes beyond binary dualisms and instead focuses on mediations such as those between meaning and materiality. The concept of communication is used to link culture and media, and hints are given as to how contemporary anti-hermeneutic challenges can be met from a critical-hermeneutical perspective. In the next step, culturalisation is described and related to mediatization. It is shown how they run parallel, reinforce each other, but also sometimes counteract each other and thus are themselves contradictory processes. One facet of mediatization is for instance the expanding plurality and complexity of mediations, where an increasing number and diversity of textual and interactive devices are used for social activities and the human world gets a higher degree of mediacity. Communication processes become more and more complex, involving a greater number of channels, codes and technologies. These multiplied mediations tend to make today's communications seem almost opaque, as it is easy to get stuck in the hypermediacy of the material technologies of mediation themselves, losing sight of meanings they once sought to convey or decipher. This has fuelled a counter-response in form of an urge for simplicity, directness and transparent immediacy, to escape the seemingly endless spirals of interpretation (Bolter & Grusin 1999). It is suggested that mediatization thus challenges the hermeneutic concept of culture, but also offers a welcome opportunity to rethink and refine it, in order to meet these critical challenges in a productive way. The paper concludes by summing up the key arguments and suggesting ways forward in response to Couldry's important questions.

PP 633

The Development of the Concept of Media Saturation

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The aim of the paper is to present preliminary metatheoretical considerations of the development of the concept of media saturation which might be complementary to a broader theory of mediatization. Media saturation is usually treated residually and intuitively. It is said to be that we live in a world saturated by media; that mediatization occurs due to media saturation. Meanwhile, media saturation is actually observed, it is possible to isolate, conceptualize and investigate it empirically: qualitatively and quantitatively. With this analysis we can learn what is the degree of media saturation of places, spaces (open and closed), objects etc.; and how it affects the socio-cultural life, generates psychological and health problems and influences natural environment. On the other hand, it seems reasonable to conduct research on the saturation of mediated processes, and thus the nature of saturation of daily activities and actions. Research on mediatization focus usually either on the impact of media on a specific sphere, social area; or - in the non-mediocentric approach - try to capture the relationships between diverse metaprocesses, spheres of human life. However, the purpose of media saturation research would be to define the relations between the degree of saturation, specific processes of media technology saturation and the nature of mediatization. This could determine the directions of further media research within psychological, medical, sociological, cultural, political or economic studies. The paper, among others, would initiate a reflection on the relationship between technological saturation (of tools, infrastructure, radiation, etc.), data saturation and subsequently the saturation of information (discursive saturation). It would also take the issue of the relationships between saturation and desaturation, and thus between mediatization and demediatization. Another emerging area of media saturation research is the analysis of the triad 'media - space - culture' and studies on changes generated with a certain degree and type of media saturation. Preliminary research shows there are quantitative and qualitative differences between saturation of open and closed spaces; saturation of buildings and everyday objects, etc. what determine the specificity of stimulated mediatization. Finally, it seems important to place the concept of media saturation properly within the mediatization theory. Media saturation appears as an element or sometimes condition of mediatization. The question is, what are the relationships between the quantitative and qualitative changes in saturation and changes within the mediatization of human life. How could it be captured? How could it be measured quantitatively and explained qualitatively? The paper would be guided by the desire to begin a discussion on the directions of development of the concept, which provides opportunities for in-depth and comprehensive, interdisciplinary studies on media saturation.

PP 634

The Other Side of Mediatization: Shielding as a Facet of Adaptations to Media Logic

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The study is part of mediatization research and researches adaptations of individual and collective actors from different social fields to media logic. However, our aim differs from most studies in the field. Instead of adaptations that serve to increase actors' access to media publicity (offensive mediatization), we focus on adaptations that serve to shield actors from media attention (defensive mediatization). Based on a secondary analysis of existing empirical research, the study theoretically conceptualizes defensive mediatization. Mediatization refers to structural adaptations towards perceived media logic. These media-related changes are "home-made" and serve to fulfill a fields' specific functions better. Consequently, social fields, organizations and individuals adapt to perceived rules of the media ("media logic") in order to control media coverage. Adaptations to perceived media logic do not necessarily entail the need to increase media coverage. As actors within social fields may conclude that media coverage is disturbing and has the potential to damage the field's performance, they might also take measures to protect themselves from media coverage or dysfunctional adaptations. We consider these

defensive strategies as a second dimension of mediatization. Defensive strategies as well as offensive strategies are initiated by the same presumptions about the media's relevance for the field's performance and guided by perceptions of media logic. Defensive strategies clearly illustrate the theoretical argument that mediatization stems from social systems, organizations and individuals themselves who act in their own interest. We differentiate between two strategies, a more passive and a more active one. Passive defensive strategies imply that actors, organizations and operations within social fields do not change at all – regardless of perceived media demands. We argue that even these non-reactions can be conceptualized as media-related changes (namely as 'reactions') as long as they are conscious insistences to ensure the system's performance. For example, the German legal system is repeatedly requested to open the trials for live television coverage. However, the field reacts to these demands with persistence; i.e. by deliberately insisting on traditional routines. The second way of defensive mediatization is to actively take measures that contradict media demands. Examples would be organizations that implement restrictive media policy rules (e.g. regarding interviews), media boycotts of football teams, politicians cancelling talkshows. As the need for public attention varies considering individual and collective actors from different social fields, we assume, that motivations of these actors to mediatize differ, too. This also applies to motivations for defensive adaptations: Are there social fields and actors that more strongly than others have the need to shield against and avoid media attention than others? What are the motives for defensive mediatization and what kinds of adaptations can be made out? Based on a literature review and former as well as current research projects on the mediatization of health, politics, science, law and sports, we compare defensive strategies of mediatization in fields that vary concerning their access to media attention. To systemize the respective media-related adaptations, we differentiate between measures on the individual, the organizational and the level of operations of social fields.

PP 635

## Ethics of the Mediatized World

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Today media ethics are due for a reappraisal in view of the media changes seen in recent decades that are meant by "mediatization" (Krotz 2001; 2007). No longer adequate are concepts that understand media ethics solely as an ethic of public communication in contrast to a private ethic. However, the theory of mediatization has philosophical significance beyond that. Rather than merely a descriptive template for distinct, historically-differentiated processes of media practices, it is itself an expression of a growing awareness that imputes a logic of change to observable media and communications practices. In the introduction to his 1820 work "Elements of the philosophy of right," Georg Wilhelm Friedrich Hegel defines philosophy as a dialectical movement of thought that first understands "its" present in a reflexive construction: "As for the individual, every one is a son of his time; so philosophy also is its time apprehended in thoughts." (Hegel 1820/1896: 28) Mediatization offers itself as the concept for such a philosophical-ethical reflexion on the present. In this sense, the "meta process" of "mediatization" can be conceived of as one, or perhaps even the, definitive category of the contemporary epoch's reflexive self-understanding. The mediatized world is thus not merely the description of contemporary everyday life, culture and society, but also the description of the pertinent contemporary self-understanding of everyday life, culture and society. To clarify this, the theory of mediatization is first taken up from an anthropological perspective and defined as an epochal awareness concept. Invoking Edmund Husserl's lifeworld concept, it will then be established why the paper's title does not refer to "mediatized worlds" in the plural, but rather to "mediatized world" in the singular. In a nutshell: Present-day normative ethics is ethics of the mediatized world or it is none at all.

PP 698

Mediatization of Parent-Children Relationship in Everyday Life Experiences of Preschoolers' Families in Istanbul

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Children of the 21<sup>st</sup> century are surrounded by digital media. Not only content producers but also content providers and distributors altogether form a huge digital media industry that target parents and children as consumers of digital media. On the other hand, digital media also provide opportunity for young children to creatively produce their own content and become active participants of the digital media ecosystem. Within this context, parents and children together are more and more exposed to digital media in their daily lives. Most recent researches highlight the importance of interactive relationship between parents and children while using digital media. As pointed out in LSE's parenting for a digital future blog's recent highlights of 2015 "Media use has changed the lives of parents, too – as a new generation of 'digital native' parents build communities and find support online while creating opportunities to share and engage with their kids." As a matter of fact, this situation should be evaluated and understood within the broader concept of "mediatization". The main objective of this paper is to scrutinize the mediatization of parent-children relationship in everyday life experiences of preschoolers' families in Istanbul, Turkey. The theoretical framework of the study will be based on the writings of Hjarvard, Hepp, Livingstone, Schulz and Lundby etc. The processes of change in family relationships within which digital media play a key role will be analyzed in line with the concepts 'extension', 'substitution', 'amalgamation' and 'accommodation' (Schulz, 2004). Besides, the quantitative and qualitative aspects of mediatization of the parent-children relationship will be discussed in detail (Hepp, 2009). The methodology of the study will be based on face to face in-depth individual interviews with parents who reside in Istanbul. The interviewees will be contacted with the help of the administrations of selected nursery schools in Istanbul. 10 to 15 individual interviews are intended to be conducted. The findings of the study will constitute a first on the mediatization of everyday family life in Turkey and will attempt to fill a gap in the area.

PP 699

Living Media(Tized)Life: Social Genres of Media Use

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The focus of the paper is on media uses of young media savvy users in the contemporary complex media environment. Paper is based on the unpublished doctoral dissertation with the title: „Media life of youth Application of the Theory of Practice to the Analysis of Media Habits in Multimedia Environment“ (Cuvalo, 2015). The aim is to understand how young and skilled media users (mediatized habitus) navigate their multimedia environment how they construct their social reality and themselves through the interaction with media. Young people are here understood as active and creative social actors who use media in order to respond to the numerous challenges of the contemporary mediatized societies (Lepa et al., 2014; Lundby, 2009) and as the partners in the research process (Gauntlett, 2011; Thompson, 2008; Smith, 1990, 1987). Following the line of arguments shared within the social practice theory (Couldry, 2012, 2010; Latour 2007; Giddens, 1984; Bourdieu, 1977) as a theory of social action (Stones, 2009), media use is conceptualized as the social practice or meaningful interaction with human and non-human environment in the certain social, temporal and spatial context. Applied typology of media use is developed based on the typologies of social action from the social theory (Habermas, 1984; Bourdieu, 1977; Weber, 1976, Simmel, 1950) feminist theory (Gilligan, 1982; Chodrow, 1978; Lever, 1978), and media and communication theory (Lull, 1990). The findings are based on the qualitative interpretative analysis of the diaries and autobiographical reflections on media use written by 64 students of the first year of the graduate study of journalism on the Faculty of Political Science in Zagreb who consider themselves as the media savvy and competent users (intensity sample). The nine (9) social genres of media use are identified through the analytical process: genres of coordination, sociability, strategical genres, referential genres, educational genres, procedural genres, consumerist genres, techno-objectifications and immersive genres (virtual reality). Three types of mediatized habitus are identified and analysed in relation to the social genres of media use: networked, mixed and constrained. Key words: mediatized habitus, social genres of media use, media environment, media savvy users

PP 700

Media Citizenship and the Mediatization of School: Curricula, Educational Materials, Teachers

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The aim of this paper is to introduce a recently started research project: "Media Citizenship and the Mediatization of School: Curricula, Educational Materials, Teachers" (2016–2018, financed by The Swedish Central Bank's foundation for Humanities and Social Science). In this project mediatization theory is combined with curriculum theory, in order to study the training of what we call "the media citizen" (social subjects whose critical abilities, historical awareness and inclination for democratic participation are assumed to be media-dependent). The project comprises three sub-studies; covering curricula, education material and teacher's training, in Sweden, during the period 1962–2016. The starting point for this project is that the areas of ICT and media literacy are currently suffering from a lack of historical awareness, and of independent research. In Sweden as well as in many other countries there has been much emphasis on the structural transformation of education through digitalization; promoted as well as implemented by a conglomerate of influential political-economical-pedagogical interests (municipalities, principals, teacher unions, Apple, Google, digitalization apostles) in ventures to raise "digital competence through "1–1", cloud-services, mandatory courses in computer programming, E-learning etc. While much of the debate on the digitalization of education is policy-oriented, shortsighted and techno centric, this project seeks to add an informed, critical and historical perspective. In general terms, mediatization theory refers to the historical "meta-process", in which different spheres of social life (politics, science, religion, etc.) are increasingly influenced by the institutions, technologies, and "logics of the media". So far, this research tradition has had relatively little to offer on the mediatization of education. Curriculum theory refers to the study of how "goals, content, and methods" of educational processes are shaped in specific societies and cultures,



and how they are actualized as teaching. To this day, none of the various strands of curriculum theory have developed a more systematic approach to how education may be influenced by the historical process of mediatization. This paper tentatively illustrates how media change may register in terms of changes in curricula. A first (tentative) assumption is that such changes are shaped in a (mutual) relationship between the school's ambitions for training citizens and contemporary interpretations of the process of mediatization. A second assumption is that a "civic curriculum code", from the 1980s onwards, gradually has been linked to what may be termed a "communicative" code, determined by the conditions of life in a mediatized world. A third assumption is that these tendencies coincide with an increased influence of media organisations and international policy makers in the formation of curricula. Thus, the process of mediatization may impact on several of the relations recognized by curriculum theory as fundamental for the organisation of knowledge: the imagined relationship between individual and society, the implementation of learning through curriculum, teaching materials, and teacher.

## PP 701 The Fetus in the Age of Its Ultrasound Depiction

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State-of-the-art medicine now has access to a range of options for displaying phenomena which were previously inaccessible to the human eye. The change in the understanding of what can be made visible gives rise to new medical, psychological, ethical, legal, economic and government rules, and this is especially true in reproductive medicine. This goes hand in hand with the requirement for these medical images to be intelligible to the general public, especially those with personal interest – such as future parents. This paper deals with the current methods of using ultrasound within prenatal screening in the Czech Republic, from the perspective of visual studies. The paper analyzes this special type of medical imaging, which represents not only an important tool in the area of prenatal diagnostics but also a commodity for personal use (usually in the form of photos and videos in private archives). The paper shows how these representations of the fetus play an important role in activities and rituals associated with the institution of a family and hence operate as one of the basic media tools affecting its cohesion. Using the family photo and film theory, it analyzes the specific effects of ultrasound images when used as a tool of memory practice. Here ultrasound is understood as a medium which provides and transfers the display of the inside of a woman body and its fetus to public use. As such, it forms the foundation of a new type of cultural experience. As a natural continuation of the older technology of X-rays and in relation to classical media such as photography and film, I understand it as another modern apparatus that expands the sphere of what can be viewed with the human eye. Seeing the womb with one's eyes, as also noted by theoreticians in many fields, is linked to a significant cultural paradigm shift: while previously the woman was the bearer of information about pregnancy, nowadays this role is filled by a medical authority with the appropriate technical equipment. Seeing the insides of the human body was historically always accompanied by both fascination and shock. The paper presents the results of an ethnographic study which used in-depth interviews to reveal what makes ultrasound imagery of the fetus so attractive for its users among the general public. Due to the fact that the records were created during standard check-ups where they are mostly used to confirm physiological development without any anomalies, it is productive to consider these images together with the visual bliss they bring to their recipients. The results indicate that it is not possible to view records of prenatal development, provided to users for personal use, only as a secondary effect of diagnostic practice. The visual pleasure linked with being able to see a fetus is leaving a complex mark in the standards of reproductive medicine. Ultrasound images of the woman body and its fetus, which are becoming increasingly prevalent as a specific type of commodity, are now a part of the consumer behavior of modern society.

## PP 702 Media-Events: The Contesting Memories and Expectations of Young People in Relation to the Olympic Games

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This paper critically examines the intangible legacies of one major media-event, the Olympic and Paralympic Games, and its impact on young people's cultural identity and citizenship values. Historically, as one of the most mediatized sporting events, the Olympic Games discourse has long been focused on a legacy beyond sports. The founder of the Olympic Movement, Pierre de Coubertin, supported the idea by proclaiming the Games as a philosophy of life and a catalyst for values associated to ideals of citizenship, such as friendship, equality, and fair-play. As a youth-centric study, this paper focuses on research undertaken with young inhabitants of London and Rio de Janeiro in relation to their memories and expectations of the Olympic and Paralympic games organised in their cities. It addresses the "legacy talk" around these type of events, with an emphasises on the socio-cultural life and relationships, such as social integration or civic pride, often described as "gift" legacies (MacRury, 2008). Legacy is media-influenced and intrinsically related to memory. In line with this, Maurice Roche claims that mega-events like the Olympics "seem to have established and enduring popularity and memorability in modern society" (Roche, 2002:3) suggesting that further qualitative research is needed, particularly on the dimension of media-events and mediatized forms of experience, and cross national studies (Roche, 2002:7). Thus, question posed by this study is how one might go about to understanding the factors that underpin such popularity and the relation with its audience. More specifically, I am interested in young people's "agency" and rhetoric regarding these type of media events, as it impacts on production of ideas and cultural values, popular memory and learning. Interviews conducted with Olympic Committee representatives, and other organisations involved in the Games, both in London and Rio, were also conducted to complement the study. Adding to a total of 76 participants from London and 96 from Rio were interviewed on their recollections and imaginary in relation to this mega-sporting event, adding to this empirical work theories and contribution from the field of memory and media studies. All this data collected served the sole purpose of identifying the diverse discourses of memory and projection available around the Olympic Games. This study is an original contribution to the field of media and memory studies and therefore invaluable for policy-makers and institutions working for and with the young population in the context of the cultural policy and youth engagement on mega-events.

MED PS

Poster session

PS 098 Digital Communication, Analogue Business? When Audio Projects on the Internet put Radio Industry into Question

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In recent years, digitization has transformed cultural industries. This process, which is basically the conversion of the analogue signal into a digital signal, has altered reception habits and content consumption while generating changes in production, distribution and marketing patterns. It is a technology-based evolution concerning converging media and telecommunications, but with a cultural dimension, as an amended relationship between technology, industry, markets, products and the public (Jenkins, 2006). Radio, like other cultural industries, is involved in this process, but its evolution in Catalonia and Spain was unique, and still remains as 'an analogue island amid a growing digital ocean' (Bonet, 2012: 176). This poster is part of a larger project that studies different audio projects on the Internet and wants to be a theoretical review of the radio as a cultural industry, as well as a first approach to those audio projects on the network, whether they are linked to traditional broadcasters or begun from scratch online. Traditionally, from the cultural industry studies perspective, radio has been defined as a 'continuous diffusion' industry (offering flow programming), a specialist in audio business. With the transition from analogue to digital, however, it delves into the business of creating and distributing content not only on the radio (Berry, 2015), but also adopts the characteristics of discontinuous distribution industries (Bonet, 2007). These changes seem to question the business model of the radio and even the concept, although it continues to enjoy good health and is overcoming the crisis quite well. To carry out this analysis, the authors will update their earlier work based on: a) Reviewing the academic literature on radio as a cultural industry. b) Conducting semi-structured in-depth interviews with managers from both public and private radio companies and experts on this topic. c) Providing a first typology of audio projects online. It is necessary to remember that there are different types of culture (Bustamante & Zallo 1988; Zallo, 1992, 1994) other than the industrial one, and digitization may have given them a new reason for being.

PS 099 Loyalty on the Radio? Antecedents and Consequences

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The loyalty of radio stations listeners is not sufficiently explored, even with several million people daily attune the preferred stations. Previous studies show that the main antecedents of loyalty are the quality and satisfaction. The results of this study, combining qualitative and quantitative analysis with more than 900 consumers, show that, in addition to satisfaction, listeners are influenced by differentiation, by habit and affection when it generates satisfaction. This study has four implications. First, satisfied listeners are more prone to remain loyal to a radio, the main reasons are the reliability of news and sports information in terms of content and schedules and also the importance of the predominant style of ambient music line on working hours. Secondly, differentiation format indicates that listeners are more likely to stay in listening to a station if realize that it has unique features in its editorial line, either in the field of information, whether in the entertainment field. Third, the habit of listening to the station contributes to the loyalty of listeners, especially when the tune is stable in the geographic region or when it is a family or work group where one is not the decision maker of the platform of the reception of the emission. Fourth, the listeners who are satisfied with respect to the station, based on affection, are loyal, that is, when satisfaction comes from affection in respect of team and also of the whole of the emission because of the specific musical environment, listeners tend to present a loyal behavior. Only by combining these aspects, radio stations can strengthen ties with the audience and thus maintain or increase their market share.

PP 034

## Comparative Research in International Public Relations Research: Current Gaps and Future Directions

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Today, organizations across the world must operate in a dynamic, ever-globalizing political, economic, sociocultural, and media environment (Sriramesh, 2009). Due to the emergence of global communication networks and transnational media, organizations have to deal with a growing number of geographically dispersed, yet interconnected stakeholders with conflicting expectations and interests (Wakefield, 2008). Global migration flows and rising mobility have contributed to the exponential increase in cultural and ethnic diversity (Bardhan & Weaver, 2011). In such a globalized environment, organizations of all types are confronted with the challenge to communicate with stakeholders of varied nations and cultures, which is more complex in an international as opposed to a single-country setting (Verčič, 2009). In view of diverse globalization forces affecting communication today, it seems logical that academic research needs to explore how communication is impacted by different economic-political, sociocultural, and media settings in different countries in a comparative manner. Across disciplines, scholars have increasingly come to recognize the significance of comparative research, since only comparative approaches permit to (a) identify universal and specific patterns, (b) provide contextual descriptions and generalize theories, (c) develop empirically grounded typologies, and (d) offer explanations of underlying context factors (Esser, 2013). The key challenges of comparative research lie in choosing appropriate, equivalent cases for comparison, conceptualizing how multi-level context factors are interrelated, and measuring adequately their direct or indirect influence and causal relationship, e.g. by employing mixed-methods designs (Esser & Hanitzsch, 2012). In the field of organizational communication, academic research in this context has been mainly conducted in international public relations (IPR). However, a critical analysis of the existing body of knowledge indicates some important deficiencies: First of all, current public relations scholarship lacks commonly accepted definitions and conceptual clarity, illustrated by the multitude of terminology used interchangeably and confusingly (Zaharna, 2000). Secondly, contextualized research of the impact of globalization on PR has not been addressed in its complexity, with more attention directed towards culture and socioeconomic environments, while technological factors, activism, or media contexts remain under-investigated (Molleda & Laskin, 2005). A third characteristic of scholarship are attempts to fructify existing PR theories internationally, resulting in ethnocentric conceptualizations and static assumptions of cultural spaces that reach limits in regard to new global realities (Bardhan & Weaver, 2011). Fourth, most empirical studies are not conducted within an international scope, but rather limited to descriptions of PR practices in single countries, while so-called comparative research is often not comparative in its true sense (Schwarz, 2010; Ingenhoff & Rühl, 2013). Considering the paucity of comparative approaches to IPR, this critical analysis concludes that the potential of comparative research to describe, contextualize, and explain PR in the context of a global environment has thus far been largely overlooked. The presentation will outline intriguing starting points for IPR scholarship to engage in comparative research, i.e. by drawing wisdom from the related fields of comparative media and journalism research and comparative political communication research.

PP 035

## Developing a Critical Public Interest Paradigm: A New Direction of Accountability for Public Relations

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This paper brings together critical theory and the concept of the public interest to develop a new theoretical direction for public relations research, scholarship and practice. It follows Johnston's (2016) *Public Relations and the Public Interest* which calls for greater inclusion of critical theory to examine the dialectic inherent in interest conflict and negotiation. It suggests that while critical theory has become a firmly entrenched part of public relations scholarship (see, for example, L'Etang & Pieczka 2006; L'Etang et al 2016), and the public interest has received some recent attention within the field (see, for example, Heath 1992; Johnston 2016a; 2016b), combining the two can provide a powerful theoretical framework for negotiating the multiplicity of interests that must be confronted in public relations practice. The paper examines the role communication plays in structural adjustments that are made within societies in order to balance the many interests at play within different systems and cultures of governance at organisational, local, national and international levels. It proposes that these structural adjustments often lie at the heart of public relations practice which is frequently tasked with negotiating and managing organisational and sectional interests; private and public; self and community interests. It further proposes that the public interest articulated theoretically with a recourse to a critical communication theory framework—including attention to issues such as power, access, equality, justice—may provide the necessary way to navigate competing interests in a way that attempts to offer resistance to the relentless force of rapid change, fragmentation, inequality and individualisation that characterise the discontinuous modern world (Bauman, 2007). Finally, it (re)considers the simultaneous and interconnected roles of publics and agents, drawing out conclusions as to how the public relations practitioner can ultimately accept a greater level of accountability for determining interest outcomes examined using the lenses of a critical theory and public interest. References Bauman, Z. (2007) *Liquid Times: Living in an Age of Uncertainty*. Cambridge, UK: Polity. Heath R. (1992). *Visions of Critical Studies in Public Relations*, in EL Toth & RL Heath (eds.), *Rhetorical and Critical Approaches to Public Relations*, New Jersey: Lawrence Erlbaum Associates. Johnston, J. (2016). *Public Relations and the Public Interest*, Routledge: New York. L'Etang, J & Pieczka, M (eds.) 2006, *Public Relations: Critical Debates and Contemporary Practice*, Lawrence Erlbaum, Mahwah, NJ. L'Etang, J, McKie, D, Snow, N & Xifra, J (eds.) (2016), *The Routledge Handbook of Critical Public Relations*, Routledge, London.

PP 036

## Alternative Theoretical Approaches to Participation in Organizational Communication – Analysis and Application of Relational Constructivism

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This research aims to reflect on the hyper valuation of Organizational Communication based solely on strategies and its instrumental nature. It also intends to verify the feasibility of an alternative theoretical model, which uses the relational constructivism (Deetz, 2010) as the foundation for communication in organizations. Until the 80s, the market communication, mainly oriented to the sale, was the main character in the organizational environment. In it, all efforts made aimed at the immediate quantitative results and a very strong marketing function could be noticed. Since then, due to changes in organizations and in media, a new form of information processing (in which the strategic nature is often very stressed and value) has been maintained. We believe that this enhancement of strategic communication character in the organizational context, sometimes, is unnecessary and limit or inhibit the development of new perspectives for analyzing production processes and attribution of meaning, as well as determining the actual level of participation interlocutors in the communicative process. There are numerous authors that address the strategy as an essential practice to communication in organizations, and even refer to it as Strategic Communication. To compose a solid theoretical board, contrary to the uniqueness of the strategic perspective and the instrumental nature of Organizational Communication, we based our research on authors who tread the same path of questioning: Varey (2000), Radford (2007), McClellan (2009), Deetz (2010). This last one proposes a new model for identification, characterization and classification of communicational practices based on the production of meaning and the level of participatory freedom of the interlocutors. Called PARC – Politically Attentive Relational Construction, the model highlights the need for concepts and practices of open conversations, deliberation, dialogue and collaboration. The author defends the idea that the presence and intervention of others and the role of language particularize the approach under the constitutive perspective. Communication is treated as a place of action, intervention and experience mediated by language, constitutive and organizer of the subjects, the world's objectivity and subjectivity, since it is the intervention of the subject that brings out your shared or different worlds. Communication is no longer seen as subsequent to the facts and intentions - there is not the world, on the one hand, and communication, on the other - and is seen as a place of establishment of the social structure. To test and analyze the feasibility of PARC model, we chose a study case as a research methodology. Our object of study is Netflix and its communicational practices in social networks that, in some way, interfere with or relate to Brazilian entertainment market. The results indicate that the relationship between strategy and Organizational Communication can be re-conceptualized as two points of view. The first one would be that Communication is an intrinsic element, however, subordinate to the strategic processes. The second point of view relates to the constitutive character in which the strategies are, in their nature, a communicative process.

PP 037

## Non-Governmental Organizations and Corporations: Conflict & Collaboration

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This research project analyses the transforming relationship between businesses and non-governmental organizations (NGOs) from pure antagonists to equal collaborators in the past two decades. This shift resulted as the effects of globalization have altered the global balance of power, decreasing the influence of national governments and the public sector in general. As a consequence, NGOs gained influence worldwide and the non-profit sector transformed into the voice of civil society, taking its place as an institutional actor next to its equally strengthened for-profit counterpart. Given this rise in global influence, and their collective influence and power, NGOs and businesses are believed to be the sustainable solution to the global environment and societal problems we face today. Further, both actors have taken upon characteristics once thought constituent of the other, as the borders between the for- and non-profit sector have gradually become indistinct. Realizing the potential benefits and resources that each side may hold for the other, NGOs and business have thus begun to engage in dialogue and eventually partnerships with one another. Departing from previous scholarship that examines the historically tense relations between the two actors, this research examines how NGOs and businesses might forge collaborative partnerships. Typically, such partnerships have been limited to the well-established donor-recipient model, often observed in Corporate Social Responsibility (CSR) programs. However, there is evidence to suggest that such arrangements offer limited opportunity for value creation and that organizations are shifting towards sustainable solutions for global environmental as well as social issues, characterized as the creation of shared value in its most advanced form. The research project therefore sheds light on the following questions: RQ 1: Under which conditions do businesses and humanitarian non-profit organizations develop shared value collaborations? RQ 2: What forms does shared value creation take? The research project employs a qualitative approach, conducting expert interviews with humanitarian NGOs and businesses that have or continue to engage in collaborative partnerships. Interviews highlight the determinants of and impediments to the partnership process, 'best practices', tangible results of respective collaborations in addition to approaches or models of collaboration for creating shared value. The research contributes to a growing body of scholarship that addresses the importance of NGOs as vital social actors and influencers in business-society relations. By focusing on the conditions under which business and civil society actors may collaborate, and the varied forms such collaborations may take, this research advances both conceptual and pragmatic implications. Keywords: businesses, collaboration, NGOs, partnerships, shared value, value creation



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In general, lobbies seek the spreading of their opinions, the legitimacy to put forward proposals, the monopolization of subjects or themes, and, as specialist groups, to act as an interlocutor (legitimate) between organizations and the general public. Three main elements contextualize the activities of lobbies: research for generating ideas and proposals, presentation of concrete and detailed propositions, and the creation of communication strategies directed to both the public opinion and institutional bodies. Lobbying, as an accepted and legal process, allows the voice of citizen groups, associations, labor unions, corporations and others to be heard in the political and legislative arena. However, despite being a highly widespread practice at a national level as well as in the European Union (EU) level, lobbying is still a little-known activity. With this paper we aim to contribute to the understanding of lobbies operating in the EU sphere through two main approaches to the phenomenon. First, a historical and critical reflection about the evolution of the lobby activity in EU is presented in order to understand the different layers of legislative and political influence within the EU organizations, and also, the regulatory normative that have been shaping the lobby activity. Secondly, and based in the analysis of the EU Joint Transparency Register for Interest Representatives - the European Parliament and European Commission's voluntary lobby register since 2011— we aim to answer core questions such as what interests are being pursued and by whom. Adopting a longitudinal content analysis (2011–2016) three research questions were established to guide data collection and analysis: RQ1. How many lobbies are registered in the EU and from which countries?; RQ2. What different kinds of lobbies are registered and which interests they represent?; RQ3. What are the main social issues that lobbyists defend? On 27/02/2016 there were 9251 registrants in the EU Transparency Register and its importance in framing EU institutions decisions cannot be underestimated. With this study we expect not only to present a taxonomy of the lobbies operating in the EU but above all to put in evidence the public interest issues present in the European public sphere. Keywords: lobby, interest group, European Union, taxonomy, public issues, European public sphere

PP 092

CSR and Issue Advocacy: How Issue Topic Influences Credibility and Legitimacy

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In a world of discontinuities, international companies are increasingly taking a public stance on social issues. Whether voluntarily or by force, planned or by accident, business is moving beyond classic bottom-line driven corporate social responsibility (CSR) to social advocacy. Like non-governmental organizations (NGOs), many international companies have begun to promote political and social agendas. International companies and NGOs play a major role in navigating through a late modern world of discontinuities. Their decisions have implications for the social and economic prospects of people around the world. As a consequence, accurate assessment of public perceptions of social issues—and how these perceptions are influenced through strategic messaging—is central to ethical and effective communication management. However, few studies have examined messages on social engagement (e.g., CSR and social advocacy messages) as the unit of analysis, and no studies have examined the effects of social engagement messaging on the perceptual, cognitive, and motivational antecedents to communication behavior in publics (Anonymous, 2015a). Therefore, our paper addresses the following research question: How can companies and NGOs strategically communicate their social engagements in order to influence their stakeholders' perceptions, attitudes, and communicative actions? In a previous study, we developed an integrated model for explaining communication behaviors (Anonymous, 2015a) that merges variables of the situational theory of problem-solving (Kim & Grunig, 2011) and the theory of reasoned action (Fishbein & Ajzen, 1975). In this experimental study (N=529), we test this model by manipulating the organizational type (corporation vs. NGO), social issue topic (refugee aid vs. access to clean water), and extent of disclosure (low vs. high) in the stimulus material. Extent of disclosure is the amount of information provided to the public about an organization's activities. Previous research suggests that extent of disclosure influences perceptions of corporate credibility and legitimacy (Anonymous, 2015b). The dependent variables of our experimental study are motivational antecedents, perceived credibility and legitimacy of the organization, as well as (the behavioral intention of) communicative actions (e.g., forfending, permitting, forwarding, sharing, and seeking of information). Preliminary results show that corporations as well as NGOs that engage in social advocacy rather positively influence stakeholders' perceptions about their legitimacy and trustworthiness, although limited effects on stakeholders' motivational antecedents and communicative action with regard to the issues of refugee aid and clean water were found. Even though these preliminary results dampen expectations about the potential of individual organizations to shape political and social agendas, they nevertheless help communication professionals to be more strategic in their social engagement and messaging efforts. References Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading et al.: Addison-Wesley. Kim, J-N, & Grunig, J.E. (2011). Problem-solving and communicative action: A situational theory of problem-solving. *Journal of Communication*, 61, 120–149.

PP 093

Truthfulness, Service to the Public, Advocacy and Loyalty – Searching for a New Foundation of Public Relations Ethics

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One comes across Public Relations Ethics every once in a while when drastic offences in professional PR behavior are discussed publicly. In Germany this has led to a specific codex that was discussed with professionals and finally published in 2012 by the German Council for Public Relation – the voluntary self-regulation institution of the German PR profession. Coming from the specific German historical background the norms of being truthfull and responsible to the Public are valued highly within the new codex and the earlier versions. But these norms have produced a number of critical commentaries since 2012. Especially authors from the epistemological background of systems' theory and radical constructivism criticized the assumption that truth and truthfulness are absolute norms within PR practice. In contrary Merten, Kocks and others argued that PR has to use liberties in framing reality and excluding parts of information. Other authors argue against the responsibility to the Public and emphasize the dominant role of loyalty to the client (may he be internal or external) and advocacy ethics. The discussion is now in the state to define the very nature of current PR practice: are offences to moral expectations to be treated as a deviation of PR norms? Or has the discrepancy between the moral claim and the current PR reality consequences for the understanding of PR ethics as such? The paper at hand is proposing a new foundation of PR ethics that tries to mediate the PR reality with the moral claim. It uses theories of autonomous moral (Auer), Systems' Theory (Merten, Kocks), interaction theory (Goffman), advocacy ethics and the ethics of lying (Dietz) to develop a new starting point for PR ethics.

PP 094

Testing CSR Appeals in Pharmaceutical Advertising – A Four Country Study

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The pharmaceutical industry is of immense importance as a global sector, and drug manufacturers currently spend one third of all sales revenues on marketing their drugs (BBC, 2015). Indeed, 9 out of 10 companies spend significantly more on advertising campaigns than on researching new drugs (VOX, 2015), and in some cases, these budgets are even twice the size of the firm's designated research fund (BBC, 2015). In terms of their promotional efforts, academic research to date has focused primarily on direct-to-consumer prescription drug advertising, which is only permitted in the U.S. and New Zealand. Significantly less research has been conducted in the area of non-prescription or over-the-counter (OTC) drug advertising. Over the past several years, consumers around the globe have become increasingly concerned with corporate social responsibility (CSR), resulting in the emergence of a socially-conscious

consumers segment, which appears to be responsive to CSR appeals. As a consequence, many advertisers have begun to rethink their advertising practices. As companies are increasingly being pressured to publicly address their social and environmental efforts, such CSR efforts are frequently positioned front and center in companies' business and advertising communications (Esteban, 2008). Facing growing public skepticism towards their products and services (Fontanarosa et al., 2004), pharmaceutical manufacturers may well benefit from highlighting their CSR efforts. Apart from a very small number of investigations, neither consumer evaluations of OTC drug ads, in general, nor responses to corporate social responsibility (CSR) ad appeals, in particular, have been explored. The primary goal of this investigation is to shed light on responses towards CSR messages in non-prescription drug ads in four countries. The four countries chosen for the investigation are Austria, Germany and the U.S., which all qualify as low-context cultures as well as Brazil, which has a more high-context orientation (Hall, 1976). This investigation examines whether CSR appeals – socially and/or environmentally-oriented efforts promoted as part of a corporation's advertising campaign – present a fruitful strategy for pharmaceutical manufacturers. In a globalized marketplace, promotional messages are increasingly standardized, with the same message utilized in (culturally) different markets. For this reason, a field study was conducted (967 subjects; non-student sample), investigating how promotional CSR messages are perceived in a cross-cultural setting (Brazil: n = 241; Germany: n = 244; Austria = 240; and the U.S.: n = 242). Results indicate that CSR appeals in OTC pharma ads were viewed less favorably by consumers in Germany, where they failed to trigger liking in respondents; however, CSR appeal ads resonated in particular with consumers in the U.S. and Brazil. The results could not be correlated with the cultural dimension of high vs. low context, but do suggest that marketers intending to incorporate such appeals in their commercial messages might need to tailor their campaigns on a country by country basis. In conclusion, limitations are addressed and implications for further research are provided.

PP 095

### The Presence of "The Other" in CSR (Corporate Social Responsibility) Reports: A Discursive and Semiotic Analysis

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This paper presents the results of a research based on a qualitative analysis of CSR (Corporate Social Responsibility) reports published by some important French businesses. The basic aim of this research is to understand the rhetorical ways in which external stakeholders of the businesses (clients, partners, NGOs' representatives, public authorities, journalists, experts, scientists) are represented in these texts, both through verbal language and through visual images. Scientific literature has showed that monologue and self-reference are often central features of CSR and corporate communication. Nevertheless, the rhetoric of conversation, interaction and two-way symmetric communication is present, since many years, in corporate and CSR discourses. We want to verify whether and how this rhetoric is concretely developed in these texts, by taking into consideration the figures of 'the other'. This research is based on a double approach: discursive and semiotic. Discourse analysis studies how the enunciator builds an identity and tries to act on others. It is useful to analyze the argumentative and rhetoric dimension of these texts, which are aimed at producing legitimation and erasing conflict (Krieg-Planque and Oger, 2010, p. 94). Semiotic analysis is developed here basing on the post-structural tradition, and it focuses on different levels of multi-modal devices: iconic, plastic, narrative, axiological. This double analysis focuses on the two last editions of CSR reports of three main French businesses in three different sectors: Lafarge (building materials), BNP Paribas Fortis (bank and insurance), and Total (petrochemical industry). These three businesses are main actors of sensitive sectors, they have been recently involved in reputational problems, and the relation to 'the others' is specifically important. The final result of the research is the identification of cross-sectoral tendencies. References CATELLANI Andrea, 2015b, «Visual aspects of CSR reports: a semiotic and chronological case analysis», in DUARTE Melo Ana, SOMERVILLE Ian, et GONÇALVES Gisela (eds.), *Organisational and Strategic Communication Research : European Perspectives II*, Braga, CECS - Centro de Estudos de Comunicação e Sociedade Universidade do Minho, pp. 129–149. [http://lasics.uminho.pt/ojs/index.php/cecs\\_ebooks/issue/view/167/showToc](http://lasics.uminho.pt/ojs/index.php/cecs_ebooks/issue/view/167/showToc) ERRECART Amaia, 2011, « A la rencontre des SIC et de la sémiotique : le partenariat entre une organisation économique et une organisation associative comme espace d'interaction langagière et de médiation sociale », *Communication & Organisation* n° 39, juin 2011 : « Les applications de la sémiotique à la communication des organisations », pp. 167–181. IHLEN Øyvind, BARTLETT Jennifer, MAY Steve (Eds.), 2011, *The Handbook of Communication and Corporate Social Responsibility*, Wiley-Blackwell. KRIEG-PLANQUE Alice et OGER Claire, 2010. « Discours institutionnels : perspectives pour les sciences de la communication ». Mots. Les langages du politique. Lyon, ENS Editions, (94), 91–96.

PP 096

### Variation of Readability: Strategically Used or Indifference Towards Language Quality? An Analysis of DAX 30 Annual Reports

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In the economic context, media coverage and public opinion cannot only affect intangibles like a company's reputation or credibility. When bad news is extensively discussed in the media and the public, the consequences can also become very concrete in financial terms. The concept of impression management (Merkel-Davies & Brennan, 2011), the incomplete revelation hypothesis (Bloomfield, 2002) and the obfuscation hypothesis (Courtis, 1998, 2004; see also Bayerlein & Davidson, 2012; Clatworthy & Jones, 2001) take this as a starting point to deduce that managers in general are interested in controlling the information that leaves the company and its effects on the stakeholders (i.e. journalists, investors, analysts etc.). Readability and its variation is said to be one mechanism to achieve this. Above all, the obfuscation hypothesis postulates that companies strive toward making negative news more difficult to process. In doing so, they are said to try to delay or prevent negative reactions and to preserve the reputation of a person or a company. The underlying idea: important (negative) information is not concealed, which is crucial, as companies are – partly regulated by law – obliged to inform the public. But the information is made difficult to read with the hope that the readers ignore it. While the assumptions concerning the strategic use of readability sound conclusive, empirical evidence often lacks rigour. In many studies, negative news is simply presumed to be more or less present in different parts of a text. Or the predominance of negative news is linked to the economic performance of a company, which is seen as a proxy. In our view, these approaches do not serve as a test of the theory and might explain inconsistent findings. An actual analysis of the tone of the presented content is indispensable. Our study

aims at presenting empirical evidence for the theoretical assumptions concerning the strategic use of readability to obfuscate negative news respectively to emphasise positive news. We want to contribute to this line of inquiry with an analysis in a non-English context. For this purpose, three chapters (chairman's address, share price development, fiscal year) of the 2014 annual reports of the 30 DAX companies are analysed combining a) a manual quantitative content analysis to assess the tone of the texts on a paragraph level and b) an automated content analysis with a calculation of readability formulas to assess the readability of the chapters, the paragraphs and the tone groups (positive, negative, ambivalent/unclear, neutral). First preliminary results confirm previous studies by showing that positive news are not necessarily easier to read than negative news. They also indicate that the readability of the chapters varies in a quite striking manner. At the same time, the differences between the readability of the tone groups are not consistent across the different chapters. This probably depends on the chapter's functions in the report. The variation of readability as a possible strategy to control the perceptions of readers is likely more complex than the binary understanding sometimes held in the literature.



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## Engaging Stakeholders Online: Changes in Social Media Strategies for Relationship Building and Effects on User Interaction

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Social media platforms have become an inherent part of strategic communication. Since years, research indicates growing relevance: In 2014, 63 % of European communication professionals rated social media as important tool; in 2015, 56 % of them believed it to be effective to understand and engage stakeholders (Zerfaß et al. 2014; Zerfaß et al. 2015). According to this, social media has been a constant object of strategic communication researched in many countries. A systematic journal analysis shows: These studies often focus on political communication (Chen, 2010) or specific types of organizations (e.g. nonprofit organizations, universities) (Curtis et al., 2010; Nah & Saxton, 2012; Jin, Lui & Austin, 2011). In addition, research mostly draws on a communicator perspective, neglecting the (potential) influence of different strategies on user interaction and participation (Fink, Zerfaß, & Linke, 2011; Lovejoy & Saxton, 2012; McCorkindale, 2010; Wright & Hinson, 2011). Hence, in this paper, we refer to dialogue as an instrument of strategic communication (Grunig & Hunt, 1984; Kent 2011; Thummes & Malik, 2015). We distinguish three main strategies for social media relationship building: transparency, dialogue orientated communication, and platform adapted communication style (Scott, 2010; Waters et al., 2009; Zerfaß & Pleil, 2012; Zerfaß, 1996; Authors 2014) and we are interested in their influence on user interaction. Although Germany is one of the biggest markets in Europe, strategic social media communication has not been researched extensively there. Therefore, we conducted two quantitative content analysis for the German market (2012 and 2015; universe: companies ranked by the Manager Magazine Image Profile 2011 and 2014; N2012 = 70 and N2015 = 99 general (active) facebook fanpages; further for each fanpage a sample of 50 company posts including 10 comments and 50 user posts including 10 comments). We investigated the strategies of relationship building (indices for openness, dialogue orientation, and communication style), especially drawing attention to differences between 2012 and 2015 (RQ1). Second, we tested effects: The more the strategy of relationship management is implemented, the bigger is the number of fans (H1); the more the strategy of relationship management is implemented, the bigger is the intensity of user interaction (measure by an interaction index: likes + (shares\*2) + (commentaries\*4) + (user posts\*6) ) (H2). While the indices for openness (m2012=9,6; m2015=10,6 out of 20) and dialogue (m2012= 3,9; m2015= 4,6 out of 12) have increased, the adapted communication style (m2012=4,9; m2015=4,0 out of 9) has decreased. The results for both waves of the content analysis show that only dialogue oriented communication influences both the number of fans and the interaction index positively. Furthermore, values for openness show a negative correlation for the number of fans and indicate no influence on the interaction index. To sum up: Although a dialogue orientated communication strategy affords more resources than the other two strategies, it is the only one with a positive influence on the number of fans and their interaction and engagement with the fanpage. Hence, for relationship building, this can be seen as the most effective tool in social networks.

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## Curated Images: Using Visual Social Media to Increase Engagement Among Employees in a Public Organisation

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Visual social media platforms are currently embedded in organisational communication to create bottom-up involvement among internal and external publics (Heide, 2015). Participatory strategies based on producing and sharing images have been adopted by different organizations and in various settings, not least for marketing purposes. There are high expectations on what visual social media can accomplish with reference to creating novel images of the organisation and engagement among employees and other stakeholders. Despite the rapid spread of this type of communication strategies, however, few studies scrutinise whether or how the use of visual social media actually creates engagement and leads to an improved reputation. The aim of this research project is to examine experiences of participating in strategic communication at a visual social media platform and to analyse the implications of such strategy for employee engagement in the organisation. The questions we raise concern: 1) users experience of participating in a communication strategy involving visual social media 2) the participants' rationale for taking, selecting and publishing photographs on Instagram 3) the implications of the strategy for engagement among employees. Thus, we are interested in examining the conditions of participation in organisational life at social media platforms and how employees experience co-creating meanings, values and associations of a public organisation. The theoretical framework of the study comprises visual communication studies, more specifically theories on personal photography, social practice and organizational communication. The study consists of a qualitative single case study of an Instagram rotation curation account belonging to a major hospital in Sweden. Each week a different employee curates the hospital's official Instagram account and portray the workplace through his or her own images. Photo elicitation interviews (Harper, 2002) are conducted with fifteen participants in the project. In the analysis we focus on the practices of taking and sharing photographs on Instagram and how participants plan and perform these tasks. The findings extend our previous argument of how the logic of visual social media influences citizens' photographic practice in imaging the city (Cassinger and Thelander, 2015). This paper contributes to the existing literature on organisational communication involving social media by highlighting the social conventions that guide participation in communication campaigns involving visual social media and their implications for increasing levels of engagement among employees in organisational life. References Cassinger, C. and Thelander, Å. (2015). 'Rotation curation on Instagram: How digital naturals participate in city imaging'. In T. Coombs, J. Falkheimer, M. Heide, and P. Young (eds.) Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals. Abingdon and New York, NY: Routledge. Harper, D. (2002). 'Talking about Pictures: A Case for Photo Elicitation', Visual Studies 17 (1): 13–26. Heide, M. (2015). 'Social intranets and internal communications: dreaming of democracy on participation'. In T. W. Coombs, J. Falkheimer, M. Heide, and P. Young (eds.) Strategic Communication, Social Media and Democracy: The challenge of the digital naturals. Abingdon and New York, NY: Routledge.

## Organizational Reactions to Customer Complaints in Social Media – An Experimental Study on the Perception of Uninvolved Recipients

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Social media have changed the way how customers and organizations communicate with each other. Next to numerous possibilities, e.g. for interaction or maintaining relationships with customers, this change also bears severe risks for organizations. Customers are now enabled to voice their dissatisfaction publicly and therefore not only reach the company or organization itself but also other customers (Hogreve, Eller & Firmhover, 2013). These publicly voiced complaints are a form of electronic word of mouth communication, defined as any positive or negative statement made by (potential or actual) customers or other stakeholders about a product or company via the Internet (Hennig-Thurau et al., 2004). Since social media complaints can harm the image of an organization (van Noort & Willemsen, 2012), they have become highly relevant for pro-active issues management and crisis prevention. Thus, for organizations it is crucial to know how to effectively react to complaints voiced via social media. The present study thus investigates, how different response strategies influence the perceived corporate image of uninvolved recipients. As a theoretical background we draw on approaches of crisis communication and impression management. Coombs (2007) Situational Crisis Communication Theory offers several response strategies depending on the crisis attribution of the organizations stakeholder. While Impression Management refers to people's self-presentation attempts in order to influence the perception by others (e.g. Schlenker, 1980), it can also be applied to an organization's effort to establish a certain image (Ebert & Piwinger, 2007). Impression Management research (e.g. Schütz, 1998) therefore provides a broader approach for systemizing organizations response strategies. To test the impact of different response-strategies we conducted an online experiment. We employed a 4 (response strategy: assertive/ offensive/ defensive/ no response) x 2 (corporate identity: standard/ exclusive) design. Participants first saw a short description of a fictional food delivery service and afterwards a complaint on Facebook including the organizations reaction. Participants (N=721) were recruited via an online-panel (age range 19 to 82, MAge=38.15, SD=14.22, 59% female). To evaluate the hypothesized effects, ANOVAS were conducted. Results show significant main effects of response-strategies on various dimensions of the perceived corporate image, indicating that defensive strategies lead to a more positive appraisal of an organizations competence ( $F(3,717) = 3.92$ ,  $p = .009$ ), sincerity ( $F(3,717) = 11.97$ ,  $p < .001$ ), and warmth ( $F(3,717) = 9.13$ ,  $p < .001$ ). Results further reveal a positive effect for offensive strategies on the perceived excitement ( $F(3,717) = 7.05$ ,  $p < .001$ ). There were no significant main effects for the corporate identity and no interactions between the corporate identity and response strategies. Additionally, our analyses show diverging results for the different strategies on the appraisal of communication behavior, indicating that defensive strategies are perceived as more reliable, appropriate and credible than assertive, offensive, or missing reactions. However, offensive strategies are considered to be more creative and individual. In summary, this study underlines that different response strategies affect specific image dimensions. Hence, organizations should choose response strategies in accordance to the image dimension they would like to influence.

## Are All Online Consumer Reviews the Same? Characteristics and Effects on Sales of Green Product Reviews

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Although consumers' interest in organic products has been growing over the last decades, actual sales of such products have not been keeping up with this development. Different barriers have been related to this attitude-behavior gap of green consumerism. Providing adequate information on green products seems to be the key to overcoming them. Specifically, recommendations from other consumers have been shown to be the most trusted source of information. Consumer reviews are a common feature of online retailers' websites and there has been a plethora of research into the influence of different review features. Research on the role of reviews for green products is scarce though. Hence, our aim was to study the role of review exposure, valence and volume in the purchase probability of green versus non-green products. Phrases such as "natural" or "organic" are vague and often misused. In addition, consumers may not be convinced that a green product is of the same quality as a non-green one, while it is often more expensive. Hence, consumers are more involved with the purchase of green products, which means they are more willing to spend time and resources on reading about the product and elaborating on their decision. Hence, we expected that consumers may be more willing to read reviews about green products. Due to different levels of involvement with green versus non-green products, the effect of review features, such as valence (i.e., average number of stars) and volume (i.e., higher number of reviews) may be different. Valence and volume constitute heuristic cues for the quality and popularity of products. Since consumers shopping for green products read and process reviews more centrally, we expected these cues to matter less for them. Correspondingly, the content of reviews may play a different role, and consumers of green products may be particularly affected by arguments that directly relate to the main purchase motivations. Thus, we expected that environmental and health-related references would have a greater effect on sales of green products compared to other types of arguments. We tested our hypotheses with data from an internet-only retailer selling customer packaged goods. We had 15 weeks of sales data. We included 16 categories of cosmetic products and the most popular brands ( $n = 1,319,757$ ). We tested two logistic regression models and conducted a quantitative content analysis of a sub-sample of reviews ( $n = 436$ ) to get insight into arguments used for green versus non-green products. Preliminary findings show that reviews of green products are significantly more likely to be read than those of non-green products, ( $Est = .15$ ,  $SE = .01$ ,  $\chi^2 = 470.77$ ,  $p < .0001$ ), suggesting that reviews may represent a relevant contribution to overcoming the attitude-behavior gap of green consumerism. We also find that when consumers buying green products do not read reviews, valence does not matter much, which implies a presence of some savvy consumers of green products. We are currently finalizing the content analysis and building a more comprehensive model, including different clusters of customers.

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## Strategic Communication Support for Integration in Intercultural Contexts

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Strategic communication has been considered to be of growing importance in life of all type of organizations (Hallahan et al., 2007). Notwithstanding that specialized literature continues to focus on studies based on large private corporations, strategic communication is increasingly being used both as resource and tool for public institutions, particularly focused in their complex interaction with citizens. This article stresses the transfer of good practices widely tested in entrepreneurial environments to large social interaction environments such as are public universities. We intend to demonstrate how to apply the principles of organisational and strategic communication in foreign citizens' integration contexts concerning institutions of higher education. The fundamentals of strategic communication applied to specific objectives will be highlighted namely the increase of cultural diversity and multiculturalism in university communities demanding for integration levels improvement - through the definition and implementation of strategic communication plans, assuming that good strategic communications practice must involve, develop, promote and raise the attitude in and for the organisation, promoting change and new behaviour, and not simply reporting on events (Marchiori, 2011). Looking at the Portuguese scenario, the number of foreign students increased by 74%, mainly on higher education. In 2016, students come from 200 countries (Silva, 2016) raising complex issues as cultural diversity and transculturality. The discussion is, therefore, focused on the Portuguese higher education context whose internationalization strategy demands the enhancement of the acceptance level of international students. In fact, institutional policies have been concerned directly with integration activities, namely the ones promoting the improvement of integrations' level, with particular attention to the interpersonal dimension of the relationship between international students and local University communities, from national students to teachers, and non-teaching staff. Furthermore these policies enclose the principles of organisational and strategic communication convened in a spirit of good practices. This work is focused on the diagnosis phase that guides the definition of prevalent cultural tensions/issues. The diagnosis dimension is emphasized as a key assumption in the strategy building to raise awareness of multiculturalism. On the other hand, the study aims to obtaining greater knowledge about the principles of strategic communication applied to behavioural change, through documentary analysis. Finally, we suggest the comparative analysis between the decisions arising from the strategic design and strategic actions carried out by European universities. In summary, to obtain effective impact on behaviour change between individuals and groups in a sustainable way the communication must be strategic, participatory, based on research evidence and results-oriented (UNICEF, 2005). Key words: strategic communication, multiculturalism, integration, behavioural change.

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## Sport as Mediation in Northern Ireland's Divided Society? A Critique of the 'Dialogical' Sport Development and Peace (SDP) Communicative Model

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In recent years there has been considerable interest in the public policy arena in 'sports based interventions' (SBIs) and the role they can play in forwarding a Sport, Development and Peace (SDP) agenda. Sport is viewed by policy makers as an important interventionist tool to encourage reconciliation in deeply divided societies. In this study data was gathered in Northern Ireland from 16 elite actor interviews (n. 16), semi-structured interviews (n. 104) and a survey with the general public (n.1200). The findings reveal a number of recurring themes relating to the role sport plays in civic/ethnic identities and the role SBI's play in communicating mediation and reconciliation across a society still deeply divided by the memory of violent conflict. These themes will be delineated and discussed in the paper, together with implications for sporting bodies and policy makers in Northern Ireland. It is clear from our data that that participation in SBI's has had some impact in breaking down barriers between the sectarian groups in Northern Ireland. However it is equally clear from our analysis of the profile of the participants that a large element of the population are unlikely to take part in such initiatives. In particular the poor, those with low educational attainment and those who do little sport or exercise are much less likely to take part in SBIs and thus there is a need for evaluation of the most effective communication strategies for organisations involved in peacebuilding through sport. In particular it is important to analyse the foundational assumptions of the communication models which characterise the main approaches to SBIs. Many SBIs are underpinned by a 'dialogical' SDP model. A model which is rooted in an interpretative, communicative philosophy which understands conflicts as primarily about divided communities characterised by a lack of social contact, trust, and effective mediation (Giulianotti, 2011). Following this model SBIs typically involve mixed teams in order to help build inclusive social capital across the communities, by forging relationships founded upon informal, practical cooperation. The dialogical ethos is explicit in many peace making projects which use sport to bring participants into meaningful and cooperative contact with the 'Other', with the objective of changing cross-community perceptions (Giulianotti, 2011). However, many of the dialogic SBIs in Northern Ireland remain 'top-down' and hierarchical. The authoritative position of the agency is explicit and prevalent - for example, the agency organizes the structure of games, the distribution of teams, acts as mediator/referee, etc. Such dialogic SDP models have had limited success in Northern Ireland thus this paper assesses the potential contribution a 'critical' SDP model might play in building communication, trust and common interest between the divided communities. The critical model encourages an andragogical technique (Giulianotti, 2011) of communication where participants assume decision-making responsibilities, and learn through experience, acknowledging mistakes or problems along the way, to build more inclusive communities.



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## Advancing the Concept of Country Promotion in the Context of Migration: Linking Country Images, National Identity and Critical Discourse Analysis

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This paper focuses on the shaping of country images and identities within the macro-context of a globalized culture and promotional practices adopted by countries worldwide and the specific context of increased movement of people – migrants and refugees – within Europe (concomitant with the rise of nationalist right wing parties and anti-immigration discourse). The refugees crisis has stirred heated debates within countries about its consequences and the future of EU: while controversial political decisions impacted the country images, people have started to question whom they are as nation and how the new comers will affect their national identity. Building on Critical Theory School, this paper aims to innovatively open a new line of research, linking recent advancements in the literatures on country promotion (a), national identity (b) with migration and critical discourse analysis (c) which have followed parallel ways so far. The practices of country promotion started to be systematically investigated towards the end of the 20<sup>th</sup> century in political sciences and international relations (Cull, 2008), economic sciences and business studies (Olins 1999; Anholt, 2002), communication sciences and public relations (L'Etang, 1996). However, research has been dominated by functionalist approaches aiming to improve the practices and maximize states' power. Recently there is a "socio-critical turn" in public relations (L'Etang, 2005) and public diplomacy (Dutta-Bergman, 2006), while scholars from sociology, media and cultural studies have articulated critiques to public diplomacy (Entman, 2008; Castells, 2008) and nation branding (Aronczyk, 2008; Kaneva, 2011). Developing on these new critical approaches, Dolea (2015) proposed a social constructivist and interdisciplinary approach that conceives country promotion as social construction and product of society, focusing on the previously neglected internal dimension. Although there is a consistent body of literature on nationalism, national identity and nations as 'imagined communities' (Anderson, 1983; Smith, 1991), these concepts have been addressed only recently in country promotion literature. Buhmann and Ingenhoff (2014, 2015) have integrated national identity theory, attitude theory, and reputation management and developed a 'Four-dimensional Model of the Country Image' (functional, normative, aesthetic, and emotional), distinguishing between the perception of a country among its foreign publics (the country image) and the domestic self-perception among domestic publics (the country identity). In the literature on migration, trans-border mobility, diaspora and national identity, Beciu and Lazar (2014) identified a distinct area of research within the framework of critical discourse studies (Wodak & Meyer, 2001; van Dijk, 2001) that look at national identity and social effects of power imbalance and inequalities. However, these studies do not discuss also the instrumentalization of country images as part of the marketization process of identities. Thus, critical discourse analysis, as part of a critical approach, could be useful in analysing country images and identities, especially in contexts such as migration which bring to the fore power relationships and struggles for repositioning in relation to "the others". Integrating these perspectives, this paper proposes a theoretical framework to critically reflect on the intertwined phenomena of country image promotion, national identity articulation and the role of discourse in the context of migration.

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## Against the Secular Immanent Frame: How PR Enables Religious Tolerance and Acceptance in a Religious Diaspora

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In 1848, the German March-revolution gave birth to a democratic movement in all areas of the society. Accordingly, the German catholic laity stepped up and arranged a meeting called 'Katholikentag'. From this year onwards, this meeting became an area for debating societal problems and call for democratic principles as well as protesting against religious repression. In 2016, the 100<sup>th</sup> anniversary of the catholic conference take place in Leipzig, a city in the eastern part of the Germany – one of the most secularized parts of the world (Pickel, 2012). When the organization committee first announced the decision to celebrate one of the biggest religious events in the catholic diaspora 2014, it discomfited politicians as well as the undenominational public in Leipzig (ca. 70 per cent). The public debate became more furious after the city parliament was asked by the committee to fund the event. Counter-activists started a campaign against the governmental support. Hence, the organization committee was confronted with a new level of local unacceptance. Public acceptance and legitimacy are mayor goals of Public Relations (PR) and strategic communication within public discourse. That is especially true from a new institutionalist' point of view (e.g., Frandsen & Johansen, 2013). Hence, legitimacy and acceptance (two sides of the same coin) are the ground for any corporative entity and their communicative activities. While most PR research focuses mainly on organizations, this paper focuses on a religious event and their local PR strategy with the goal for local (religious) acceptance and tolerance. In democratic societies, religious freedom and religious declarations are one of the fundamental rights. However, from the 1970s onwards, Europe became much more secularized (Pollack, 2013). Charles Taylor (2007) emphasized the 'immanent [secular] frame' that tries to disregard all kinds of religion in the public sphere. Religious public events in this secularized environment are an enormous confrontation for this secular frame. Hence, this paper focuses on the local acceptance before the event started and discusses how PR might serve to enable religious tolerance and acceptance in this secular space (Tilson, 2014). The analysis of the local acceptance before the event based on three independent methods. First, a content analysis of national and local newspapers was conducted between July 2014 and October 2015 (n = 134 articles). In November and December 2015, the general local public was interviewed with a partly standardized questionnaire (n = 122). Moreover, 14 elite interviews have been conducted in the same time. The results from the content analysis clearly demonstrate a much more negative media tenor in the local media compared to the national media ( $\chi^2 = 34.6$ ,  $p < .001$ ). Moreover, two groups of the so-called 'New Atheism' (Giordano-Bruno foundation, International League of Non-Religious and Atheists) have been identified as activistic stakeholders. The stakeholder analysis from both the public and the elites clearly indicate unacceptance of the public funding for a religious event in a secular space, lack of interest in religion, detriment of traffic and public life as well as criticism of religion and 'the church'.



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Since the late 1990s, nation branding has attracted growing interest from academics, professional consultants, and government actors. The ideas and practices associated with nation branding are frequently presented by branding advocates as necessary and even inevitable in light of changing dynamics of political power and influence in a globalized and media-saturated world. In this context, some have argued that nation branding is a way to reduce international conflict and supplant ethno-nationalism with a new form of market-based, national reputation management. However, a growing body of critical studies has documented that branding campaigns tend to produce ahistorical and exclusionary representations of the nation and advance a form of “commercial nationalism” that is no less problematic. This panel seeks to expand the critical explorations of nation branding as a signifying practice and draws on social theories to do so. Nation branding, by definition, is an international phenomenon predicated on the use of various forms of cross-border communication, circulation, and persuasion. At the same time, these cross-border exchanges are intimately tied to national(ist) agendas and politics which should not be ignored. The presenters in this panel deploy varying conceptual and empirical lenses to explore the ways in which globalizing and nationalizing discourses and practices intersect in nation branding. Two of the papers offer in-depth case studies that examine the nation branding efforts of individual countries. Specifically, Pawel Surowiec and Philip Long look at the case of the UK and its GREAT campaign, while Galina Miazhevich focuses on Russia’s efforts at image-making via its transnational broadcasting network RT. Two of the other papers draw on multi-country examples to tease out nuanced theoretical arguments: Cecilia Cassinger and James Pamment analyze nation branding in the Nordic countries, whereas Katja Valaskivi compares nation branding ideas and strategies in Japan, Finland, and Sweden. Finally, Nadia Kaneva draws on examples from post-socialist countries to present a predominantly theoretical discussion, which outlines the emergence of a transnational political economy of image, within which nation-brand commodity-signs circulate. Taken together, the five papers in this panel bring to bear insights from a number of critical social theories that examine relations of power in society. Some of these theoretical perspectives include: Joseph Nye’s conception of soft power, Michel Foucault’s theory of governmentality, Jean Baudrillard’s theory of simulation, Pierre Bourdieu’s field theory, and Charles Taylor’s analysis of the social imaginary. While the presenters engage with different theoretical perspectives, they all seek to problematize the social, political, and theoretical consequences of nation branding.

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#### Continuities and Discontinuities in Britain’s Strategic Soft Power Narratives: The GREAT Campaign

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Nation branding is a product of British promotional culture, which has been exported by nation branding consultants to governments worldwide. This powerful governance idea, associated with the New Labour Government’s (1997–2010) ‘Cool Britannia’ representation of the UK has re-shaped conceptualizing soft power. In theory, the governance of Britain’s soft power matches complexities of international relations. In practice, capitalising on culture and heritage are Britain’s most recognizable features in exercising soft power: the UK’s public diplomacy has been subjected to corporate-styled influence by branding (Leonard, 1997); appropriation of new technologies (and the ‘creative industries’) (Vickers, 2004); and development of multilateral relations with overseas and domestic publics such as the Foreign Policy Centre (Melissen, 2005). Vickers (2004: 192) points out that New Labour initiated “re-packaging of diplomacy for public consumption, rather than a rethink of the paradigm of diplomacy.” With the elections of the Coalition and subsequent Conservative Government, Britain developed a new set of reputational risks and opportunities. The Government’s foreign policy and prosperity agenda pushed for changes to Britain’s soft power approach. Our analysis of soft power communicative resources is contextualised in the settings of “Britain as competitive state” (Leibfried et al., 2015). This paper explores the GREAT campaign – a flagship soft power exercise of Britain’s Coalition Government, which has survived the election of the Conservative Government in 2015 in spite of large-scale cuts in funding to participating actors such as Visit Britain. The GREAT campaign, launched to accompany the 2012 London Olympics and Paralympics, continues to globally articulate Britain’s strengths and collective identities. We set out to explore the significance of the GREAT campaign to Britain’s soft power governance, the strategic promises it makes as well as its key messages. By drawing on a set of interviews with British policy makers, public policy, and media outputs of the campaign, we set out to map actors and analyse relationships between the Coalition Government’s foreign policy goals and the GREAT campaign goals. We explore approaches to engagement with multiple publics accompanying this campaign and its significance for collective identities. We interrogate input of non-state actors to the campaign, and we analyse key messages and channels of their distribution at home and abroad. We argue that adaptability in the governance of soft power strategic narrative enables Britain to “punch above its weight” (Hurd, 1990) in global political economy. In principle, this research makes an empirical contribution to the studies on the governance of soft power. The study is also relevant to tourism studies in the contexts of representations aimed at tourist audiences.

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#### Dilemmas of Nation Branding in the Post-Broadcast Era: The Case of RT

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The paper uses the case of Russia’s soft power tool—the international multi-national broadcaster RT (formerly Russia Today) launched in 2005—to explicate the changes in nation branding brought about by media convergence (Jenkins, 2006). Despite a surge in studies on nation branding (for a comprehensive summary see Kaneva, 2011), there has been little research linked to a new-media enabled environment and its impact on nation-branding. This paper strives to address this gap. Using the case of RT, which proved to enjoy a more prominent presence on the English language Twitter than even the BBC (Gillespie 2014), the paper explores the transformation of nation-branding in a post-broadcast era (Turney and Tay, 2009). As the shift of RT’s policy from ‘informing others about events and life in Russia’ to those ‘who question more’ (according to its director M. Simonyan) indicates, the converging media

challenges the notion of nation branding. RT seems to be successful in striking a chord with a globalising audience and ascertaining itself amongst a number of established competitors. On a content-related level RT's coverage blurs the boundaries of nation-branding and calls for an inclusion of cosmopolitan components reverberating with a globalised prosumer. On a more practical level, it experiments with repackaging its nation-branding for the contemporary networked cross-media practices. The paper starts by critically analyzing the concept of soft power (Nye, 2004) and its applicability to RT's remit. Then it moves to the spread of digitally networked systems (Ahy 2014; Doorn 2009; Marwick et al. 2014), also often labelled as 'new media', 'social media' 'interactive media', which have re-shaped the media landscape by transcending national boundaries, media channels, communication platforms, and types of authorship as pertaining to the post-broadcast era. Using the media events within the production team of RT (e.g. a number of recent scandals triggered by events in Ukraine such as 'resignation' of some of its staff on and off air) and examples of prominent RT's presence in social media the paper questions the transformation of phenomena of nation branding in a post-broadcast era. It also considers how RT accommodates its broadcasting for an audience more and more embedded in the transmedia storytelling via online news pages, Twitter, online TV streaming, YouTube presence (storytelling is understood in a broader sense to encompass all forms of narrativity).

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## Nation Branding's Governing Aspects: Empowerment, Discipline, Surveillance

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Recent research suggests that nation branding strategies increasingly rely on citizens to participate in building and creating the value of the brand (Volcic & Andrejevic 2011). This paper provides additional insights into such participatory nation branding strategies by examining their different parameters for autonomous action. To this end we analyse recent examples of nation branding in Northern Europe that involve user-generated content in social media and citizen journalism, as well as the management of personal profiles and reputations via engagement with the nation brand (cf. Volcic & Andrejevic 2011). Three techniques for monitoring are identified in such branding strategies: from above (surveillance), below (sousveillance), and of the mediated self (interveillance) (Deuze 2006; Hansen et al 2015; Christensen & Jansson 2014; Pamment 2015). The ability of brand managers to remove or edit participant's contributions (surveillance) may be contrasted with the responses of other content generators (sousveillance), as well as the efforts of participants to manage their own profiles and reputations via engagement with the brand (interveillance). These three techniques for monitoring, discipline and empowerment help to unpack strategies for contesting, appropriating and rearticulating the national brand via online discussion forums, social media, and citizen journalism (cf. Volcic & Andrejevic 2011). Nation branding here becomes an ambivalent process where ideas of the old and new, future and past, identity and difference, nationalism and commercial nationalism are simultaneously confronted, reinforced and/or redefined.

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## Branding as a Medium in the Hybrid Media System

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Like other systems of belief and knowledge, nationalism is formed through the circulation of ideas, values and practices. Circulation can be seen as the practices via which shared social imaginaries, value systems and beliefs are formed and sustained (Valaskivi and Sumiala 2014; cf. Taylor 2002). Nation branding can be analyzed as a particular culture of circulation involving particular actors and sets of practices that produce a particular type of understanding of the nation as a competitive, contemporary and commodifiable entity rather than—or in addition to—a sovereign nation state. Cultures of circulation develop in relation to the media available: the nation imagined through newspaper journalism, for instance, is different from the nation imagined through the 'media manifold' (Couldry 2012) or the 'hybrid media system' (Chadwick 2013) where the 'old' media are intertwined with various social media outlets (cf. Mihelj 2011). In other words, nation branding is not just a reaction to the perceived competition among nations, it is also a reaction to the rapidly changing media environment. The multiplicity of circulating messages and decline of institutional authorities to control the flow of information have, thus, created an ever-growing need to influence the circulation of attention and social imaginaries created within (cf. Taylor 2002, Valaskivi & Sumiala 2013). In these circumstances, the abundance of media messages has created an austerity of attention. It is those who claim they can create, direct and sustain attention who have achieved the strongest positions of power, thus providing branding consultants new avenues for their business, and created an expansion of what I – inspired by Bourdieu – call 'the promotional field'. Nation branding can thus be perceived as a contemporary form of imagining the nation and discussing national identity, a medium and a set of practices for building and sustaining nationhood '2.0'. While branding appears to bolster competitiveness, it also accelerates competition, for not everyone can be cool and fashionable at the same time. My main theoretical argument is that with the growing influence of the promotional field, branding and other promotional techniques have challenged earlier forms of imagining the nation in today's globalized world and hybrid media system. Branding as a medium produces a different way of perceiving the relationship between the individual and the nation than journalism or literature. Its emphasis is on affective attachments. The aim is to create positive emotions towards the branded country from the outside in order to create competitiveness, and at the same time to create internal loyalty and willingness 'to live the brand' within the country (Anholt 2007). For these means different kind of media strategies are employed. Empirically the paper explores nation branding efforts in Japan, Finland and in Sweden, and focus on how nation branding is used as a medium to imagine the nation in the so called hybrid media system formed in the interplay between the mainstream media and social media.

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This theoretical paper explores nation brands as symbolic commodities, which are produced, circulated, and consumed within a global marketplace for mediated images. The argument engages theoretical insights from the political economy of media and communication and relates them to notions of authenticity, meaning, and value as these apply to nation brands. The discussion takes as its starting point the Marxist critique of the political economy of signs in postmodern culture articulated by Baudrillard (1975, 1981, 1994) and connects it to recent political economic perspectives on brands and branding (e.g., Arvidsson 2005, 2006). Although critiques of signs as commodities have been deployed to analyze Western commercial culture and advertising (e.g., Goldman 1987, 1992; Goldman & Papsen 1994), this perspective is underutilized in analyses of the ways in which nation brands operate. Much of the critical literature on nation branding to date focuses on how nation brands are produced by a transnational class of promotional experts in tandem with national political elites. From this point of view, the critiques levelled at nation branding as a symbolic process of identity construction frequently argue that national representations rendered through branding are reductionist, exclusionary, and driven by economic logics. Furthermore, most critical analyses of nation branding are grounded in theories of the nation and of nationalism, and as a result tend to see “nationhood” and “national identity” as pre-existing social phenomena that are being transformed through branding. This paper is interested in tipping the analytical lens away from “the nation” and in the direction of “the brand.” Particularly, it examines the nation brand as a symbolic commodity, which exists and functions within a system of mediated exchanges of signs. The main proposition is that nation brands – as symbolic commodities – shed their representational burden of standing in for “the nation” and begin to circulate as self-referential commodity signs in a global media marketplace. Put differently, this paper is an attempt to think through the idea that nation brands operate as simulations, rather than as representations, of national identity. Furthermore, it seeks to consider the theoretical and political implications of such a conceptual shift.

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### Benchmarking Communicative Organizations: A Large-Scale Survey from Sweden

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Communications professionals struggle to establish a link between their work and the overall business goals (cf. Zerfass, Verčič, Verhoeven, Moreno & Tench, 2015). Tfrandsen and Johansen (2015) argue that there is still a very limited understanding of what communication professionals mean when they claim that they work strategically and with strategies. What characterizes an organization, in terms of e.g. structure, norms, values, climate, practices and processes, where communication actually add value to goal attainment, resilience against crisis and sustainable survival? These are core questions for scholars as well as practitioners in the communication sector and during the last few years, they have increasingly been related to the rather wide notion of the 'communicative organization'. Even though communication's crucial importance for organizations is axiomatic in perspectives such as e.g. CCO (see e.g. Putnam & Nicotera, 2009), few researchers have explored the concept thoroughly (Cappati, 2011; Modaff, Butler & DeVine, 2011; Zerfaß & Franke, 2013). The concept has rendered considerably more interest in practice, embraced by professional associations (Global Alliance 2010, 2012 and 2014). Unfortunately, these programmatic documents neither define nor substantiate the term per se. As a consequence, it is tempting to discard the industry's vision of communicative organizations as idealistic and opaque (cf. Seaman, 2010; Gregory, 2015). The value of communication, its contribution to society and organizations deserve to be taken seriously, however. And that means a move away from speculative theorizing to empirical research. The purpose of this paper is to contribute conceptually and empirically to the understanding of a what a communicative organization is. The empirical material is the outcome of a quantitative survey conducted in a three-year Swedish research project, Communicative Organizations. The project's overall aim is to further understanding of value-creation by means of strategic communication. The survey was conducted in ten Swedish public and private organizations in 2015–2016. It was administered to three main respondent groups: managers, employees and communicators. The survey establishes, amongst other things, to what degree the organizations under scrutiny approach ideal states that we preliminarily identified as characteristic for a truly communicative organization. Constructs captured are, for example, (1) leadership and communication climate; (2) communicative resilience, e.g. the willingness of 'ordinary' employees to confront false rumours (3) value-creation, e.g. the degree to which the reputation and image of the organizations effect the work of regular employees (4) positive feedback cycle, e.g. the degree to which co-workers and managers perceive the media representation of their employers (5) the degree to which the role of communicators in the organization is clearly defined. The data indicate that the participating organizations rate high, in absolute terms, on aspects such as communicative leader- and co-workership, participative communication climate and employees' willingness to defend the organization. But the data also reveal that cross-departmental communication is perceived as difficult, information overload as burdensome, spreading of rumours as problematic. Moreover, communicators struggle with ill-defined roles and unclear responsibilities in many organizations, trust in top-management varies greatly.

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### Between Factoid and Facts. Analyzing Excellence in NGO Communication

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To understand the ways in which the media shape and constitute reality on war and conflict, it is not sufficient to only analyze news content. Instead, one must also investigate the communicative strategies of other key actors involved in the formation of conflict news – amongst others also NGOs (Fröhlich, 2014, p. 2). As significant actors in conflict-related discourses, they do not solely operate as media sources, but increasingly circumvent the media as gatekeepers and distribute their content directly to their audience(s) (Meyer & Sangar, 2014, p. 10; see also Thrall et. al, 2014). In doing so, NGOs no longer only call for support or donations but aim to create awareness for (their) particular concern(s), advocate their perspectives of current events and thereby legitimize specific actions (Van Leuven & Joye, 2014). Since the news media are still in crisis with decreasing budgets and fewer foreign correspondents (cf. Livingston & Asmolov, 2010), the importance of NGOs as providers of information might be at a historic peak (Powers, 2014). No wonder, that research focuses on the relationship between NGOs and the news media (e.g. Baumann et al., 2014; Minić, 2014; Ramos, Ron & Thoms, 2007) in which to date, however, only little scholarly work has been analyzing the way NGOs characterize the 'reality' of conflicts (cf. Meyer & Sangar, 2014). The study at hand, thus, seeks to comparatively analyze the conflict-discourse in NGO communication about the Democratic Republic of Congo and Burundi. These cases have been selected due to the high relevance of NGOs in the Great Lake area and the on-going and therefore current nature of both conflicts (cf. Büscher & Vlassenroot, 2010; Kolk & Lenfant, 2012, 2015). Moreover, the study relies on the normative approach of excellence in (activist) communication (Grunig, Gruni, & Dozier, 2002; Grunig & Huang, 2000). It, thereby, aims to examine (1) if and how NGOs ascribe epistemological statuses to the presented factual statements. In doing so, the contribution addresses the question whether NGO communication provides sufficient evidence for factual claims. Additionally, the paper seeks to analyze (2) how transparent NGOs communicate the origins of their evidential claims and how they justify factual statements. It, thus, investigates if and under what circumstances what kind of evidence and sources are presented, which sources are relied on more frequently and how the validity of the given information is constituted. This paper analyzes a large corpus of texts in French, English and German. To reach a high level of comparability across cases and languages, the research relies on data from a multi-language, computer-assisted content analysis that identifies around 3,800 semantic concepts in publicly available strategic texts. It thereby builds on the initial findings of a large-scale EU-funded research project. To address the presented research interest, the work examines the texts' semantic structure, relying on concept frequencies as well as co-occurrences. It thereby analyzes the occurrence of epistemological qualifiers and the co-occurrence of these concepts with different kinds of evidence like for instance relevant actors, sources and origins of information.



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In an attempt to identify how public relations and communication management can contribute value to organizations (Global Alliance, 2012), the PR and communications confederation Glob-al Alliance initiated the report Melbourne mandate. The report is an attempt to pinpoint the communicative organization, a concept explaining how communication practitioners working in organizations should work in order to create organizational value. However, research that target what members actually do is rare. An exception is the new research project Communicative organizations conducted by scholars at the Department of Strategic Communication, Lund University, in which the author is a member. The aim of the paper is to contribute to the knowledge of what members actually do within a communicative organization, rather than what they should do which is suggested by the practitioner initiative Melbourne Mandate (Global Alliance, 2012). The research question of the paper is: what do communication professionals do when they work strategically with communication? This paper will discuss one aspect of what communication professionals do within a communicative organization. The paper introduces the concept sense facilitation and illustrates how communication professionals makes the strategy more explicit to organizational members by facilitating sense in everyday social interactions. Sense facilitation is the intentional facilitation of meaning that conscious communication professionals do when facilitating the communication processes entangled in daily work activities like meetings, projects et cetera. Strategy is not something an organization create and then have for members to execute. It continually needs to be translated and interpreted into the daily processes at different levels in the organization, from the individual to the institutional (Golsorkhi, Rouleau, Seidl, & Vaara, 2015), and from top management to staff at lower levels. It is in these processes that sense facilitation is important. Within strategic management research, an area that has influenced scholars within strategic communication, there has been a shift towards more in-depth analysis of what organizational members actually do when working strategically, and this can be linked to the general 'practice turn' within the social sciences (Golsorkhi et al., 2015). Within strategic communication, Bulgacov and Marchiori (2015; 2012) has taken a more practice oriented approach to strategic communication to show how the perspective can be used to gain insights into the communicative practice within organizations. The paper uses theories of strategy-as-practice (Jarzabkowski & Paul Spee, 2009; Vaara & Whittington, 2012), sensemaking and sensegiving (Gioia & Chittipeddi, 1991; Smircich & Morgan, 1982; Weick, Sutcliffe, & Obstfeld, 2005) and CCO (Kuhn & Schoeneborn, 2015; Schoeneborn et al., 2014) as its theoretical framework, and argues that the concept of sense facilitating captures the ongoing, multidirectional process of facilitation that communication professionals engage in to improve processes in the communicative organization. The empirical material consists of qualitative interviews from an initial pre-study with ten communication professionals in two public organizations in Sweden, and approximately 20 qualitative interviews conducted with members of ten large public and private organizations in Sweden, carried out within the research project Communicative organizations during spring 2016.

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1. SHORT INTRODUCTION: In modern society and business life, discontinuity is not the exception, but the normal case. Therefore, the crisis of continuity is very notable in internal corporate communications. This part of the organisational communication has e. g. to build up common values, corporate identity and support economic goals. But how to do all that with a sense of continuity in a situation of discontinuity? Theoretically, one possible answer could be internal social media. But when and how do these tools work in reality? What are chances and obstacles perceived in real life? This paper proposes theoretical reflections and an online survey among German companies on the issue. 2. SELECTED PREVIOUS LITERATURE: The border between internal and external communication is getting smaller, while the purpose of internal communication grows (cf. Huck-Sandhu, 2016: 1 et seq.). However, especially Enterprise Social Networks foster employee engagement as they function like a "social lubricant" (Leonardi, Huysman & Steinfield, 2013, p. 14) that allows bonding social capital by bridging across departments (cf. p. 15). But still companies do not think of internal Social Media as a systematically relevant aspect of corporate culture (cf. Petry & Schreckenbach, 2012, p. 41–45). 3. OVERALL METHODOLOGY: Main methodology for this paper was a quantitative semi-representative online survey with interviewees in different management function (especially communications people and managing directors) in 563 different German companies in 2016 in comparison also to a preceding study by one of authors with 591 interviewees in 2013. Due to space limitations, the full methodological design cannot be elaborated here, but will in the full paper. 4. FIRST RESULT INSIGHTS: The importance of internal social media within companies in Germany has nearly doubled 2013 to 2016: instead high or very high usage of this communication type in only 12 percent of German companies, today 21 percent are reached. Low hierarchies are becoming an even more important issue for the acceptance of this type of digital engagement. As a new fact, strong change resistance is now identified as the most important problem when introducing digital employee engagement via social media. Especially employees without management tasks are afraid of more control coming with social media. Executives should be role models for the usage of internal Social Media. More and more people think that there are no risk in using these communication tools. Trust is seen by a very large majority as a (very) important factor for the successful acceptance of internal social media though only in about one third of the companies this trust is really the case. 5. SHORT CONCLUSION: As a result, internal social media within companies can be seen as a possible tool to make disparities more understandable for employees – and, on the long run, even to change a company as a whole into a more dialogical organisation. However, all this can only happen if trust is in stake as a central cultural factor. In this situation, a creation of communicative continuity is possible even in a very discontinued environment.

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## Integrated Strategic Communication on Facebook: How Social Customers Challenge Current Practices

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Social media usage has spread rapidly within Europe. Although basically created as a network for individual users, social media like facebook are extensively used for strategic communication (and marketing) by all kinds of organizations to interact with different groups of stakeholders. Since 2007 the European Communication Monitor reports its growing relevance: In 2014, almost two thirds of the respondents stated social media as an important tool for strategic professionals (Zerfass et al, 2014). Nevertheless, research also indicates, that many organizations do not focus on the interactive nature of the platform they rather use it as an information channel or marketing instrument to monitor users (Wright & Hinson, 2011; Author, 2015). Due to the openness of social networks to interactivity and participation, users can use social media platforms to give feedback to organizations and complain about problems – which is visible for the public of the network. Hence, organizations may see their facebook fanpage as a tool for strategic communication while their social customers, however, actually use it as a customer service site to solve problems with products or services. This contains new opportunities and challenges for the communicative customer relationship management to collaborate with the strategic communication department. Therefore, we ask: How do customer relationship managers face these structural challenges to manage convergent tendencies on digital platforms within historically separated structures in organizations? Referring to the concept of integrated strategic communication (e.g. Bruhn, Martin, & Schnebelen, 2014), we conducted qualitative interviews with customer relationship managers in 30 German organizations (in five different industries). The biggest part of the respondents stated a stable relevance of facebook within the repertoire of customer relationship management, while offline instruments decrease. The majority of the organizations in the sample has created new job positions to manage new media channels and raised budgets. While twelve organizations in the sample have restructured their departments, eleven have created new ones. However, similar to research focused on communication departments, customer relationship management also does not seem to have strategies to deal with social customers: 19 interviewees stated that they do not have implemented a social media strategy or a content strategy, twelve of them do not practice issues monitoring. However, 20 participants do have strategies to handle crisis, but not especially focused on shitstorms (only eight have installed those). Although they have mostly established social media guidelines for staff, only one third has guidelines concerning customer contact. The results further indicate a split in the sample considering integrated communication: Half of the sample collaborates with public relations or marketing. Human resources, however, is rarely involved. Only three organizations stated to have no collaboration with other relevant departments. Responsible persons meet regularly. To sum up, customer relationship managers are already aware of the convergent usage of social media fanpages and mostly face challenges on an individual level: While persons meet regularly, the interviews indicate a lack of institutionalized integrated strategic concepts.

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## Business and the News Media: The Corporate and Media Frames of the Ten Biggest Dutch Companies Compared

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Corporations are an important source of news for journalists. In the interdependent hybrid practice of news production of strategic communication professionals and journalists, corporations have substantial influence on business news. Studies show that media usually follow the frames presented to them by corporations, except when environmental, health or financial fraud issues are at stake. Until now these studies were based on samples of press releases and media content messages. Technological developments allow us to investigate the complete population of messages concerning corporations and media instead of samples. Sometimes studies like this are labelled 'big data' or 'computational social science' studies. The research question of this paper is to what extent frames that corporations present about themselves are similar to the frames presented about those corporations in the media. As a case study the corporate frames and media frames of 2015 of the ten biggest companies in the Netherlands are analyzed. The companies in this study are based on research from Elsevier and include: Royal Dutch Shell, Vitol Holding, EADS The Airbus Group, Unilever, Aegon, LyondellBasellIndustries, ING Group, Ahold, Inga Holding IKEA and Achmea. The overall hypothesis is that media frames are more often the same as corporate frames than they are not, except when environmental, health or fraud issues are involved. Using automated content analysis all press releases of the companies involved as well as all online and offline media messages about those corporations of the Dutch national and regional newspapers in 2015 will be analyzed. Using a specially developed interface, we apply Natural Language Processing and methods like Latent Dirichlet Allocation, Principal Component Analysis, and word co-occurrence analysis to identify frames in press releases and news articles. Based on these results, in a second step, we will statistically test whether, to what extent, and in which cases the corporate frames and the media frames differ. To facilitate interpretation, visualizations of the frames will be presented. By relying on these advanced methods to identify frames and by taking a census of news and business media messages, this study makes a strong contribution to our understanding of the relationship between news and corporate frames, above and beyond sample or event-specific variation.

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## International Social Media Public Relations: Examining Determinants of Corporate Facebook Page Usage

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Today, many multinational corporations maintain brand pages on social networking sites (SNS) to publicly communicate with geographically disperse audiences. However, we still know little about how and why people in different cultural environments use brand pages on SNS. Therefore, our study investigates stakeholders' motivations to use, consume, and engage on international corporations' Facebook pages. So far, organizational communication scholars' interest in corporate SNS usage has largely focused on the meso-level and investigated how corporations use SNS for image and reputation management (Balaji et al., 2016), as well as customer service activities (Linke, 2015). The few existing micro-level studies which take a look at what drives consumers to use SNS brand pages were conducted in China and the USA (Men & Tsai, 2013; Tsai & Men, 2014). Thus, we are facing a lack of studies investigating individuals' use of corporate SNS in Europe. Therefore, our research questions are: RQ1: Why and how do stakeholders use corporate Facebook pages? RQ2: Which differences exist between users from different cultural backgrounds within Europe? We apply the socio-cognitive approach to uses-and-gratifications (LaRose & Eastin, 2004) to investigate respondents' motivations in regard to three usage types of SNS use, i.e. consumption, participation and production (Shao, 2009). For each user type, we test a model of brand page usage employing confirmatory factor analysis. We obtained our sample data (N=1294, n =801, n =493; age0: 40 years old) in summer 2015 by having international European corporations post our online survey URL on their French and German-language Facebook pages. Our results show that consumption motives are best represented by activity, monetary, and a mix of novel and self-reactive incentives. Participation is best explained by three factors describing status, practical-novel, and self-reactive-idealistic incentives. Production motives are represented by a three factor model containing social, self-reactive and status incentives. Cultural differences exist in regard to monetary incentives, self-reactive, social, as well as status incentives. Implications for international social media PR will be discussed in the full paper. Literature: Balaji, M. S., Wei, K. K., & Chong, A. Y. L. (2016, in press). Determinants of negative word-of-mouth communication using social networking sites. *Information & Management*. LaRose, R. L., & Eastin, M. S. (2004). A social cognitive theory of internet uses and gratifications. *Journal of broadcasting & electronic media*, 48(3), 358–377. Linke, A. (2015). Talking with or at stakeholders? In E. Ordeix, V. Carayol, & R. Tench (Eds.), *Public relations, values and cultural identity* (pp. 45–57). Bruxelles: Peter Lang. Men, L. R., & Tsai, W.-H. S. (2013). Beyond liking or following: Understanding public engagement on social networking sites in China. *Public Relations Review*, 39(1), 13–22. Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. *Internet Research*, 19(1), 7–25. Tsai, W.-H. S., & Men, L. R. (2014). Consumer engagement with brands on social network sites. *Journal of Marketing Communications*, 1–20.

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## German Lawyers and Their Media-Related Behavior. Litigation PR as a Facet of the Mediatization of the Legal System

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Legal actors increasingly embrace mass media in order to influence public opinion about a legal case and the outcome of the respective trial. These communication strategies in the course of legal proceedings are measures of the so-called Litigation PR (LPR). In this paper, we conceptualize LPR as a facet of the mediatization of the legal system. Like actors from other social fields (e.g. politics, sports, science), legal professionals increasingly recognize the potential benefits that accompany media presence. Referring to the concept of mediatization, we argue that media-related measures are taken to improve the performance within the respective social field. In this sense, LPR serve the aims of the legal system as they are ultimately applied to support the judicial dispute resolution. From this point of view, media-related measures should be considered as a self-made (and reasonable) adaptation of processes within

the legal system towards the (perceived) media logic. Consequently, we argue that LPR can be regarded as a measure to adapt to the media logic and thus, as a facet of the mediatization of the legal system. In this paper, we integrate LPR into a multidimensional model of the mediatization of judiciary. Doing this, we promote the idea not only to investigate LPR strategies but also to look at presumed media influences and legal actors' assessments of the functioning of legal reporting as basic prerequisites for media-related actions. Only if legal actors ascribe media any influence on the outcomes of trials or public assessments of the judiciary, they will take respective media-related measures. What is more, the design of these measures is crucially shaped by the legal actors' perceptions of the functioning of mass media. We address these aspects empirically by surveying what influence German lawyers ascribe to the media, how they assess German legal reporting and to what extent they engage in measures of LPR. We investigate the lawyers' assessment and usage of traditional media outlets as well as their assessment and usage of social media. In December 2014, 893 German lawyers located in the federal state of North Rhine-Westphalia were invited to participate in an online survey dealing with their professional assessments of the media. Additionally, we asked the heads of North Rhine-Westphalian bar associations (Rechtsanwaltskammern) to send the link to our online survey via e-mail to the members of the respective association. The survey took place between December 22, 2014, and January 22, 2015. Overall, 226 lawyers participated. Results indicate that lawyers presume legal reporting to result in a prejudgment of the accused person. Thus, they strive to gain media presence in order to influence the coverage of legal proceedings. Therefore, they take media-related measures. Yet, results indicate that PR efforts still play a minor role in the everyday work of lawyers. Strikingly, lawyers' media-related strategies are directed towards traditional media outlets. Although younger lawyers maintain social media accounts for professional purposes, they do not use them to influence public opinion about a legal case but rather to provide general information about their work and law firm.



## PS 100 Videonline Kuwait: A Reception Study of Science Video Efficacy

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Videonline Kuwait is part of a larger international study that examines the Internet as a source of popular science knowledge. Online video has already eclipsed television in many countries as the preferred source of science-related knowledge, particularly shorter information packages. In total, video content constitutes more than half of traffic across the Internet. This study joins an emerging body of research that evaluates different content and formats of popular science videos to evaluate online science popularisation initiatives. This study explores survey responses among Kuwaitis to two short science video packages discussing the implications of climate change, which frame the same key facts using different media narrative styles communicated by changing voiceover content. The first video script maintains a traditional documentary news style characterised by formal textual elements (e.g. impersonal narration, formal structures). The infotainment style constructs the second video script and places a stronger emphasis on personal narration, colloquialisms, and humour to communicate the key themes. Both videos use the same video footage. Participants receive an online questionnaire and answer several questions before watching one of two randomly distributed video packages communicating key climate change themes. Once they have viewed the video, participants answered a survey that measures perceptions of message salience, seriousness of the issue, and recall. Our preliminary findings indicate that salience and seriousness perceptions do not only depend on the narrative but also the exposure level to online video. We also found a variance in salience and seriousness perceptions according to age. The outcomes from the study will be used to facilitate more effective communication of science-related knowledge and its popularisation in response to both changing media environments and audience preferences. The study is funded by the Spanish Ministry of the Economy and Competitiveness (CSO2013–45301-P). Keywords: science communication; popular science; online video; climate change.

## PS 101 Boredom and Climate Change: Have We Reached the Post-Problem Stage? A Discussion of the Issue-Attention Cycle in the Media Coverage of UN Climate Reports

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This paper aims to present how the media covers the Un Climate 5<sup>th</sup> Assessment reports (AR5) in 2013–2014 (IPCC, 2013). Climate change has been on the agenda for decades, but research shows that coverage in several countries has declined the last couple of years (Eide & Kunelius, 2012; McAllister et al., 2016; Schäfer, Ivanova, & Schmidt, 2014). The media has a role as translator of science and still many people list traditional media as important sources of information about issues of climate change (Norwegian Citizen Panel (NCP), 2013). There is no easy answer to why the issue-attention around climate change has decreased. However, this study aims to fill a gap in the existing literature, trying to explain climate change coverage using the Issue-Attention Cycle (Djerf-Pierre, 2012; Downs, 1972; Peters & Hogwood, 1985). Given that the journalists and media have a special role of translating the science: How do they translate the climate science of the reports and where in the issue-attention cycle are we now? Downs (1972) argue that an issue-attention cycle consists of five stages: The pre-problem stage, the alarmed discovery and euphoric stage, realizing the cost stage, gradual decline stage and finally, the post-problem stage. The research questions will be answered by a mixed method approach, using quantitative data, surveys and interviews with journalists. The case chosen is Norway, a country that has highly cited scientists working with the UN climate reports. Climate journalists have seldom science backgrounds or training in Norway. The goal of this paper is to highlight what is covered and what is not covered in the media, showing the media's priorities and news values in practice. The preliminary findings suggest that we are slowly moving towards a post-problem stage of the problem, given that the reports have not been given as much attention as earlier reports. This matters because it is an important contribution to the debate of where climate journalism is heading, and that a problem for the media is not skepticism of climate change, but a decline in attention. As Downs' concludes: 'We should not underestimate [the] public's capacity to become bored— especially with something that does not immediately threaten them.' Keywords: issue-attention cycle, climate journalism, climate reports, climate science

## PS 102 Global Coverage of Climate Change Stories: A Worldwide Comparison from 1979 to 2012

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Anthropogenic climate change is widely recognized as a global risk to the wellbeing of humans and nonhumans alike (Maibach et al.2008). The tremendous social and ecological consequences of global warming and its associated risks can only be solved by international cooperation (Beck 2010). Hence capturing the global discourse about climate change is of high political relevance for climate action (Boykoff and Yulsman, 2013; Anderson 2009; Antilla 2005), because "lay people", stakeholders and decision-makers learn about climate change from the mass media (Arlt et al. 2011; Carvalho 2010). We use Latent Dirichlet Allocation (LDA) (Blei et al. 2003), a statistical topic modelling approach, to determine topical fields of the global climate change debate from 1979–2012. Topic modelling is a new approach in communication studies that uses a suite of algorithms in order to discover hidden thematic structures in large collections of texts (Blei 2012). We describe the discursive development of the climate change debate using innovative tools from the fields of Natural Language Processing and Computational Linguistics. Our sample qualifies as "big data" and is drawn from a huge worldwide database of mass media content: The Summary of World Broadcasts, SWB, compiled by the BBC as a strategic source for the British government. The dataset encompasses

radio, television, print and Internet news stories drawn from nearly every country in the world. Its digital files contain roughly 4.2 million news stories from January 1979 through December 2012 that permit us to trace coverage trends given to nearly 180 countries. All news items in the SWB corpus were either published in English or translated into English by native speakers who are culturally resonant with the countries from which the news stories were drawn, so that comparisons of news content can be carried out in English even though the original content may have been originally published in a wide range of languages. News coverage in SWB represents countries roughly in proportion to their share of the global population (Althaus and Leetaru; Leetaru 2010). We used named-entity-recognition in order to estimate about which country the story is about. We discovered seven distinct topical fields in global climate change coverage since 1979 in five country groups which vary by vulnerability and contribution towards anthropogenic climate change: 1. legislation, 2. China's role in climate change, 3. Asian regionalism discourse, 4. military conflicts and security, 5. mitigation, 6. emissions and Kyoto Protocol and 7. natural and energy resources.

PS 103

### Characteristics of Science Coverage in Soviet Estonian Newspaper Rahva Hää

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In the Soviet system both science and press were seen as tools in service of the communist ideology. It has so far been little studied how the ideological pressures affected science coverage in the media. Previous studies of science in Soviet media have mostly been issue-centred analyses with special attention to propaganda, politics or policy. A more general characterization of science reporting has been scarce. At the same time, scientists and journalists in Eastern Europe have expressed fond memories of the science coverage in the socialist era, contrasting it to the commerce-driven journalism of the 1990s and early 20<sup>th</sup> century. In this way the Soviet era science reporting still influences the science coverage and perception of the role of science in society in Eastern European countries today. This paper will look at the science coverage in Rahva Hää (People's Voice), the official voice of the Communist Party in Estonia. Using both quantitative and qualitative analysis this paper outlines the characteristic features of Soviet science news and explores the implications of ideological control over science and journalism, taking Soviet Estonia as a sample case. Studies of Soviet media system indicate that based on the level of political control and ideological canonization Rahva Hää as the main Communist Party newspaper in local language was less strictly controlled and censored than all-Union press. Science as a topic was at a lower level of official control compared with the coverage of ideological, political and history topics. Methodologically, the study used 8 randomly constructed weeks from the years 1960 and 1980. The selected years represent the approximate high and low points of intensity of science coverage on both sides of the Iron Curtain (Bauer et al. 2006). 14 coding categories were looked at with quantitative analysis. 8 longer articles were used for qualitative analysis. The results show that on average, the surveyed newspapers carried two science items per issue. Most articles are short and uninformative. There is a strong domestic focus, the articles often lack a well-defined event which could be defined as the motivation for publication. Comparing 1960 and 1980 we see a clear pattern of centralization and institutionalization. Articles on space exploration form a distinct part of the coverage, with their own characteristic features. Qualitative analysis reveals that the articles actively engage in ideological construction; language is used to prescribe the meanings of events; a multitude of voices is constructed to create coherence of the message. Science articles also engage in constructing the image of a model Soviet citizen: modest, diligent, dedicated and young. The primary role of the science is seen to be the creation of new products. However, rather than writing articles about actual results, the items tend to portray work in progress. Science is not explained in the articles. The paper shows that science in Rahva Hää was subjected to a high level of control and canonization.

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### Subject to Change. Differences in the Presentation of Climate Change in Local and National News Coverage

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Contemporary communication research has increasingly investigated the media coverage on global climate change as the media can influence recipients' knowledge (Taddicken, 2013), attitudes and behaviors towards climate change (Howell, 2014). These studies usually apply national media with a wide circulation that reach many people to answer their research questions. Regional media are hardly considered in samples (Liu, Vedlitz, & Alston, 2008). However, regional news media are among the most important sources for climate change information for many citizens (Oschatz, Maurer, & Haßler, 2015). Furthermore, it can be argued that the presentation of climate change in regional news media differs from the presentation in national media as regional media can tailor their news coverage much more towards the interests and needs of their local recipients. Regional news media may focus on different scientific aspects of climate change than national media. For example, different regions within a country are often affected by different consequences of climate change. The specific regional consequences are more likely to be covered by regional media as they are more important to the local recipients. Regional news media may as well focus on different political aspects of climate change. For example, national and international politics are mainly negotiating about international agreements to mitigate climate change which are usually addressed by national media (Arlt & Wolling, 2012). Regional media may be more interested in possibilities to adapt to the local consequences of climate change that threaten local citizens. If this holds true, content analysis considering regional news in their samples may arrive at different results on the media representation of climate change and draw different conclusions for the impact on the knowledge, attitudes and behaviors of the recipients. Therefore, this study examines the research question what are the similarities and differences of regional and national news media representations of climate change. To answer the research question a content analysis of the news coverage about the 20<sup>th</sup> UN climate conference in Lima was conducted in German regional and national newspapers (24.11.-21.12.2014). We analyzed two national newspapers with wide circulation that are usually included in content analyses on climate change. As well, the news coverage of the widest reaching regional newspaper in every federal state in Germany has been analyzed and grouped into four different regions that are affected by different consequences

of climate change. We focused on scientific and political aspects of climate change that are usually reported in the media. Scientific aspects include causes and consequences of climate change. Political aspects include blame and responsibility as well as actions (adaptation, mitigation) against climate change. Results show similarities and differences for both aspects. Similarly, regional and national newspapers portray climate change as man-made. Furthermore, industrial countries are consistently blamed and hold responsible for climate change. However, as expected, regional newspapers report particularly on those consequences the region is especially affected by. As well, regional newspapers discuss twice as many adaptation opportunities to climate change as national newspapers. Results will be discussed in the conference presentation.

PS 105 Exploring the Attribution of Beijing Outdoor Air Pollution by Chinese Party and Commercial Media: A Content Analysis of Haze-Related Coverages on Chinese Media

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Some Chinese big cities have been suffering from serious outdoor air pollution for years, therefore has become a major concern for public health. There is a consensus that air pollution is responsible for increasing mortality from respiratory infections, lung cancer, and cardiovascular disease, at least partially. Beijing, as Chinese capital, has been threatened by serious haze events since January 2013, with increasing public awareness and demanding for actions taken by the local authority. How mass media report haze as an environmental and social issue, and their attribution on haze not only influences the public perception and coping with the red alerts, but also implies the responsibility and the distribution of limited resources to deal with this problem. Previous literature shows that party newspaper tend to blame individual and industry for the air pollution. However, how party media and commercial media various on this topic has not been investigated. This study aims to find how the media attribute haze to the following 4 dimensions based on previous studies: weather and topography dimension, government policy and regulation dimension, individual dimension and industry dimension. Additionally, whether the attributions differ in distinguished media, context and message source were examined to further understand the research question. A content analysis of the coverage of haze by all party and commercial media in China during the two red alerts issued by Beijing government in the last month of 2015 was conducted. A sample of 521 relevant reports were analyzed with special focusing on the attributions of haze. Overall, the results showed that haze in Beijing was much more likely attributed to individual and industry side than objective and governmental side. Party media tend to attribute haze to weather and topography more than policy and regulation, compared with the coverages translated from overseas media and reported by the domestic commercial media. Simultaneously, party media are less likely to mention the health consequences of haze, as well as the coping strategies. Some other interesting themes emerged from the analysis. First, surprisingly, the media identified local authority, rather than individual and industry, as the principal to take care of the influence of the haze in Beijing, although they tend to attribute haze to individual and industry. Second, children were the most frequently mentioned subgroups influenced by the haze. Differences between the coverages in the first and second red alert were compared. The implications of these results and the suggestions for further research are discussed.

PS 106 Building a New World, the Impact of Silent Revolutions: The Detox and Manmade Chemicals Example

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Trauma, wars and dislocations have shaken regularly the 21<sup>st</sup> century. If the field of the Environment seems "a priori" less dramatically affected from a human point of view, nonetheless the alerts and disasters have disfigured and reconfigured natural spaces and also social spaces. The some particularly acute events like disasters health, oil spills, nuclear or chemical accidents... have profoundly affected people awareness, and led to the formation of an environmental global consciousness. We propose in this communication to look at the silent revolutions that have yet deeply changed the perception of our environment and our lifestyles. How do silent revolutions, which are not tangible, not visible, express themselves? How are they communicated? How do they change the collective memory and social representations? What is the role of media and social actors in the narrative and the construction of this social realities? We propose to work on the chemicals study case to understand how this mediated memory culture (Connerton, 1989, Halbwachs, 1992, Le Goff, 1992, Nora, 1997) and cognition is communicated. This was the subject of our PHD research and of many researches we have conducted until today: we present primary results (Pascual Espuny, 2007). We see how the issue of chemical products was publicized, and how it introduced a line of discontinuity in the perception of progress and the History of Mankind. Through the issue of chemicals and the construction of the "Detox" narrative frame, we see how a different perception have been communicated, supported by a long battle between the social actors with competing interests. Then, we will analyze how it was transformed by the media treatment. Finally, we will show how this perception changes now our relationship to the environment, to the agriculture, the Nature and the Progress in general. More specifically, we will take as analysis ground the negotiations on REACH, the European directive which governs today the production and the placing on the market of chemicals. We will explain what were the communicative strategies implemented by social actors at the time of these negotiations. We extend our study up to today, by new results, considering the perceptions in the media, including television. We have chosen to present a comprehensive research, with primary results of our PHD research, crossed with new analysis that allow to follow the evolution of perception through ten years of mediatic treatment that have built "detox" memory (Pascual Espuny 2008, 2009). We propose an analyze of the media treatment under the logic of actors and deliberately chosen stakeholder communication strategies to build a memory (Arquebourg 2007, Cefai 1996, Flageul 2000, Nora 1974).

PS 107

## News Consumption and Energy Technology Acceptance: The Media and the NIMBY

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In the decision to fade out the use of nuclear energy while adhering to the reduction of carbon dioxide emissions, the German government took great risks. No energy technology is currently available that would provide stable and continuous energy for Germany. Especially renewable energies, like solar and wind energy, are highly dependent on weather conditions. Apart from the expansion of renewable energy production it is apparent that new technologies for the storage and transportation of energy are needed. Yet the implementation of necessary technology is not always greeted with open arms by the affected citizens. Although nobody would abstain from the supply of affordable electricity, not everybody likes to see powerlines or wind generators near his backyard. This paradox is often described as the NIMBY (Not In My BackYard) problem of technology acceptance. Yet not always is this simplification of the technology acceptance problem justified. In the context of the implementation of energy technologies and infrastructure, issues of acceptance among the citizens play a crucial role in the success of Germany's energy policy. Apart from the development of suitable technologies, these technologies have to be accepted by the affected citizens. The individual acceptance decision can be modelled through a technology acceptance model as found in Siegrist et al. (2012). Basically, technology acceptance is a product of the perceived risks and the perceived usefulness of technology. Risks and benefits can either be located on a societal or an individual level. Energy infrastructure often comes with societal and individual risks while there are little perceived individual benefits. The technology acceptance literature still neglects the role of media in the acceptance process. We argue, that media plays a pivotal role in the technology acceptance process providing the individual with information about individual and global risks and benefits of technology. Based on a representative online survey of the German population this paper integrates media use in the technology acceptance model. Our data clearly shows that the individual willingness to accept the implementation of energy-related technology in one's own backyard is not only a product of perceived risks and benefits but is also influenced by the individual pattern of news consumption. Furthermore, trust in media and political institutions is a key in the understanding of technology acceptance, at least when we look at large-scale energy-related technology.

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## "Does It Work?" vs. "Should We Do That?" – Medical and Ethical Issues in Media Knowledge Transfer on Pharmacological Cognitive Enhancement

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There is a broad consensus in communication science that media coverage can have an influence on the public understanding of technologies as well as on attitudes and behaviour of its recipients (Donsbach, 1987). Pharmacological cognitive enhancement (PCE) is a neurotechnology which attracts increasing public interest (Partridge et al., 2011). Though the use of prescription drugs to improve cognitive functioning in normal persons has been at first and primarily discussed by bioethicists and neuroscientists, PCE meanwhile gets more and more media attention (Partridge et al., 2011). In science, PCE is still a highly controversial issue. While enthusiasts claim that the consumption of prescription stimulants such as methylphenidate has many potential benefits for people and knowledge society (Greely et al., 2008), critics point out its medical and ethical risks and potential negative consequences for human community (Sahakian & Morein-Zamir, 2007). As most people are not (yet) affected by personal experience (Franke, Lieb & Hildt, 2012), it is very likely that media representation of PCE will have a significant impact on how the technology is seen and evaluated by potential consumers as well as in the public debate in general. Misleading enthusiastic or pessimistic media coverage might unrealistically raise expectations or fears about its future impact for good and ill and advantage policies mistakenly developed to facilitate or prohibit its use. Despite its relevance, knowledge transfer on PCE is rather unexplored. Until now, there is little empirical evidence on how PCE is reported by the mass media (Partridge et al., 2011). There are no studies on the factors behind this coverage. And there is no data on how this coverage is perceived by recipients and what influence it actually has on consumers and non-consumers attitudes, decisions and behaviour. Using the example of Germany, the present study asks a) how PCE is reported, b) what professional and personal reasons there are for journalists to report about PCE (in a certain way) and c) how this coverage is perceived by consumers and non-consumers. It addresses those questions a) by analysing the entire coverage of PCE in 23 major daily newspapers, weekly magazines and science focused magazines from 2004 to 2014 with the help of a quantitative content analysis (n=280), b) by conducting qualitative interviews with journalists who recently reported about PCE (n=30) and c) by conducting qualitative interviews with consumers (n=30) and non-consumers (n=30) of PCE. The results show that media coverage mainly focuses on medical issues of PCE. While prevalence, effects and side-effects are discussed in a majority of the articles, only one third refer to ethical aspects. Fittingly, most journalists personally refuse PCE mainly not because of ethical issues but because of its unknown medical effects and potential risks. Terms like "braindoping" are not used as ethical judgement, but primarily as a professional mean of linguistic simplification. Although there is evidence that recipients get and use information on PCE from mass media reporting, consumers seem to be more influenced by their social environment, specialized web pages and blogs on PCE.



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Science education and science communication are two distinct research disciplines with different research traditions. Yet, both address the developing of the public science literacy and decision-making competencies which are needed for civic involvement in democratic societies (Hodson, 2013; Lewenstein, 2015). Both fields share common goals: to educate, entertain, and engage the public with and about science (Baram-Tsabari & Osborne, 2015), and address "knowledge brokers" (Meyer, 2010). In science education, the brokers are school teachers, while in science communication the brokers are science journalists. In this research we attempt to expose the interface between these two groups of knowledge brokers. More specifically, this research aims at exposing and understanding the ways science teachers use journalistic texts dealing with environmental topics and determining the impact of such usage on students' learning and tendency to engage in issues of science and society. The mixed-method study consists of: content analysis of online journalistic texts on environmental topics published on seven top-rated news websites, during a three-month period; two teacher questionnaires: the first investigates how teachers use journalistic texts in their classes; the second aims at learning about the teachers' journalism literacy. Out of the texts we identified, informative texts made 90%, 10% were opinion articles, and commentary items made less than 1%. The writers were: professional journalists (87%), opinion writers (6%), experts (5%) and stakeholders (3%). The two leading environmental topics were: ecosystems, biodiversity and conservation (27.6%), and landscape, open space and urban environment (26.1%). Forty middle school science teachers responded to Questionnaire 1. Their majority (87%) indicated they use journalistic text in their teaching. Most of them (74%) use them few times a year, and 15% use such texts about once a month. The most common topics of articles used by teachers are air and water pollution and biodiversity. The preferred type of journalistic item is an informative text, and teachers prefer text written by experts rather than by professional journalists. In the conference, we will report on the results of questionnaire 2 as well. We hope that the findings of this research will contribute to the dynamic field of science communication by demonstrating how teachers can use journalistic texts in their teaching and how enhancing teachers' media literacy can contribute to the informed use of such texts in the classroom. Reference Baram-Tsabari, A., & Osborne, J. (2015). Editorial: Bridging Science Education and Science, *Communication Research*, 52(2), 135–144. <http://doi.org/10.1002/tea.21202> Hodson, D. (2013). Don't be nervous, don't be flustered, don't be scared. Be prepared. *Canadian Journal of Science, Mathematics and Technology Education*, 13(4), 313–331. Lewenstein, B. V. (2015). Identifying what matters : Science education, science communication, and democracy. *Journal of Research in Science Teaching*, 52(2), 253–262. Meyer, M. (2010). The Rise of the Knowledge Broke. *Science Communication*, 32(1), 118–127.

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The Internet has changed the modalities and forms of individual, social and political communication as only few technological innovations did before. Currently, this development is mainly influenced by social media like Facebook, YouTube and Twitter. These are also increasingly significant in the field of science communication. They expand possibilities to participate in public discourses on socially relevant issues (O'Neill & Boykoff, 2011). However, less is known about who takes part in online discourses as well as how this kind of engagement is performed (Brossard 2013; author1a). The communication culture of short messages in new media environments challenges the handling with complex scientific issues such as climate change. This becomes particularly obvious facing Twitter's technical limitation of 140 characters. To investigate how users construct climate change (author1b) under these conditions, both content and technological functions of the microblogging service were researched. This study is based on 1605 tweets with the hashtag "klimawandel" (German for Climate Change) which were collected during the 19<sup>th</sup> Climate Change Conference in Warsaw. Based on a systematic random sampling, 159 tweets were investigated in detail by a mixed methods content analysis. In order to identify the interplay of textual, technical and actional aspects on Twitter (Thimm et al., 2014), especially qualitative aspects of the specific operators usage (#, @, RT, http://) were analyzed. The exploratory design extends so far predominantly quantitative Twitter studies (e.g. Pearce et al., 2014). Results show that among identified authors the majority were citizens (57.3%) and civil society actors (23.4%). However, political (5.6%), economic (3.2%) and scientific (1.6%) authors take part in the Twitter discourse on climate change remarkably rare. The way of communication about #klimawandel is characterised by a thematic and informative style. Embedding the term in the fields of politics (26.6%), science (22.8%), nature (18.4%), environmental disasters (11.9%) as well as economy (6.9%) displays the users' reflection of the multidimensionality of climate change. The use of the operator # further underlines these findings concerning communicative construction processes: #klimawandel is often set into different meaningful contexts across other hashtags (395 times), for instance consisting of terms related to environment and nature (20.2%) and political parties (11%). Users also expand the communication to areas outside Twitter's spheres via hyperlinks (86.8%) to share mass media content (60.4 %) and content produced by experts (33.7%). The communication can be described as fact-orientated, unemotional and mainly based on media coverage. Furthermore, the low use of the operators RT (29.6%) and @ (17.3%) shows that in the context of climate change almost no interaction, discussion nor networking takes place on Twitter. Twitter's multiple technical specifications and functionalities to create postings are hardly used in the online construction of #klimawandel. The identified communicative practices represent a predominantly uncommented but contextualised spreading of hyperlinks. The discussion of these results contributes to the further development of concepts defining online engagement and participation on social networking sites and other social media (boyd 2011; Grönlund, 2009; Nielsen, 2006).

PP 044 Communication and Moral Standing: Davidson and Kant

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The notion of radical interpretation stands at the core of Donald Davidson's far-reaching system of ideas. On the basis of this notion Davidson presents an account of linguistic meaning and then goes on to develop a unified philosophical picture that goes way beyond the philosophy of language, putting forward highly influential theses in such diverse domains as the philosophy of mind, philosophy of action, metaphysics and epistemology. These various theses of Davidson's are closely interconnected to each other, and have found applications and implications in numerous domains, within the bounds of philosophy and outside these bounds. However, regarding moral philosophy Davidson himself says very little, and remarks by others concerning the ethical consequences of his views are similarly scarce. If anything, Davidson is known for widely applying a notion—namely, the principle of charity—which may seem at first blush to have ethical force, but under further scrutiny turns out to have nothing to do with moral considerations. (In a nutshell, Davidson's charity is an interpretational norm, according to which agreement between speaker and interpreter should be maximized.) In this paper I present an argument to the effect that Davidson's views do have moral ramifications—in particular, with respect to the question who (or what) has moral standing. The argument is straightforward: (1) If, as Davidson maintains, communicative interaction, as embodied by radical interpretation, is constitutive of full-blown rational mentality (in particular, having beliefs and desires,) and (2) if, as some moral philosophers hold, having full-blown rational mentality is both necessary and sufficient for (full) moral standing, then (3) interpretational engagement underlies moral standing. The objective of this paper is to examine in detail this argument. Thus in the first section I trace the development of Davidson's notion of radical interpretation, and I show how propositional mental states, and, in particular, desire, come to play an increasingly central role in his construal of this key concept in his philosophy. In the second section I review several of the main philosophical positions with respect to moral standing—in particular, Kant's view that such standing is inherently connected to rational thought. In the third and last part of the paper I put together these two argumentative components, and look into the question whether radically interpreting someone indeed commits us to treating her ethically.

PP 045 The Urge to Detect, the Need to Clarify: Gricean Perspectives

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We live in the age of information. We speak of the digital information society. We live with information and information technology as an indispensable part of everyday life. The Internet has become an important mean for communication, news, and information sharing in large parts of the world. Further, the information is often processed by algorithms for decision-making and as such our societies are increasingly run by algorithms (Pasquale, 2015). People also use information to make decisions. However, 'information' comes in many varieties spanning from good to bad, useful to harmful, and sincere to deceptive. Therefore, an increased emphasis on automatic detection (through algorithms) of misinformation and disinformation in online social networks has emerged (e.g. PHEME, 2014; Kumar & Geethakumari, 2014). I will in this paper argue that a better understanding of the notions information, misinformation, and disinformation – and especially their interconnections – is needed in order to enable automatic detection. In order to develop algorithms which can detect misinformation and disinformation one must know which features these algorithms have to detect. However, the various detecting-projects employ different notions of information, misinformation, and disinformation, respectively. And within philosophy of information as the field offering genuine accounts of misinformation and disinformation (e.g. Fox, 1983; and Fallis, 2009, 2011, 2014, 2015) no clear picture of the interconnections between information, misinformation, and disinformation can be found. I further argue that Grice's (1967) communication theory (i.e. the Cooperative principle and its maxims) and Grice's (1957) theory of meaning offer a fruitful framework for the understanding of the notions information, misinformation, and disinformation and their interconnections within philosophy of information. Grice's communicative aspects and insights regarding the differences between sentence-meaning and speaker-meaning, as well as natural meaning and nonnatural meaning, enable the development of a unified conceptualization of information, misinformation, and disinformation. The conceptualization is developed from philosophical accounts of information, misinformation, and disinformation put forth by Dretske (1981), Floridi (2005), Fallis (2014), Fox (1983) and Scarantino and Piccinini (2010). In the detecting-projects it is truth (as pointing to information) and falsity (as pointing to mis-/disinformation) which are detected for. However, the misleadingness of misinformation and disinformation is generated by (false) Gricean implicatures (Fallis, 2014; Mahon 2008) which challenge the truth-/falsity-conditions for information, misinformation, and disinformation. What is literally true can implicate something false and vice versa. Therefore, this paper will outline an approach to automatic detection of information, misinformation, and disinformation (based on the unified conceptualization) in terms of the detection of misleadingness and non-misleadingness in combination with intentionality. I argue that it is misleadingness and non-misleadingness which actually distinguish information, misinformation, and disinformation from one another. Information, misinformation, and disinformation in online social networks are communicative processes which are determined by the contexts within which they are generated. It is the content, the speaker-meaning, and the context which determine whether some 'message' is misleading or non-misleading. And as such these features play into the possibility of automatic detection of information, misinformation, and disinformation.

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This paper aims to reconstruct a common thread around the ideas of community and communication across different pragmatists (mainly through the works of Cooley, Mead and Dewey), and to revisit such tradition under the scope of classical practical wisdom. In doing so, it deals greatly on the idea of community as a collective expression of socialization processes. Community, as an idea, was frequently associated to ancient types of social organization and opposed in early social theory to the idea of society, which was considered more fit to explain modern and complex industrialized human conditions. The elements in the pragmatic tradition that lead to the formulation of a theory of contextual action based on the ideas of community and communication have not been fully explored, mainly because of the little attention Cooley's work has received. Cooley departed from the study of the phenomenon of transportation, which he saw as the cohesion of a collective through the facilitation of access. The profound dynamics of transport relations rested in communication processes, but while transportation was a physical phenomenon, communication dealt, according to Cooley, with the psychical world. This conceptualization led to framing Cooley as a mentalist with no real approach to the social. George Mead was a major factor in this depiction of Cooley which disregarded the latter's social and interactionist understanding of the mind. Mead's critique of Cooley was important in redefining intellectual influences in American social thought, relegating Cooley to a symbolic inspirer of sociology. If indeed Cooley was not a refined thinker as Mead, there is a methodological interactionist affinity that provides a basis for revisiting Mead's social behaviorism from the standpoint of the idea of community or a primary group, as was Cooley's aim. While Mead gained much from Idealism, his biological perspective prevented him of grasping an understanding of community other than a formal locus of adaptation. On the other hand, Dewey's understanding of community and communication has been generally considered an important part of his work, but, as with Cooley, there is a tendency towards the evaluation of such ideas as naïve and nostalgic expressions in a shifting social landscape. Dewey provides a basis from which a better understanding of the pragmatic tradition can be achieved in the concepts of Reconstruction and Experience. The first aims to overcome dualist perspectives that separate the practical and the theoretical. Experience expresses a collective unveiling of nature that takes place in a communitarian medium and develops through communicative actions. These reflections on the pragmatic tradition around the ideas of community and communication could greatly benefit from the reference to classical accounts of intellectual virtues, specifically Aristotelian practical wisdom. The Aristotelian formulation of *phronesis* implies that the pursuit of the good through action demands a non-dualistic metaphysics that considers both the practical and theoretical. The pragmatic tradition, on the other hand, can enrich this view with a clear reference to communitarian accounts of the experiencing subject.

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Since mid-20<sup>th</sup> century media theorists are engaged in debates concerning the relationship of media and humans / society: who determines or influences what and if the influence is mutual – in what proportion? Friedrich Kittler offers radically pro-media answers to these questions. He defines media as information systems for the storage, processing and transmission of messages. According to Kittler, media are more than just infrastructures, they determine our situation, whereas the humans are merely wetware, programmed and operating according to the algorithms of the prevailing configuration of the media, which Kittler calls discourse network (*Aufschreibesystem*) – “the network of technologies and institutions that allow a given culture to select, store, and process relevant data” (Kittler 1996). But how does Kittler's media determinism work? Do media have the capacity to act and in what way? Kittler is explicitly against the notion of humans as agents, and rather implicitly against media as agents. In vein of Foucault's theorizing, Kittler suggests that particular discourse network (as Foucault's episteme) arises in consequence of daily practices, yet these are not human practices, but technological media practices. Kittler's idea of practice rejects the conception of agent as source of particular action, because it also rejects the notion of intentionality, which, according to the standard philosophical conception of action is essential for the notions of agent and agency. Kittler's theory presents purely technological world, based on algorithms, purged of “so-called humans” and products of their mental activities. Understood this way agency is not a characteristic of the media. However, I would argue that the analysis of formation and change (which is particularly important to Kittler) of discourse networks suggest that he tends to retain some notion of agency and ascribe it to the media, on micro, as well as macro level. Firstly, on micro level of particular media, Kittler's description of the basic algorithms of electronic media (if condition A is fulfilled then do B) is in fact rewrites the basic teleological principle of human folk psychology (if you want to achieve A, then do B) in causal terms. This, does not contradict Kittler's attempt to “expel” the human attributes from the technological world. However, if one considers discourse network a particular system, which causes particular operations and provides algorithms for them, it is hard to see how these operation might cause transformations of this system. The impetus for change should come from without, or from within (from the elements of the system, or from the system as a whole). Secondly, Kittler's theory emphasizes transformations, but his history of the developments of discourse networks does not seem to be product of contingency, simply because it has too little dead ends and victims of natural selection. Discourse networks seem to have at least some intentionality – “gods” in their machines, who do not hesitate to appear at the moments, when they are particularly needed, and divert the path of media development towards its aim – the growth of media convergence.

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New Materialism: Non-Normative and Non-Representational Theories in Communication Studies

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Normative theories of communication and media have struggled with the topic of materiality. For example, the historical narrative of the 'public sphere' situated the phenomenon in specific spaces, where practices (public deliberation) and language (discourse) constructed political agencies, and further publics. From the 1990s onwards convergence brought concepts of network and complexity into the theoretical discourse. This relational turn changed the social ontology of the public sphere into a dynamic and complex system, erasing the division between the fields of reality (the world), representation (discourse), and subjectivity (agency). This changed the public sphere into an assemblage consisting of both human and non-human actors interacting in a highly dynamic, networked environment. This paper proposes a framework for considering this new materiality in the field of the normative theories of communication: the assemblage theory and, non-representational and complexity theories. Drawing from Deleuze & Guattari (1987), Bennett (2010), Thrift (1996) and Latour (2004) in order to imagine post-human assemblages of public sphere, this paper argues for a relational ontology that emphasizes the complex interactions of political assemblage. Empirically, it draws from the author's studies on recent participatory political movements.

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Grounded Philosophy: A Methodology for Today's (Dis)Connected Philosophy, Research and Practice

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An increasingly (dis)connected theory and practice, research and innovation, academic disciplines, and cross-national subcultures require approach to media and communication research that is 'against the kind of methodolatry where the tail of methodology wags the dog of inquiry' (Lather 2006, p. 47). As Lather suggests, 'the task [in this historical time, between no longer and the not yet,] is to produce different knowledge and produce knowledge differently (...) (to) move away from a narrow scientism and toward an expanded notion of scientificity more capable of sustaining the social sciences' (ibid., p. 52). Equally, Bacon (1620 [1901], p.12) poignantly wrote much earlier that 'it would be madness and inconsistency to suppose that things which have never yet been performed can be performed without employing some hitherto untried means'. Inspired by this and similar social research criticism, and by the experience of conducting an intercultural and interdisciplinary research exploring the child's media experience and learning that treated practice and philosophy as 'interdependent parts of one ordered totality' (Carr 2004, p.69), 'grounded philosophy' has been developed as a philosophy-led, flexible and responsive research methodology on which this paper focuses. Grounded theory shall serve to any intercultural inductive social research that, although being grounded in participants' individual and collective sociocultural-historical context, is capable of arriving to transferrable and holistic conceptual understanding – or 'a grounded philosophy' that asks 'what is' as well as 'what could be'. The core quintet, which theoretically underpinned the research philosophy and justified the development of this methodology, was formed of Edith Stein's phenomenology of fusion, Hans-Georg Gadamer's hermeneutics, Martin Buber's I and Thou, Lev Vygotsky's cultural-historical approach, and Carl Jung's archetypes and collective unconscious. The paper will put emphasis on the significantly less known and used Stein's (1916 [1989]) philosophy of empathy in media and communication research and highlight how this and the remaining four theoretical perspectives complement each other within the introduced grounded philosophy, its theory and practice. A table summarising grounded methodology's ontology, epistemology, researcher's and participants' roles, and more, will be handed out together with other visual interpretations of the methodology and its approach to data collection and analysis. As a way of further interpretation, a very brief case study of its application in practice will penetrate the talk, as the methodology was developed for a doctoral project (with field research conducted in the USA and the Czech Republic) that was successfully defended at Bournemouth University (UK) and well received by its examiners – Dr. John Potter (IOE) and Professor Jackie Marsh (University of Sheffield) – in November 2015. REFERENCES Bacon, F., 1620[1901]. *Novum Organum*. New York: Collier and Son (Classic reprint series by Forgotten Books). Carr, W., 2004. Philosophy and Education. *Journal of Philosophy of Education*, 38(1), 55–73. Lather, P., 2006. Paradigm Proliferation as a Good Thing to Think With: Teaching Qualitative Research as a Wild Profusion. *Qualitative Studies in Education*, 19(1), 35–57. Stein, E. 1916[1989]. *On the Problem of Empathy*. Washington DC: ICS Publications.

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The Emperor's New Clothes? "Mediatization" as a Hotly Contested Concept

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Rightly or wrongly, the concept of 'mediatization' has become one of the buzzwords of contemporary media and communication studies. For its most enthusiastic proponents, the term heralds a genuinely new perspective in the field; even the possibility of a 'paradigm shift' has been evoked. At the other end of the scale, the mediatization movement has been summarily dismissed as a hollow and passing fad. However, as the coinage continues to attract new supporters, somewhat more nuanced appraisals have also begun to emerge. In their critical evaluation, David Deacon and James Stanyer (2014) not only attempt to burst the alleged bubble; they also draw our attention to broader questions concerning the formation and use of a concept such as 'mediatization' in media and communication research. This harks back to some longstanding issues in the philosophy and methodology of the social sciences, topics which are rarely broached in the communication disciplines these days – namely the relationship between empirical and theoretical concepts and the functions of conceptual explication, elucidation, and critique. In this paper, I will take a closer look at the import of the conceptual part of the mediatization debate. Accordingly, I will not address the empirical question of the possible existence of a social process or 'metaprocess' that would justify the introduction of the neologism. Rather, my primary concern here is with the character of the concept under consideration, the ways in which it may be disambiguated or



clarified, and the nature and significance of the conceptual dispute which is currently unfolding in the literature. In their probe into the makeup of the concept and its explication, Deacon and Stanyer primarily appeal to the semantic-analytic tradition of Giovanni Sartori – and on that basis, they suggest that 'mediatization' may be a 'pseudo-general' of no consequence. This is not the only means of conceptual inquiry available; the toolbox ought to be expanded by explorations of realist and interpretivist approaches to concept formation and revision. Here, however, I will focus on the viability of pursuing a distinctly pragmatist method of concept evaluation, which recognises three stages of conceptual clarification (familiarity of use, analytical explication, pragmatic elucidation), connects abstract concepts to habits of action, and ultimately links the significance of conceptual scrutiny to potential habit-modification rather than to mere semantic definition or explication. In part, this discussion concerns the justifications for conceptual generalisation and the introduction of new terms into a field such as media and communication studies; but it will also cast light on the conceptual dispute at hand. I will show that the mediatization debate is at present not a case of 'essential contestation' (in W. B. Gallie's sense), but rather a clash concerning a hotly or intensely contested technical concept. Being firmly grounded neither in ordinary habits of language use nor in concrete representations, the appeal of 'mediatization' lies largely in its 'sensitizing' power. But the future survival or demise of the concept should be bound to its potential capacity to embody and produce consequential habits of interpretation and research.

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## A Working Theory of Journalismness

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Identifying and conceptualizing journalism has always been elusive. In the age of media conversion and changing practices of journalism it has become even more elusive. Still, regardless of the media used, some journalism seems to maintain certain principles, as well as practices (Kovach & Rosenstiel, 2014). These principles and practices may constitute a certain paradigm (Thomas & Hindman, 2015). This paper posits and describes the main features of a specific journalistic paradigm. The paradigm comprises three major characteristics – an attitude towards social reality, journalistic language, and newsworthiness – each of which with further features that define them. Furthermore, journalistic texts can be viewed as discourses defined and guided by the paradigm. Thus the paradigm can be operationalized as a three-pronged method for the content analysis of media texts. In other words, it can be practically applied to evaluate news media in terms of their 'journalismness.' Taken together, this approach comprises a working theory of journalismness. For example, in a recent project the concept of journalismness was used in several studies (Bogdanić, 2015). The approach can be used in the analysis of both traditional and emerging media. The paper discusses the theory in terms of its applicability, further development and the dilemmas it poses. (References: Bogdanić, A. (Ed.). (2015). *Medijska slika: Istraživanja o odgovornom novinarstvu* [A media picture: Studies on responsible journalism]. Banja Luka, Bosnia and Herzegovina: Fakultet političkih nauka Univerziteta u Banjoj Luci; Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism: What newspeople should know and the public should expect* (3<sup>rd</sup> ed). New York, NY: Three Rivers Press; Thomas, R. J., & Hindman, E. B. (2015). Confusing roles, uncertain responsibilities: Journalistic discourse on Juan Williams, NPR, and Fox News. *Journalism & Mass Communication Quarterly*, 92, 468–486.)

PP 106

## The Role of Property Types in Interpreting and Evaluating Photographs

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In this paper I argue that Kendall Walton's system of the aesthetic property types of artworks serves as an excellent philosophical starting point when accounting for important aspects of the processes of interpreting and evaluating photographs. My explanation is applicable for photographs regardless of their artwork status. I am interested in Walton's system from the point of view of recognising photographs as belonging or not belonging to specific photographic categories or genres. I argue that this recognition is an often-neglected first step in interpreting and appreciating photographs, and I provide an account of photographic relevance on the basis of the discussed property types. Walton suggests that we need to distinguish standard, variable, and contra-standard aesthetic properties. These properties are recognised by us in the specific socio-historical context of our art making and appreciating practices. Standard properties, like the motionlessness of paintings, establish the artwork status in a given category. We perceive and recognise the work to belong to the category by virtue of perceiving and recognising standard properties of the category, and the lack of a standard property tends to disqualify the work from the given category. Variable properties, like the presence or absence of particular shapes or colours in a painting, are irrelevant from the point of view of belonging or not belonging to a given category. Contra-standard properties tend to disqualify a work from a given category. The lack of a standard property and the presence of a contra-standard feature may both qualify as having a contra-standard property. If flatness is a standard property of paintings for us, then the presence of a three-dimensional object in the painting is a contra-standard property. Individual artists and movements have often relied on the shocking or provocative artistic communicative effect of contra-standard properties for voicing their disagreement about previously established "rules" (that established and prescribed what was standard, variable, and contra-standard). I suggest that the presence or absence of properties belonging to these types also influence the interpretation and evaluation of photographs. For instance, until about the nineteen seventies most photographers used black and white film simply because that was the technology available to them. By 2016, however, colour technology has been available for decades. Colour in photography has been established as a standard long ago. Opting for the now contra-standard property of black and white today carries extra meaning; the choice is to be noticed, and the contra-standard is to be interpreted. Another example is the practice of staged photography to create images that seem to record spontaneous moments. While this is acceptable (variable) in some photographic genres, like fashion or fine art photography, it is highly contra-standard (to the extent of being forbidden) in other genres, like photojournalism and wild life photography. In my talk I use a number of further examples to demonstrate how we can incorporate the system of standard, variable, and contra-standard properties into an account of relevance for photographic interpretation and evaluation. The account applies to both artistic (fine art) and non-artistic photographic genre categories.

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Toward a Non-Ideal Approach to Communicative Freedom

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Freedom of speech, and associated notions like media freedom and internet freedom, are values that few oppose in principle. Yet their definitions, interpretations and limits are subject to endless contestation both politically and philosophically. Consequently, it is often between different conceptions of freedom, rather than its advocates and opponents, that normative and political debates in media policy and academic research take place. In traditional political and academic debates on free speech, including both negative and positive approaches to freedom, it is often assumed that abolishing the political and economic restrictions on communication can guarantee freedom in some authentic way. Negative conceptions of free speech tend to assume that free speech exist when the state does not directly restrict it. On the other hand, many positive conceptions of communication rights can be criticized for trying to develop a pre-determined list of universal preconditions that "genuine" communicative freedom would involve. In much of contemporary political philosophy and democratic theory, freedom is not understood as a state of affairs that can be unambiguously achieved, or attached to any universal, definite conditions of realization. Instead, human freedom is increasingly seen as always provisional and subject to a range of constraints and limits. The aim of this paper is to discuss theoretical approaches that acknowledge, in different ways, the "non-ideal" nature of freedom, and to discuss their implications for contemporary debates on freedom of communication. The theoretical approaches considered in the paper include the "capabilities approach", as developed by Amartya Sen and Martha Nussbaum, and the contemporary radical-pluralist, or "agonistic" theories of democracy and their conceptions of freedom. The theoretical ideas discussed represent mutually different traditions, but they share an idea of freedom as a partial achievement, not a state that can be attained in any absolute sense. In other words, the theoretical perspectives discussed in this paper imply a "non-ideal" or "anti-essentialist" approach to communicative freedom. Without proposing a new theory as such, the main point of the paper is to discuss what implications, benefits or drawbacks the non-ideal approach to communicative freedom may have for current theoretical and media policy debates.

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Developing a Framework for Interdisciplinary Research Ethics for Digitalized Research Fields

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The call raised the question of how media and communication practices are involved in communicating over the various divides that emerge along with continuous social changes. This abstract outlines another aspect of permanent change in societies: digitization and mediatization, which are core processes of ongoing social change. In the course of digitization, more and more information becomes accessible in the form of data. This process alters social behavior and cultural traditions, thereby generating new objects of study and new research questions in several disciplines. Every researcher dealing with data of any sort has to face the questions of the consequences of their research and the ethical implications of their research practices. Our aim is to build a framework for interdisciplinary research ethics, by involving not only theoretical assumptions and empirical methods from communication science, but also from a wide range of research fields. To build such a framework, we need to establish which philosophical assumptions need to be understood, and determine how ethical research questions can be generally integrated into research designs. Research projects are increasingly affected by economic concerns, and the line between scientific research and market research tends to blur. Economics can disclose and explain those economic dependencies and create awareness. Additionally, digitization has created new ways to publish scientific results, which leads to increased fraud like plagiarism as well as increased public sharing of scientific findings and open exchange. Library science in combination with science communication research may detect the uses and effects of digitization in the publishing process and of open access. The digitization of communication leads to legal gray areas and insecurities. Research is more prone to invade the privacy of those who are the subjects of research. There are existing legal regulations and norms that protect the research subject, including personal rights and data protection, informed consent and anonymization. To act ethically in this sense, the appropriate legal regulations and processes must be known to understand and positively influence legal reforms. Big data is making it impossible to anonymize sufficiently (Zimmer 2008). Therefore, transparency and reproducibility of science conflicts dramatically with the research subjects. Thus Computer Science must provide optimal anonymization methods to protect the individual's privacy. This raises the question of the researchers' responsibility to raise awareness of privacy issues and to contribute to a subject's empowerment. By using knowledge of educational research, effective means of communication can be found. Not only should the various possibilities of behavioral observation and effects be addressed, but the effective communication of these needs to be discussed as well. Traditional guidelines for research ethics, as well as those developed for the new challenges of digital research, lack a coherent framework. Our framework will be developed through an interdisciplinary discourse. It will rely on the findings of the above-mentioned disciplines and address the question of responsibility of the researcher towards the scientific discourse as well as to the public. Zimmer, M. (2008) 'More on the "Anonymity" of the Facebook dataset – It's Harvard College', Available at: <http://www.michaelzimmer.org/2008/10/03/more-on-the-anonymity-of-the-facebook-dataset-its-harvard-college/> [10.12.2015].

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Despite the enormous success of the populist right across Europe, and the obvious shift of allegiance of “working class” from social democratic parties to the right, very few communication scholars have invested their research in studying communication strategies of the populist forces or the provocation and/or managements of moral panics by the populist right. The responses to the Paris attacks in November 2015 once again demonstrate the relevance of Hall et al.’s groundbreaking work *Policing the Crisis: Mugging, the State, and Law and Order* (PC) for understanding how this kind of political crises are instrumental to hegemonic interventions. PC is an innovative exploration of the connection between the moral panic around racialized crime and the hegemonic crisis in Britain which led to the emergence of the British New Right. The moral panic around “mugging” rendered “black mugger” the condensed symbol of everything that was going wrong with Britain. The “mugger” was the enemy within; he signified the arrival of alien cultures values and the disintegration of the mythical, harmonious English past. PC was in this sense an analysis of how the mobilization of a right-wing response to the moral panic around crime and race led to the formation of the new neo-liberal hegemony. The central arguments developed in *Policing the Crisis* can easily be transposed to the current European context. A similar hegemonic transformation has been taking place in much larger scale throughout Western Europe the last three decades, but this time through moral panics around Muslim immigrants and Islam. This paper elaborates upon PC’s insights to account for the populist right-wing hegemony in contemporary Europe. Firstly, PC focused on a single moral panic around the “black mugger” that started a chain of events eventually creating a crisis of representation and breaking down the social democratic consensus. Today’s Muslim immigrant functions in the same manner as yesterday’s “black mugger.” The responses to the Paris attacks are the case in point. The public outrage, the calls for unity and the restrictive institutional responses to the murders are typical indicators of a moral panic that once again position Muslims as the “folk devils” of our times who threaten social order and harmony of European/Western societies. The difference is that the deviant figure of the Muslim is not created on the basis of a single moral panic but through a successive series of moral panics and crises around Muslim practices (terrorism, forced marriage, female circumcision, freedom of speech, violence, criminality and gang rapes, etc.). This paper, thus, re-conceptualizes moral panics as successive and global series of crises (of different scales and intensity) which create an ongoing sense of anxiety and ontologize Muslims vis-à-vis the nation. This paper argues that what we see is not a “simple” realignment of class interests in the formation of a new alliance (i.e. historical bloc). The hegemonic interventions do not necessarily aim at the aligning existing social classes but at transforming the very socio-political landscape that also re-ontologizes social stratification.

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Death is no longer a private matter. More and more people spend their last days in hospitals and hospices being confronted with a wide range of possible life-prolonging treatments. Clinicians are bound to the oath of Hippocrates which implies prolonging the patient’s live as long as possible. Patients, however, might have had other believes about a dignified living and dying, but are no longer able to articulate them. In this dilemma, advance directives can be an instrument that ensures that the individual will of a patient can be respected also in final live phases. Advance directives consequently serve the maintenance of human autonomy. German mass media have embraced the Advance Directive Act which was passed in 2009 as well as the spread of advance directives. We argue that this is not surprising against the background of a) dominant conceptions of man within Western societies and b) certain media logics. a) Dominant conceptions of dignity: In Western countries, an autonomy-based approach to human dignity dominates. It goes back to the concept of man introduced during the Enlightenment, especially in the moral philosophy of Immanuel Kant who connected dignity with man’s ability of reason and self-determination (Kant, 1784). The reverse reading, however, might lead to the loss of dignity if a person’s mental and physical abilities decline due to age or sickness. This dilemma was recognized and criticized in more recent care ethical approaches by scholars such as Carol Gilligan (1982) and Elisabeth Conradi (2001). They advocate to base dignity on the idea of social connectedness. Vulnerability is seen as a part of human life and care understood as a human as well as societal responsibility, which gives dignity to both, care givers and care receivers. As a result, care and support can compensate the loss of autonomy in times of vulnerability. Care ethics refer to an increasing demand of practical care work in social reality. b) Media logics: With respect to media logics we know that the media – popular fiction as well as press coverage – embraces autonomously acting characters. Narratives need a protagonist (Abbott 2010), a characteristic of press coverage is personalization (Adam & Maier 2010). According to these media logics it could be presumed that autonomy-based conceptions of dignity dominate in the media. On the other hand, apparent demographic developments such as the growing number of old and vulnerable persons who are dependent on care should also be represented in press coverage, which might lead to more references to care-ethical principles. By presenting a quantitative content analysis of leading print media we show in what way these two ethical conceptions of dignity can be traced in the debates. As an example, we have chosen the public debate on advance directives in Germany from 2007 until 2015. We will illustrate how dignity is constructed in the portrayals of vulnerable people and their relationships to others, such as doctors, nurses and relatives.

## Enlightening Present, Past and Future: Revisiting Scepticism

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Contesting is a way of enlightening! It is a way of doing a critique, a form of searching for the condition of possibility of every appearance and knowledge (I. Kant). One of the first critical and radical enquires on knowledge and appearances, come from the Sceptics. Scepticism is an in-between position, a middle point from *theoria* and *hedone*. Historical scepticism appears as an attitude towards a rigorous examination about all possibilities of a judgment and its verbal enunciation. Scepticism is an active attitude towards the assent to a proposition about reality but not to reality itself and by this means it is the first form of discourse analysis. Scepticism is not a negative epistemic position. On the contrary, it is rather a vital attitude towards the scrutiny of every mental picture that withholds beliefs about the world as a common ground. In «contesting the past, present and future» scepticism is thus needed, for it is a suspension of all past 'big pictures' of the world; but a sceptical attitude has also historical and political repercussions: by suspending judgments it delays the possibility of shared common ground (communication) and defers the reaching of every consensus. With a truly sceptical attitude *communitas* is at stake. Not engaged in fostering theories, we will argue that scepticism is a practical attitude in seeking the meanings of the propositions "I know-I think/We know-We think". In a mediated world, where time and community are constructions of media dispositifs, where time is but a function of the archives –Groys reminds us that time is a mere function of the 'new'—, scepticism will emerge in our argumentation as a positive attitude to revisit dogmatic assumptions and pre-critical judgment in any mediatized environment. We will show that scepticism is a systematic enquiry on what is the meaning of the past, a proactive method to widen the present and a useful instrument to foresee the time ahead. We will do this by recalling sceptic concepts such as *ataraxia*, tranquillity or freedom of worries, *epoche*, or bracketing every judgments, and *equipollence*, the equality of being convinced or unconvinced. We will argue that scepticism is a method of delaying time in order to moderate affections and retrieving duration to think clearly. If we assent that «digital media's temporality is the immediate present» (Byung-Chul Han) and that every technic is a human technic, where all period is an *anthropotechnic* (P. Sloterdijk), scepticism will to be appear the appropriate action/method for deferring and enlightening events, an attitude that can bring time into time, creating duration. This is not exempt of scandal, for modernity is the epoch of no suspensions, of no discontinuities (W. Benjamin), a period where actions are urging. How can we think bracketing and tranquillity in a mediated world? Can *ataraxia* be thought as a way of cancelling what J. Crary names 24/7? How can we reassess *ataraxia* and scepticism in an over-pathetic world? How can we think the meaning of *ataraxia* in an epoch of media-scale communication?



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### A Forerunner of Understanding Society as Communicative Network: Albert E. F. Schäffle's Work *Bau und Leben des Socialen Körpers* [Structure and Life of the Social Body] (1875–78)

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Following Hardt, the work *Bau und Leben des socialen Körpers* [Structure and life of the social body], published by the political economist Albert Schäffle between 1875 and 1878, is the first sociological contribution that highlights „the fundamental importance of communication as a binding force in society“ (Hardt 2001: 46). Of course, Aristotle and other philosophers underlined much earlier the close link between language or face-to-face communication and society (Beierwaltes 2000). But Schäffle is the first author who lays out this fundamental correlation with respect to (mass) media in modern, differentiated societies. In fact, he mainly refers to the press as the central mass medium of his time, functioning as a “tissue of communication” that “brings people into community” (quoted from the second edition 1896: 126). We later find remarkably similar thoughts in Luhmann's work who states that „communication interweaves society as a unit“ (1975: 13). Schäffle describes communication as society's nervous system or nerve tissue with communication taking place between all individuals in society as nodal points (1896: 126; Pietilä 2005: 17). But Schäffle, interestingly, addresses the individuals not mainly as “persons” but as being part of numerous “organs” or circles of society as “social personalities” (1896: 22, 106–107). Thus he seems also to be the first author differentiating between the person and its roles. The personalities act as addressees as well as sources of communication (ibid.: 126, 131) so that an exchange of ideas between various “circles” in society results (ibid.: 193). This exchange between different groups is enabled by “mediating institutions” (ibid.: 125) or, as Hardt (2001: 46) puts it, “societal institutions for the dissemination of ideas”, mainly the press. As a “conductor”, the press and journalists provide a forum for the exchange between manifold “intellectual tendencies” like for example of political parties, associations or resolutions of the common people (Schäffle 1896: 199). So the press not only constitutes an “instrument that modifies and transmits messages” (Hardt 2001: 61), but also “a vast collecting and reporting tissue” of communication (Schäffle 1896: 200). In this context, Schäffle points to the public as being indispensable for constituting and maintaining social reality. So he is probably also a forerunner in understanding the public as a sphere of communication or deliberation in modern societies (Pöttker 2001: 25) or as a “platform where social relevant issues are negotiated” (Kleiner 2010: 97). A similar conception can later be found in the work of Tönnies (1922; see Auerbeck-Lietz 2015), and of course Habermas who underlines, like Schäffle (1896: 193; see also Kleiner 2010: 96), the importance of the public's openness. Summing up, Schäffle not only has anticipated today's notion of a “network society” (Andert 2002: 393; Castells 1996) but also the idea of the public as a sphere of social deliberation. Moreover, Schäffle's work lays the foundations for an understanding of mass communication as journalistically mediated social deliberation – an understanding that, amazingly, till today can hardly be found in mass communication theory and related models (Fürst et al. 2015).

PP 245

### The Four Characteristics of a Public Agent

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The presentation discusses the varying characteristics of a public agent from a scholarly historical perspective. Based on analyses of reformist contexts emphasizing the concept of the public in the USA and Finland in the 1990s, I provide four fragmented types of a public agent: member of the public, citizen, discursive public, and human dweller of the world. The assumption of a public agent is clearly visible in the analyzed contexts. Public journalism reform was launched in the USA in the early 1990s. The motivation of the movement was the concept that the relevant public agent, the public, had dispersed. The Finnish variant of the USA's public journalism reform explicitly shows that the public was conceived as being collectively composed of citizens. A parallel and conceptual work began during the 1990s in Finnish journalism research with the aim of conceptualizing the public in Finnish. The definitions that have been given to the Finnish concept illustrate the difficulties of perceiving precisely how the proposed collective agent should be identified. The difficulties reflect an essential ambiguity that prevails in conceptual history between the public as a body of political agents and as a discursive phenomenon that is not reducible to individuals or groups. Definitions of a public agent elucidate the distinct meanings of public in Western thought, which I suggest form four groups. The first refers to cultural practices that enable the communication of meanings; the second refers to social life characterized by openness and inclusion; the third refers to the philosophical and political ideals of citizens' self-governance and political liberty in the public sphere; the fourth refers to arrangements and macro structures, such as the state, that bind the entirety of the collective. The analyzed journalism reforms focus on the philosophical and political ideal of citizens' self-governance and political liberty on the one hand, and on the macro structures, such as the political system, on the other. However, the US public journalism reform, that emerged from the vision that the public could no longer be realized, nourished social life and the culture of conversation as the initial prerequisites of togetherness. The politically capable public could form as a consequence of socially recognized meanings. In contrast, the Finnish variant of the reform, as well as the Finnish conceptual construction of the public placed the emphasis more clearly on the political activities and argumentative abilities of citizens. In the analyzed contexts, I find a member of the public joins the public as an individual person, voluntarily and willingly adopting the collective perspective. A citizen is a role in the political realm. A discursive public forms spontaneously in reciprocal relations of communication, yet is considered as subject to normative ideals. Compared to these characteristics, a human dweller of the world appears as a radical figure, residing in the common, but richly diverse world of human beings, and intertwined with meanings through the extensiveness of communication, human experience and culture. The presentation builds on results published in my PhD dissertation (2013).

PP 246

## Media, Emotions and the Religious Construction of the Public Sphere

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In the past 25 years, the public sphere theoretical model proposed by Habermas in the 60s and re-discovered after the 90s, was the subject of certain permanent debates. Habermas himself became a pioneer of reflection on his early theories, including the re-definition of the religion's role in contemporaneity and its place in the public sphere. Habermas argues that the integration of religion in the public sphere can be done through laic participants' availability to tolerate, in a debate, positions based on the truths (indisputable for believers) of the dogma and through the effort to translate the dogma in rational formulas. We would like to propose a development of the habermasian model in which religion could be not only a tolerated discourse in the public sphere, but also a constitutive factor of the construction of the public sphere. The aim of this paper is to demonstrate that, under certain circumstances, media achieve a religious construction of a political event. Religion as well as mass media are important meaning-makers, offering symbolic constructs (mythical narratives, ritual behaviors, sacred values) that structure our worldview. Under certain circumstances, media offer a kind of an as-if-religious coverage of an event; through this, journalists capitalize, in the act of communication, on their social position and role, presenting themselves as the instance that mark and legitimize the definition of an event; for a short period of time, they have a ritual mastery over the debates and interpretation of events of great importance for society. It enables journalists to exert a total control over the process of building a version of the reality and to present themselves as liturgical officiants and "apostles" of the event. Within this framework, meanings appear as already existing, and those who report the sequence of facts and their meaning appear as agents of an extra-mundane 'truth'. The construction of the event in religious language is born and remains only in the discourse (ephemeral) of the press, it is not transformed into ritualistic actions, forms of clerical organization, or into faith. The religious symbolic does not refer to a religious manifestation, but it is a language through which can be said something that is not religious (in the canonical sense), but it also can't be expressed in another code. Media sacralize events and they appear in the public sphere as religious embedded significances. In other words, the religious matrix constructs the vision about those issues and in theory, places the debate in the framework of the religious discourse. In these situations, religious discourse of mass media creates a public sphere constructed after a religious matrix. The debate won't be now one about religion or a religious event, nor one with church representatives or with faithful persons, but one about profane events presented and signified with the help of certain religious symbols.

PP 247

## "Cosmopolitan" Cities: Performing Solidarity – Mediating Space

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Cosmopolitanism is to be regarded as neither a fixed nor stable outlook. Today, the 'cosmopolitan urban', the global city, embodies de facto presence of difference through transnational mobility, mediated imagery, connectivity, urban unrest and protests, and the voicing of marginalized ideas and identities through various acts and performances. This process of cosmopolitanization, the coming together of local and global complexities (often without cosmopolitanism), yields an urban landscape that is emblematic of the messiness, contradictions and confrontations that underlie urban life today. Certain norms and ideals in certain timespaces occupy the center (the space of ordinary belonging) while Others find voice from a position of marginality. Such confrontations can be symbolic in form, such as protest movements or graffiti art or enter into the legal-regulatory realm through authoritarian control (of graffiti for instance) or physical clash and violence. Most of the literature on cultural and political cosmopolitanism and citizenship has been dominated by cognitive aspects with embodied and affective dimensions or 'recognizable performative repertoires that are expressive and embodied' (Hetherington, 1998) paid lesser attention to. In this paper, I discuss culturally and aesthetically constructed moralities embedded in various forms of embodied/spatial expressivity and mediated performances of solidarity such as street art and graffiti in Stockholm. Of further significance here are Bourdieu's notion of 'practical belief' which he defines as a state of the body rather than a state of mind; and, Harvey's (2009) politics of space. Collective local movements such as Gatukunst and Street Art Stockholm often involve 'illegal' art. The goals of the artists can be overtly political and moral or involve decorative art, which can be interpreted as certain ideological, banal or counter-hegemonic ways. These local initiatives are also globally connected through the media, with Wooster Collective being one such example. There has also been an increase in Neo-Nazi graffiti in Stockholm within the past few years, following the admittance of a large number of refugees in to the country. This paper will provide an historical contextualization of both politics of urban space and graffiti in Stockholm in relation to regulatory and legal aspects; and, an analysis of the current cultural, political and spatial environment in the city based upon an ethnographic study and qualitative in-depth interviews. As a normative and theoretical framework, cosmopolitanism here is used as a scope within which to understand social and institutional boundaries and the range of moral and political orientations (and contestations) that shape social relations within urban environments. References Bourdieu, P. (1980/1990) *The Logic of Practice*, Cambridge: Polity Press Harvey, D. (2009) *Cosmopolitanism and the Geographies of Freedom*, NY: Columbia Uni Press. Hetherington, K. (1998) *Expressions of Identity: Space, Performance, Politics*, London: Sage

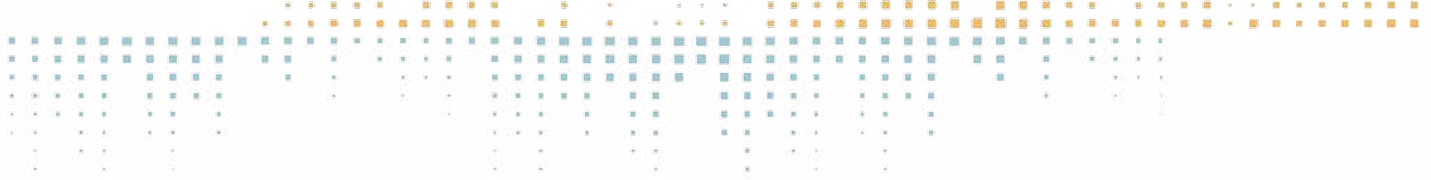
PP 248

## The Iconicity of War Photographs and Their Powerful Roots in Western Myths: A Rhetorical Analysis of Vietnam and Gulf War Images

*A. Varricchio<sup>1</sup>*

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Abstract for the 7<sup>th</sup> ECREA Communication Conference in Prague 2016 Section: Philosophy of Communication Author: Angela Varricchio Affiliation: Mid Sweden University Department of Media and Communication Science SE 85170, Sundsvall Sweden Contact information: angela.varricchio@gmail.com +46 702047325 Paper title: "The iconicity of war photographs and their powerful roots in Western myths: A rhetorical analysis of Vietnam and Gulf war images" "War photography is of particular importance in this regard, epitomizing as it does an ideal of photojournalism practice, providing a proving ground for photojournalistic reputation, and ultimately supplying national symbols of patriotism, solidarity, death, and sacrifice." Michael Griffin (1999) Photography as a medium has played a role in building mass consensus as well as myths. Iconic photographs have widely contributed to direct and control public opin-



ion. The main theoretical approaches to myth construction and to the history of photography have been influenced by rhetoric, sociology, and philosophy studies. By contrast, this paper analyses how myths underpin war photography to build consensus by a mere visual and perceptual lens. Focusing on iconic war photographs of the Vietnam and Gulf wars, this study has as aim to explore in depth the reasons why visual and perceptual elements of a photograph become iconic for a public audience. The hypothesis is that the root of the iconicity in war photography is ascribable to Western myth visual representations, based mainly on the Northern European, Greco-Roman, and the Judeo-Christian traditions. Based upon Michael Griffin's thought, according to which iconic war photographs persist in the memory of public audience inasmuch related to symbols, the study also draws on the work of Caroline Brothers, Eric Sandweiss, Susan Moeller, Timothy Fox, Robert Hariman and John Louis Lucaites, expanding visual rhetoric studies. The paper presents a qualitative analysis of the most iconic photographs selected by consulting Time Magazine and Getty Image archives. Drawing on history of art, media and communication studies, the focus is on photographs of the Vietnam war, relative to classic photojournalism, and the Gulf war, concerning embedded photojournalism. The analysis is based on different Western visual myths, according to the different typologies of photojournalism, with the aim to understand the key factors that characterize diverse aesthetics of classic photojournalism and embedded photojournalism.

*E. Skogerbo*<sup>1</sup>

<sup>1</sup> *University of Oslo, Oslo, Norway*

Politics and the media have always been closely interrelated. The very dawn of democratic structures is inextricably linked to the gradual development of effective systems for the mediation of ideas between political leaders and the public. Political science and media and communication studies – and allied disciplines – have recognised this interdependency and identified the catalyst moments that document a shifting of the balance between existing and emerging media forms. Barack Obama's 2008 presidential campaign was widely highlighted as the breakthrough moment for the use of contemporary social media platforms in political campaigning – and spawned research that investigates how social media intersect with political and electoral process. This panel presents insights from studies published in *The Routledge Companion to Social Media and Politics* (2016). It represents an effort to amend a considerable, persisting limitation of much of the work that examines the nexus of politics and the media: the overrepresentation of studies that examine the United States and other large nations. While excellent work has been done elsewhere, it has failed to generate the same impact as the research emerging from more hegemonic contexts. Such imbalances in the literature on media and politics appear to be even more pronounced when we shift our attention exclusively to contemporary social media platforms such as Facebook and Twitter, as the latest wave of innovation in political communication. Created and first broadly adopted in the United States, these platforms are now used in many countries around the globe, although with widely varying levels of market penetration amongst different user demographics. These considerable localised variations make it difficult to translate, say, observations from the Obama 2008 campaign to another country context. What is necessary instead is a broad-based, cross-national investigation of social media use in political communication and campaigning that allows for a charting of the similarities and differences in social media adoption and application against the backdrop of specific national contexts. In addition to reviewing current and emerging theory on the intersections of social media and politics, the *Companion* examines political uses of social media by movements and in electoral campaigns around the world. These studies explore the sometimes surprising inspirations and interconnections that emerge as activists look to learn from social media experiences elsewhere in the world. They reveal the growing sophistication of social media-based political activities, but also highlight the repeated reinvention of wheels, as well as a variety of missteps and dead ends. This panel selects and further updates a number of the most notable contributions to this collection, showcasing the strength of research into social media and politics well beyond the major cases.

PN 001

**"Trust Me, I Am Authentic!" How Politicians Use Social Media to Construct Authenticity**

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In a media-centred democracy, nothing is more important for a politician than coming across to voters as authentic, genuine and totally real. Authenticity is associated with a certain trustworthiness that goes beyond political disagreement, and might even protect politicians against criticism. However, authenticity is a complicated term, and is used differently in various disciplines. In this context, however, it should not be confused with the psychological dimension of 'being true to your inner self', but more along the lines of 'self-presentation' (Goffman 1956), and political branding (Banet-Weiser 2012). This paper asks how politicians use social media to construct authenticity, and to what degree their image building is supported or demolished by user-generated comments and feedback. The study draws on a textual analysis of social media updates (Twitter, Facebook, and Instagram) of elite politicians in three western democracies. The selected politicians are the US president Barack Obama, the Canadian Prime Minister Justin Trudeau, and the Norwegian Prime Minister Erna Solberg. The empirical material includes the selected politicians' posts during their recent election campaigns, supplemented by one month outside election campaigns. The material includes user-comments that are visible in the original post. A key finding in the study is that the politicians use a set of common authenticity markers, but that they also has unique ways of communicating authenticity on social media. The differences are explained by differences in political culture, economic resources, but also by the politicians' personalities and priorities. A second finding is that there is an on-going negotiation of authenticity between the politicians and voters, taking place in social media, and that the constructed image-building as authentic has to be in line with the voters' expectations of the politician, based on norms in society, as well as the politicians' image in mainstream media - in order to be interpreted as authentic. Lastly, the paper discusses the implications of this new communicative form for the relationship between politicians and voters, and argued that there are elements of (celebrity) fandom, but also of disrespect and contempt. In both cases, the result is clearly an increased personalization of politics, and contrasting the personalization of politics in tabloid press, this form of self-presentation is conducted by the politicians and their communication staffs themselves.



PN 002

## Social Media and Elections in Kenya

M.N. Ndlela<sup>1</sup>

<sup>1</sup> Hedmark Univeristy College, Rena, Norway

The political communication landscape in Africa's emerging democracies is undergoing tremendous changes due to multifaceted processes of globalization, particularly the changing stratifications in information and communication technologies. New technologies such as the Internet, mobile telephones and tablets are increasingly shaping contemporary forms of political communication in Africa, be it political campaigns, mobilization, participation, monitoring or civic engagement. Social media platforms embedded in these new technologies present a complex dynamics to forms of citizen engagement and participation in political processes. They represent a new paradigm shift in the nature of communication and relationship between political actors, citizens, the media and civic organizations, who in various ways and degrees, are adopting new social media platforms. This paper examines the influence of social media on the political communication processes in Africa, focusing mainly on Kenya. It takes a step towards untangling the influences of social media to Kenya's intensely contested and highly polarized elections. It also discusses the limitations associated with social media in the Kenyan context. Keywords: social media, democratization, elections, mobilization, engagement, participation

PN 003

## Social Media in Australian Federal Elections: Comparing the 2013 and 2016 Campaigns

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Political uses of social media in Australia are strongly influenced by developments in the US and UK, but various national idiosyncrasies mean that lessons learnt from political campaigning there cannot be translated directly to the Australian context. First, Australia is one of only a handful of nations in the world where voting is compulsory and the failure to participate in elections risks a fine; this means that the dynamics of political campaigning in Australia are fundamentally different. While in the US "get out the vote" campaigns are designed to ensure a strong voter turnout for one's own candidate (and to discourage opposition supporters from voting by giving them the impression that their candidate is unpopular), such campaigns are largely unnecessary in Australia; the vote of so-called "rusted-on" supporters who always vote for the same party is taken for granted. By contrast, the focus of election campaigning is almost entirely on the "swinging middle" - those fifteen percent of voters who genuinely change their vote from one election to the next. Further, Australia has undergone a period of sustained political instability since at least 2007, which has seen six changes of Prime Minister in fewer than nine years. Such rapid changeovers are driven partly by a nominal legislative period at federal level of only three years, but also by an increased willingness by parliamentary party rooms to replace their leaders in response to poor public opinion polls: three changes of Prime Minister since 2010 occurred not at the ballot box, but as a result of internal party-room votes, and affected first-term PMs. Such volatility within long-established parties has also led to the emergence of electorally successful minor parties that are centred around charismatic, populist leaders and have at times proven to be short-lived. These dynamics point strongly to the importance of public opinion (or political actors' perceptions thereof) in contemporary Australian politics. In light of a considerable adoption rate for platforms such as Facebook and Twitter, social media have become established as important tools for political engagement and campaigning, alongside more conventional strategies; recent and current Prime Ministers have also been installed as leaders because their popularity on social media was seen, with some justification, as an indicator of electoral appeal. Further, voters in the "swinging middle" may be particularly likely to draw on social media content (from their own networks, and official party sources) in deciding whom to elect. Parties are therefore highly active on social media, with almost all federal election candidates utilising Facebook and Twitter accounts. This paper tracks the activities of and responses to all candidates' Twitter accounts in the 2016 federal election, and compares this with an identical study conducted in 2013. This in-depth, longitudinal research enables both the study of specific dynamics, events, and incidents in each campaign, and a comparison between both campaigns that takes into account the different political circumstances as well as the further evolution, during the intervening three years, of the Australian Twittersphere and of the technological foundations that support it.

Thursday, November 10  
09:00 - 10:30

POL02

**Bias, Balance and Fairness**

PP 001 Consequences of Perceived Bias in Voters' Intermediation Environments

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Background. Exposure to attitude-consistent and cross-cutting information is of great relevance in political communication research on campaign effects. Recent studies have investigated the various effects of exposure to (in)congruent opinions from the news media (e.g., Dilliplane, 2104, AJPS), interpersonal discussions (e.g., Schmitt-Beck & Partheymüller, 2014, BJPoS), or campaign advertisements (Matthes & Marquart, 2015, CR). These studies, like most of the recent work in this line, focused exclusively on a single intermediary (i.e., only mass media, discussions, or advertisements). In this proposal, we argue that such specialized investigations – without disputing their important insights – bear the danger of losing sight of the voters' broader informational and social contexts. We therefore aim to revitalize the concept of voters' "intermediation environments" (e.g., Beck, 1991, PQQ; Dalton et al., 1998, APSR; Schmitt-Beck, 1994, EJC), which is rooted in the tradition of the seminal studies of the Columbia School (e.g., Lazarsfeld et al., 1944, People's choice). The concept highlights the importance of simultaneously analyzing all intermediaries of political communication, that is, mass media, interpersonal discussion networks, and the parties' campaign communication. Following this idea, we investigate the effects of both attitude-consistent and cross-cutting bias perceptions in the intermediation environments in three relevant domains. Additionally, we test the consequences of omitting all but one intermediary from the analyses to demonstrate the need for taking into account whole intermediation environments. Data. We analyze representative surveys for the German Bundestag elections 2009 and 2013 from the GLES rolling cross-section module (<http://www.gesis.org/en/elections-home/gles/>). The data set consists of all respondents who were first interviewed during the final four weeks before the elections and took part in the post-election panel wave (n<sub>2009</sub>=2,136; n<sub>2013</sub>=2,055). All predictors were taken from the pre-election wave and all outcomes from the post-election wave to guarantee causal ordering. Both surveys were pooled and the election year was controlled for to increase generalizability beyond a single campaign. Measures. We created straightforward measures of bias perceptions in the voters' intermediation environments by combining the answers on information exposure and party evaluations. This yielded six measures that approximate like-minded and cross-cutting bias perceptions in media coverage, interpersonal discussions, and direct campaign contacts. The outcomes covered three domains: perception of the campaign (interesting, helpful, most helpful intermediary); perceived party polarization (average distance of the parties on the fiscal/social dimension, i.e., lower taxes vs. more welfare); voting decision (voted, vote timing, vote difficulty). Relevant controls (media use, discussion frequency, political interest, party identification, intention to vote, sociodemographics) were included. Results. In sum, we show that both attitude-consistent and cross-cutting bias perceptions in the voters' intermediation environments matter during election campaigns. Hostile media perceptions and opinion-congruent direct campaign contacts primarily influence the voters' perceptions of the campaign and party positions. Reinforcement of voters' political attitudes in opinion-friendly interpersonal discussions are additionally relevant for the voting decision. Omitting all but one intermediary from the analyses led to an overestimation of the effects, especially for perceived media bias. The results will be discussed in the light of the integrative research on intermediation environments.

PP 002 Desired vs. Correct Conclusions: The Motivated Selection of Balanced Content

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Political communication research has produced mixed evidence about the extent to which citizens engage in selective exposure concerning political information. Whereas some research has suggested that citizens select mostly pro-attitudinal content in the media (e.g., Iyengar & Hahn, 2008), other studies have shown that people choose both pro- and counter-attitudinal information (Bakshy, Messing & Adamic, 2015; DiMaggio & Sato, 2003; Stroud, 2011). To understand what drives citizens to choose different information, some scholars have emphasized the importance of examining how people's motivations, as well as individual characteristics (i.e. attitude strength and certainty), drive selection and processing of political information (e.g. Druckman, 2012; Hart et al., 2009; Holbrook, Berent, Krosnick, Visser & Boninger, 2005; Knoblock-Westerwick & Meng, 2009; Lodge & Taber, 2005; Taber & Lodge, 2006; McGraw, 2000). Drawing on selective exposure and motivated reasoning theories, we expand the current literature by studying two important factors. First, we examine how defensive and accuracy motivations impact selection of pro-, counter-attitudinal content, and in addition, balanced content, which directly contrasts pro- and con-issue arguments. Second, we examine whether selection driven by defensive and accuracy goals is moderated by attitude strength and certainty. Using two online experiments, we prime either accuracy or defensive motivations and examine information selection about health care reform (N = 155) and climate change (N = 274) among those who vary in terms of attitude strength. Most notably, our results show that having a defensive motivation, in addition to possessing strong and certain attitudes, were the strongest predictors of selective exposure. Accuracy motivation was the strongest predictor of balanced exposure, whereas attitude strength and certainty did not play an important role in selection among accuracy motivated individuals. We discuss the implications of our findings for the selective exposure literature. First, our findings reinforce the argument that selective exposure to political information is most prevalent among citizens who are motivated to reinforce desired conclusions, and who hold strong and certain issue attitudes. Second, when people are motivated to reach a correct conclusion, they engage less in selectivity and, instead, seek a direct contrast of diverse perspectives. Third, an unexpected finding was that people driven by defensive goals equally pursued balanced and pro-attitudinal information.

Future research can test the influence of several factors that may influence whether defensive motivated people seek to reinforce their priors by selecting pro-attitudinal or balanced content. Fourth, our findings that both defensive and accuracy motivated participants chose balanced content, has theoretical and methodological implications. It demonstrates that both accuracy and defensive motivated individuals could be engaging in similar selection patterns of political information, but for very different reasons. Methodologically, our results strengthen the argument that future studies should include balanced content in their designs, to reproduce how people choose information in the real world of media exposure. Finally, the findings of this study suggest that both defensive and accuracy motivated citizens are valuable in a democratic system.

PP 003

## Self-Referential Reporting in German News Coverage – How Media Refers to the Term Lügenpresse

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There is currently an on-going change in European politics. More and more countries have to face right-wing populist and strongly conservative parties gaining in importance. This results in consequences for journalists and the news media in these countries. Hungary, which established a law for more restrictions of the media, and Poland, whose government is allowed to appoint the heads of public TV and radio, are just two examples. In Germany, there is not yet any right-wing populist party in the German parliament. However, there are changes in politics and society as well. More and more people not only lose faith in politics, but become suspicious of the mainstream media. Since autumn 2014, the distrust and suspicion of the news media has reached a new dimension: the group Pegida (Patriotic Europeans against the Islamisation of the West) coined the term Lügenpresse (liar press) to illustrate their growing distrust in news media. However, this is not only an issue in Germany: Pegida has support in other European countries, such as Great Britain and the Netherlands (Heine, 2015). News media becomes part of its own coverage as soon as it refers to these developments. This study investigates self-referential reporting in German newspapers and blogs in this context, focusing on medialization (D'Angelo & Esser, 2014; Drentwett, 2009) and the self-perception of journalists (Drentwett, 2011). Since the term is not only relevant in political issues but also in media-related news (i.e. media critics), we address self-referential news in both areas. Research questions include whether there was a rise in self-coverage after the term Lügenpresse has been selected as “non-word” of the year (Janich, 2015), which type of articles the term is used in, and how journalists discuss the term. Furthermore, research interest focuses on how the term is framed, which frames are dominant in the news media and if the frames change over time. In order to address this, we look at media frames in media coverage (Entman, 1993; Matthes, 2007). We conducted a content analysis of the top five German newspapers as well as eight leading blogs from October 1<sup>st</sup> 2014 to October 31<sup>st</sup> 2015 (N = 343). Using cluster analysis technique, we discovered six frames which describe how the term is referred to. The news media reflects itself more in the context of the term Lügenpresse in commentaries than in news reports. After having been elected as the “non-word” of the year, the level and amount of self-coverage does not change significantly. Even if the term is sometimes framed extensively, discussing causes and effects, the results show that especially newspapers do not elaborate on the term enough. This leads to the news media not fulfilling one of their most important functions (Drentwett, 2011), criticising and discussing public issues. Often, the term is either just stated without any further explanation or Lügenpresse is used as a synonym for “the press” or “the media”. This equalisation might lead to a further establishment of an unreflected label for the news media.

PP 004

## Explaining the Gender Bias in Media Coverage of Austrian National Election Campaigns, 2002–2013

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Under-representation of women in politics and society constitutes a serious democratic deficit, which undermines the legitimacy of the contemporary democratic ideal. However, numerous studies have documented that female politicians appear much less frequently in the news media than men do. Professional factors (such as political position and job experience) and particular news features proved to have an impact on the amount of coverage female politicians receive. Studies also indicate that women politicians are associated with less substantial issues than men. These gender differences may have considerable effects on how politicians are evaluated, particularly during election times. In her recent analysis of television newscasts, Vos (2015) has pointed out that, in addition to these widely researched explanations of gender differences, communicative competences and political activities might also contribute to or mitigate the gender bias in media coverage. With regard to public relations activities of political parties, a long term study on Austrian campaign communication has shown that, at the turn of the millennium, the parties had managed to become the driving forces behind the overall agenda dynamics, mainly by adapting to the rules and norms of journalism. In most recent times, however, a more competitive media system has led to a more powerful role of the media, manifesting itself in a more selective approach to the coverage of political issues (Author 2 & Author 1, 2014), which again may enhance not only the oft-cited struggle over the campaign agenda (Swanson & Mancini, 1996), but also a struggle of “interpretive dominance” (Stuckey & Antczak, 1995). Considering, therefore, that “political communication is essentially relational, with the key communicators continually studying, interacting with, and responding to each other” (Blumler, 1997, p. 398), the present study breaks new ground by including not only professional characteristics and news features, but also parties’ communication activities within its examinations of the factors that determine the amount of media coverage of female politicians during election campaigns. The research period spans the last four Austrian national elections campaigns (2002, 2006, 2008, 2013) during six weeks before Election Day. A content analysis was conducted on news releases of all Austrian parliamentary parties as well as on media’s campaign coverage. As the Austrian television market is characterized by the consequences of an exceptionally long-lasting monopoly power of the public service broadcaster and, at the same time, the newspaper market is dominated by the tabloid Kronen-Zeitung, which claims a readership of more than 40% of the population, the analysis is based on these two most widely distributed media outlets. The datasets are drawn from approximately 5,000 daily news releases of all Austrian parliamentary parties as well as 2,600 news stories (referring to Austrian politics) of the main evening news program “Zeit im Bild” of the ORF and the Kronen Zeitung. Besides several formal and style characteristics, all news releases and news stories were coded for their main topic and up to four main actors.

PP 005

## Social Media Use and Political Cynicism. Mediating Effects of Negativity and Procedural Fairness Perceptions

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Citizens today obtain political information not only from traditional news media like newspapers or broadcasting, but increasingly so from online social media such as weblogs, communities, or social networking sites providing users with information on current political issues. While the social web hence arguably plays an important role in forming public opinion, recent studies have revealed that social media use also fosters political cynicism. This paper aims to extend this line of research by focusing on the underlying mechanisms of such effect. In particular, we examine the role of media-induced fairness perceptions in shaping political cynicism. Political science has shown that individuals' fairness perceptions not only affect support for political actors and outputs, but also influence trust in and legitimization of the political system as a whole. Such effect is particularly driven by how fair the process of political decision-making is perceived (and less its outcome). While news media coverage has shown to play a key role in shaping fairness perceptions, this should also hold true for social media where news stories are frequently posted, shared, and discussed. Yet, how fair the political process is perceived depends on the valence of its portrayal. Though, compared to traditional media, social media appear particularly prone to negativism: In re-disseminating news content, social media users tend to focus on negativity as news value. However, they are not constrained by the ideal of objectivity like professional journalists. Further, negative stories have shown to drag most comments, while incivility and fierce critique towards political authorities has been identified an accepted normality in social media. Based on the above, we expect social media use leading to higher perceived media negativity compared to traditional media use (H1), which reduces procedural fairness perception (H2), and in turn increases political cynicism (H3). We conducted an online survey among German citizens (N = 470), regarding the German media coverage of the financial assistance programs for Greece during the Euro crisis. We assessed respondents' political media use, fairness perceptions, perceived media negativity, and political cynicism, as well as relevant control variables. Using structural equation modelling, we find our hypotheses confirmed in that the effect of social media use on political cynicism is mediated through perceived negativity and procedural fairness perception. All effects remain significant when controlled for potential confounders. Our study adds to existing research in two important ways: The finding of stronger negativity perceptions among social media users supports the notion that social media users' secondary gatekeeping is marked by negativity, likely due to a lack of objectivity in selecting and framing political information. Secondly, we were able to identify procedural fairness as a key transmission mechanism of social media use on political cynicism. The findings raise doubts about the democratic potential of social media and span a research program to further our understanding of the specific routines, contents, and context characteristics of political social media use and its effects.



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In the past ten years, research on political communication has dedicated a substantial amount of attention to how and why political actors and organizations use social media. Scholars have tackled a wide array of research topics, such as adoption in campaign repertoires, the effects of tweets/posts, who tweets/posts about politics, when and how or how political actors and citizens communicate on Twitter and Facebook during campaign events (Jungherr 2014). Scholars have discussed normalization and equalization effects and the impact of local political and media structures on social media use in political campaigning. As the Routledge Companion to Social Media and Politics (2016) documents, an impressive amount of knowledge has been generated so far, but social media in politics is still an emerging field. It is striking that research on social media in political communication is still almost entirely based on Facebook and (to a much larger extent) Twitter. What about Instagram, Pinterest, YouTube, Tinder or Snapchat? These platforms show a huge increase in users, with Instagram already being more popular than Twitter in January 2016 ([www.statista.com](http://www.statista.com)). But are these platforms also becoming more important for political communication? For example, in the Swiss national election campaign of 2015 one candidate used Tinder to mobilize voters. This was discussed controversially, while several commercial brands and NGOs such as Amnesty International have been campaigning on Tinder for some time. Or are Facebook and Twitter becoming the rats and zebra fish of political communication – the „model organisms“, from which we extrapolate knowledge about social media in general? This panel seeks to bring forward comparative perspectives on current developments in online political campaigning that go beyond Facebook and Twitter, exploring whether the use of social media for political purposes is becoming more diverse as the user patterns expand to various social media platforms, or whether (and if so, why) it consolidates around the two most established platforms. To enhance comparability of the panel contributions and to ensure a coherent discussion, all authors address these questions: • What role do social media other than Facebook and Twitter play in political communication? • Are political actors and organizations adopting other social media for campaigning? • What are the reasons why political actors and/or citizens are migrating from Facebook and Twitter? • How is politics performed and what effects can be expected from campaigning on social media other than Facebook and Twitter? • Which theoretical and methodological challenges do we encounter when researching new and diverse platforms? The panel of five European perspectives brings together leading scholars from several European countries, presenting data from Norway, Sweden, the Netherlands and Romania to discuss where research on social media and political campaigning can go and to develop ideas for comparative projects, answers to methodological challenges and theory innovation that go beyond the „usual suspects“. Bruns, A. et al. (Eds.). (2015). *The Routledge Companion to Social Media and Politics*. Routledge. Jungherr, A. (2014). *Twitter in politics: a comprehensive literature review*. Available at SSRN 2402443.

PN 040

#### Personalization or Not Personalization – That's the Question!

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Numerous studies have been done over the past decade to map, describe and analyze the increasing use of social media for political purposes. The bulk of these studies have been done on services such as Twitter, and to some extent Facebook and YouTube, and often in the context of election campaigns. More recent platforms, e.g. Instagram, Snapchat and Tinder, have yet to be studied with equal intensity. These platforms have a less public aspect than YouTube, Twitter and, to an increasing extent, Facebook, and are particularly interesting from the perspective of personalization. Personalization has been a key term in studies of politicians and the way they stage themselves. Personalization have been described both as a journalistic tool for simplification of political news and as a tool for political marketing and branding. Both aspects have been topics for social media research (Enli and Skogerboe 2015, Bruns, Enli et al. 2016). What have these studies added to our understanding of personalization of politics? Should we perceive of social media as a tool for professional campaigning where personalization equals branding, or do we see new forms of political communication between professional politicians, citizens and other political actors? Do we find similar results across political systems or are there differences that can be attributed to cultural, political and geographical contexts? How should personalization of politics be defined and described in the age of social media? Drawing on findings from a number of recent studies on social media and politics, the paper reflects on the current status of knowledge of how social media impact on personalization. Further, what theoretical implications do they have, and in particular, what hypotheses can be generated in order to understand and analyze new platforms? Bruns, A., G. Enli, E. Skogerboe, A. O. Larsson and C. Christensen, Eds. (2016). *The Routledge Companion to Social Media and Politics*. New York, Routledge. Enli, G. and E. Skogerboe (2015). *Personalized campaigns in party-centred politics: Twitter and Facebook as arenas for political communication. Social Media and Election Campaigns – Key Tendencies and Ways Forward*. G. Enli and H. Moe, Routledge: 119–135.

PN 041

#### Staying on the Bandwagon – Swedish Parties' Adoption and Use of Instagram During the 2014 Elections

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The 2014 Swedish elections were among the first elections in which political parties used Instagram. Instagram is clearly on the rise. About 28% of the Swedish population aged 12 and older regularly uses Instagram (the numbers for Twitter is 23%) and 17% of them even on a daily basis (Twitter: 6%). This provides us with an unprecedented opportunity to examine the first attempts of parties to adopt and use this new social media platform. Instagram's focus on visuals makes it different from other rather text-based social media platforms. As such Instagram can be an important campaign instrument as research in the field of visual communication has found that pictures are more effective than text in increasing viewer's attention. Indeed, images contain signs and create meaning and can thus be described as source of communication in addition to written or spoken text (iconic turn). As parties turn to platforms that are increasingly becoming centered on visuals, one of the greatest challenges for political communication research, both theoretical and methodological, is

on how to study such digitally mediated visuals (and their functions). In this paper we study whether Swedish parties use Instagram for image management (seeking to manage the audience's impression of the party) and/or for mobilization (as parties want supporters to the ballots). Given that Sweden is a party-based democracy, we focus on parties' postings. Image management is measured by privatization and personalization. Personalization refers to whether a posting (picture with or without caption) is primarily carried by one (or more) single person(s) or many people or no people are seen in the picture. Privatization refers to whether a top candidate/party leader is visible (or not) and in which context she/he is predominantly displayed: professional/political context (at a rally, shaking hands, giving a speech etc.) versus a personal/private context (family, hobbies, personal matters etc.). To study mobilization we measure whether a posting calls for action or not. Additionally, we examine explicit reference to the elections (e.g. a campaign poster, a voting booth or a hashtag related to the elections) as it tells us something about the use of Instagram as an integral part of the campaign. During the last four weeks of the 2014 Swedish national elections (Election Day: 14.09.2014) the parties in the study published between zero (Sweden Democrats) and 213 (Feminist Initiative) postings. Only the Feminists and the Liberals (59 postings) made great use of Instagram. At best, parties posted once a day during the campaign. But parties' activities on Instagram were steadily increasing throughout the last month of the campaign and on Election Day parties uploaded 37 postings. However, the content analysis of parties' Instagram accounts shows that almost three-fourths of the pictures have an explicit reference to the election (campaigns). The image management strategy by Swedish parties on Instagram is characterized by personalization and top candidates/party leaders were primarily displayed in a (rather) professional and political context. And instead of calling voters to action Instagram has largely been used for intra-party mobilization and communication.

PN 042

## Assessing Social Media Strategies – Comparing Twitter and Instagram Use During the 2015 Norwegian Elections

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While the degree to which social media are actually contributing to electoral success can be called into question, online platforms such as Twitter are nevertheless seen as integral parts of contemporary election campaigns. Plenty of attention has been devoted to Twitter in particular, leading to what must be considered as a dearth of research looking into the uses of other social media services. The paper at hand seeks to remedy this apparent research gap by presenting a study comparing Twitter – with a more recent contender, the image-sharing service Instagram. The specific empirical setting for studying the uses of these two services is the 2015 Norwegian municipal and regional elections. Norway, often understood as one of the Nordic welfare states features a party-centered political system and advanced levels of Internet use – at the hands of citizens as well as government officials. As such, the Norwegian context appears as a suitable one in which to analyze recent developments regarding the platforms under scrutiny. While the two platforms under scrutiny certainly differ in many aspects, they nevertheless share a number of commonalities. For example, the use of hashtags, keywords employed by users to thematically 'tag' their posted content as relevant for a specific event, occurrence or topic, is common on both Twitter and Instagram. Hashtags dealing with the election at hand were utilized for data collection. Our focus was placed on the 'short campaign' – the final month of campaigning leading up to election day, which took place on September 14<sup>th</sup>, 2015. Data collection was initiated on August 14<sup>th</sup> and was terminated two days after Election Day in order to catch the electoral aftermath. Initial results indicate that while Twitter emerged as having a reactive relationship to specific events taking place in established media, such an association with established media was not found for Instagram. As such, Twitter use continues its clear association to political debates and the likes, while political Instagram use appears to go in another direction. As for what types of political actors that succeeded in gaining attention on each platform, differing tendencies were found for Twitter and Instagram respectively. While previous scholarship had suggested that Twitter use would be characterized by normalizing tendencies, with comparably larger actors dominating the discourse, the results contrarily show the platform to be characterized by activity undertaken by or related to comparably small political actors. Conversely, the suggestion from previous research that a comparably new service like Instagram would be characterized by equalizing tendencies – with a high presence of smaller political actors – proved to be erroneous. Much like for the relation of social media use in relation to established media discussed above, Instagram thus appears to be developing differently from Twitter.

PN 043

## Citizen Engagement on YouTube: Viewer Responses on Campaign Videos in the Dutch General Election in 2012

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Political campaigning is very expensive. Particularly buying time on TV or space in newspapers puts a heavy strain on political parties' campaign budget. Specifically in the Netherlands where we have seen many Parliament elections over the last decades. In 2012 new elections took place only two years after the previous elections. As a result political parties need cheap channels for political communication. Social media are these cheap channels which have become quite popular among political parties. However they do not lend themselves easily for visual communication. YouTube however is particularly interesting for party communication, whereas Twitter is mostly used for personal communication by party candidates. Twitter, which in the Netherlands is one of the most popular social media platforms for political campaigning, is for personalized, commenting on what's happening here and now. YouTube content, on the other hand, has more long lasting relevance and is more deliberative. Its content is produced mostly first for television, then uploaded to YouTube, to be embedded on the political party website. As a result, these videos can be visited over and over again by people orienting themselves who to vote for. This study focusses on YouTube videos produced by all political parties in the 2012 campaign. The research questions are: • To what extent do these video's elicit responses? • To what extent do these responses convey positive and/or negative sentiments? • To what extent do significant events (political or other) affect viewer activities on YouTube? Data and design The data were collected for all political parties participating in the elections. The total number of videos uploaded in the period of January 1<sup>st</sup>, 2012 to September 12, 2012 was 331, while the total number of comments was 5223. Using a time series design this study looks at how the YouTube campaign progresses over time, both from the political parties' upload activities as well as from the viewers' perspective regarding the content of the comments provided. Keywords: YouTube, political campaigning, sentiment analysis, time series analysis

PN 044

## 'Yes We Vote'. Civic Mobilisation and Impulsive Engagement on Instagram During the 2014 Romanian Election

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Studies of political participation via social media have tended to focus more on Facebook and Twitter, as well as big data approaches to understand connective action. This study focuses on a relatively small sample of posts to Instagram relating to the Romanian election of 2014. A number of Romanian Instagrammers used the platform during the second round of the Presidential voting as a vehicle for protest, taking images and making statements such as 'yes we vote' following suspicions that the diaspora had been prevented voting in sufficient numbers in order that incumbent president Victor Ponta secured victory. Studying the images uploaded we find that a loose collective impulsively posted symbolic images in order to display their national identity and show solidarity with one another as they queued to vote. The live record keeping was, at that moment, a feature of daily life for these Romanians, fitting with a suite of other actions that fits to a paradigm of self-actualisation. The protest was largely a positive display of voting, with some insults aimed at Ponta, but lacked a coherent political platform. Like recording attendance at a concert, Romanian Instagrammers came together in the moment and appeared to be a hashtag-connected movement but in reality were disparate joiners of a 'me too' culture recording their participation then stepping back into the mundanity of the everyday.

Thursday, November 10  
11:00 - 12:30

PP 070

**“Opposition is Nonsense.” The Influence of Political Framework Conditions for the Success of Party Public Relations**

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Research on the question if and how political actors affect mass media is a longstanding tradition in communication science. While processes of agenda setting have been studied for decades, the question why some political actors are more effective than others when it comes to influencing the media agenda (Hopmann et al., 2012) has not been entirely answered, yet. Sciarini and Tresch (2013) criticize that agenda setting literature hardly ever looked at how the ability to influence the media agenda varies across parties. Our paper argues that how effective political actors may influence mass media coverage is determined by structural political framework conditions. Structural political framework conditions are features of political actors, which exist independently of situation-specific conditions and are produced by political structures. Compared with situation-specific conditions, they are less “fleeting” or variable. Framework conditions are exogenous factors that may be deduced from political science research. They include things such as party size, or the candidate’s position as challenger or office-holder (e.g., Kranenpohl, 1999; Raschke, 1993). According to Esser (2000), we think that an actor’s structural features are, on the macro level, significantly responsible for action in a social situation (situation-specific features only moderate or determine an actor’s options for action). If we transfer Esser’s argument to our object of study, we assume that structural political framework conditions determine the agenda setting power of political actors. However, up to this point, structural exogenous factors have been scarcely analyzed in communication science. Most of the studies address political framework conditions in the interpretation of the results – only few make it their focus. We put them at the heart of our paper and systematize four structural framework conditions of multiparty systems that may limit or support a political actor’s agenda setting power: (1) Level of power (position in parliament), (2) relevance (party size), (3) level of acceptance (establishment), and (4) level of regionality (geographic anchoring). To collect and aggregate existing knowledge on political framework conditions, research on the influence of political parties on media coverage (in European multiparty systems) will be re-systematized against a background of a previously developed matrix of structural framework conditions. Methodologically, our paper relies on an international comparative literature review. Each political framework dimension will first be considered separately in order to finally show possible interactions with other dimensions. The study overview makes clear that parties in government are more successful at placing their themes in the media. In addition, coalition parties see a broader repertoire of subjects reproduced in media coverage. Moreover, small as well as regional parties have a much harder time placing their themes in the media. This is especially difficult for non-established small parties. Further, it becomes clear that there are not yet empirical results for every field in the matrix of structural framework conditions. The focus of research is on the established large parties relevant to power politics. For the numerically much larger group of non-established small parties there are – despite their significance for forming political will – hardly any results.

PP 071

**Do Perceptual Processes Have an Influence on Online Communication Activities? Findings from a Study Among Political PR Practitioners in Germany**

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Social media enjoy growing popularity, including in the field of public relations (PR). Almost all PR practitioners in the United States (e.g., Wright & Hinson, 2015) and a large number of European PR practitioners (e.g., Moreno, Navarro, Tench, & Zeffass, 2015) use social media for professional purposes. However, little is known about why PR practitioners use social media. This also applies to political PR practitioners, and thus to PR practitioners with the aim of influencing public opinion on political issues. One possibility is that their social media activities are driven by strategic considerations, which manifest in an orientation towards external stakeholders like politicians, journalists, or the general public. Another reason for political PR practitioners’ social media activities might be a less strategically and more socially motivated co-orientation towards other political PR practitioners. In addition to being based on individual or structural reasons, these considerations are based on perceptions: First, political PR practitioners can hold subjective assumptions of to whom and to how many people they direct their communication (e.g., Litt, 2012). Therefore, the wider social media’s reach among their target groups is perceived to be by political PR practitioners, the more often they use social media for political communication activities (H1). Second, following the influence-of-pre-sumed-media-influence-approach, the perception that media have a strong influence on other people can have an impact on individuals’ behaviors (e.g., Gunther & Storey, 2003). Therefore, the more political PR practitioners believe that their target groups are influenced by social media, the more often they use social media for political communication activities (H2). To test these assumptions, in 2015 a standardized survey of German political PR practitioners was conducted (n = 1,067). The respondents were asked to assess how many politicians, journalists, other political PR practitioners, and German citizens use Facebook and Twitter, and how strongly these groups are influenced politically by Facebook and Twitter (independent variables). To assess their social media activities, the respondents were asked how often they used Facebook and Twitter to get political information, and how often they communicated via Facebook and Twitter to call other people’s attention to important political topics and to cultivate work-related contacts (dependent variables). Moreover, control variables were taken into account. The results partly support H1 and H2: The more the respondents thought that other political PR practitioners used



Facebook and Twitter, and the more Facebook and Twitter were perceived as influencing other political PR practitioners, the more often the respondents used social media in the manner described. On the contrary, the presumed reach of Facebook and Twitter among politicians, journalists, and citizens, as well as their presumed political influence on these groups, had no significant influence on the respondents' social media activities. The findings show that political PR practitioners use social media largely because of a social co-orientation towards their colleagues. However, this co-orientation towards colleagues is a form of professionalization, which is also seen in other vocational fields. Altogether, the results indicate that subjective perceptions contribute to explaining the professional online communication activities of PR practitioners.

PP 072 Porting the Successful Campaign?! An Empirical Comparison of Canvassing in the U.S. and Germany Using the Example of the 2014 Thuringian and 2016 Rhineland-Palatinate Federal State Elections

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Despite the manifold opportunities presented by online campaign tools and multimedia channels nowadays, political parties in the U.S. and Europe seem to have built an resurgent interest in an originally "premodern" (Norris, 1997) campaign technique to mobilize voters and ultimately generate votes: door-to-door canvassing. Mainly, research on canvassing has been focusing on field experiments indicating positive effects of face-to-face communication strategies on voter mobilization and has been carried out in the U.S. so far. This means that the variation in the institutional frameworks, social and legislative conditions is limited to the one-country case. Based on the theory of campaign proliferation of Plasser and Plasser (2002) this paper addresses this research gap and draws on a political actor's perspective, to show how campaign techniques' perceptions and institutional, social and legislative settings affect its implementation, conduct and the strategic choices of political actors. Therefore, the paper's aim is to give an overview on the role and impact of canvassing in two different countries and shed light on the following questions: 1) How well do our theories and assumptions about the impact of canvassing travel to other countries? 2) How do political actors 'translate' campaign instruments like canvassing successfully from one country to another? 3) What role does 'big data' play for the success of canvassing in each country? To address these questions, the paper will present findings from studies of the 2014 Thuringian and 2016 Rhineland-Palatinate federal state elections in Germany and contrast them to the comprehensive U.S. research literature. In a first step, twelve guided face-to-face interviews with the campaign coordinators of the six strongest parliamentary parties in both states were held prior to both of the elections. Based on their respective insights, two questionnaires for a quantitative online survey of campaigners were developed and distributed via the parties' mailing list in 2014 and 2016. About one-quarter (N=130) of the 550 Thuringian campaigners who received the invitation to participate in the survey completed the questionnaire. The analysis of Rhineland-Palatinate's canvassers is still ongoing but will be completed until the conference's beginning. Equally to their U.S. counterparts, the interviewed German campaign coordinators characterize the "Ground War" as essential for the success of their campaigns and also state the same aims of mobilizing partisans, conveying the campaign's message and collecting voter data. Unlike the comprehensive and hypermodern gathering and analysis of voter's personal data in past U.S. elections, strategic organization and conduct of German canvassing draws mainly on "voter-potential-analysis" based on past election results and household data offered by Deutsche Post. According to most of the surveyed campaigners, contacted voters were predominantly partisans and familiar with the canvassers, which showed both statistically significant effects for the canvasser's success at the door and coincide with findings of U.S. studies. Summing up, canvassing seems to be an efficient instrument for voter mobilization in Germany although it has to be adapted in different degrees to the country's environment, social and legal terrain as well as election and media system to be conducted successfully within a campaign.

PP 073 Communication Strategies in the Russian Liberal Oppositional Discourse: The Murder of Boris Nemtsov Case

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Keywords: Russian political opposition, content analysis, discourse, media, communication strategies, speech means. Abstract On February 27, 2015 shortly before midnight in Moscow a politician Boris Nemtsov, one of the leaders of the Russian liberal opposition, was shot at the Big Moskvoretsky Bridge. Information about the murder appeared instantly on social networks, further on the news lines of the agencies, and finally in the early morning, hit the television news. Official statements and comments appeared at noon of the next day – February, 28. By that time Russian language social networks both inside the country and abroad, including Facebook, Twitter, VKontakte already had more than five thousands posts, tweets and retweets dedicated to this incident (counted by the authors). Versions of the murder, suspicions of actors involved, charges and countercharges, accusations were presented. Different political forces began using a tragic episode for their own purposes. The event have produced the set of the information waves spreading in the communicative space according to the consistent patterns of the digital media flows when politically polarized discourse is firstly produced by the social media later followed by the traditional media and only than reshaped by the official statements of the authorities. And this time gap between digital media and social networks flows, mainstream TV flows and official governmental position have produced the complex discursive configuration with controversial interpretations of what have happened and who is responsible. By the morning February 28, when the federal TV channels informed the TV audience about the incident social networks have already formed the basic axes of yesterday's murder discourses. These discourses, as well as their narratives, were a reflection of the political values confrontation having been existed in Russian public space in early 2015. One side of this confrontation was formed by Western-style liberal values. Murdered Boris Nemtsov was the brightest representative of this side of Russian political spectrum. On the opposite side there were several groups of anti-liberal or conservative values. Special attention in the empirical data analysis is paid to representation of the liberal discourse. We've fixed the communicative strategies of the Russian liberal opposition connected with the Nemtsov's murder. Having become one on the headline news

forming the public agenda this incident have given Russian liberal opposition rare opportunity to address public opinion directly. The research methodology is based on a formalized method of the textual information study (content analysis) and traditional discourse analysis in Van Dijk terms. Authors transform the contents of the texts studied into quantitative variables with the interpretation of these indicators in speech aspects and value dimensions. The empirical material is a 71 text, published in the online and off-line liberal media in the first hours and days after the incident, "Echo of Moscow" (18), "Novaya Gazeta" (20), Znak (16), Slon (17). The authors focused on the design of verbal messages and registration of the interpretation of the selected speech based on the communicative intent of the sender. Finally the typology of communicative strategy of the Russian liberal opposition is operationalized.

PP 131

## The Democratic Potential of Conflict Frames. How the Level of Substantiveness and Journalistic Intervention in Conflict Framing Affects Political Engagement

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Research has shown that conflict framing is one of the most important mechanisms of political news reporting (Neuman, Just and Crigler 1992). Conflict frames have been linked to a number of detrimental effects. For example, exposure to conflict news has been found to increase political cynicism (Avery, 2009). Furthermore, Kleinnijenhuis, van Hoof and Oegema (2006) point to a sleeper effect of conflict framing on political participation via distrust. However, other studies conclude that exposure to conflict frames can lead to an increase in political participation (Schuck et al. 2014; De Vreese & Tobiasen 2007). Indeed, exposure to conflict frames may lead citizens to realise what is at stake and why political decision-making is important. We argue that these seemingly contradictory results may be explained by the focus on conflict framing as a generic concept, rather than looking at different types of conflict frames. Hence, the dependent variable in this project political engagement, with a particular focus on effects of exposure to different types of conflict frames on 'democratic' behaviours. This idea stems from the notion of civic behaviour or civic engagement, which includes individual behaviour to influence political decision-making (e.g., voting), but also more civic collective acts and cooperation (e.g., demonstrations, signing a petition) and online political participation. We specifically look at the effects of substantive conflict frames, with a focus on issues and policy solutions when compared to conflict frames characterised by personal attacks and strategy. We expect more substantive conflict frames with lead to a greater increase in political participation when compared to non-substantive conflict frames. Furthermore, we look at the role of interventionism (Strömbäck & Esser 2009). We will compare effects of exposure to news articles with high journalistic visibility in terms of journalistic evaluations of politicians involved in the political conflict articles without those evaluations, offering a more detached type of journalism. For this purpose, two experiments will be conducted. Both use a 3x2 between subjects factorial design where participants are randomly assigned to one of five conditions. Manipulations varied in level of substance (focus on issues, personal attacks and focus on strategy) and level of interventionism (detached journalism versus journalistic evaluation). The first study focuses on self-reported measures of political participation using validated scales for different types of political participation (Zúñiga, Puig-i-Abril & Rojas, 2007). The second study seeks to replicate the findings using behavioural measures, which include for instance online political participation in commenting on online news articles after exposure and participants signing a petition presented to them after participating in the experiment. The main contribution of this study will be that by focussing on different types of conflict frames, a more nuanced view will be given of the democratic potential of conflict framing. Furthermore, the focus on both self-reported and behavioural measures will ensure the validity and robustness of the findings.

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## The Processing and Duration of Multimodal Framing Effects

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The contemporary media environment delivers a rich sensory experience via multiple modalities – auditory, visual, textual and even tactile. Accordingly, a burgeoning political communication literature has begun to uncover how citizens' opinions and behaviors can be influenced by multimodal news messages, or frames, with a particular focus on text and visuals (e.g., Coleman, 2010). Despite this, little is known about how the specific qualities of each modality contribute to these effects, and for how long they continue to influence an audience. We use an experiment to address these issues and shed new light on the mechanisms and duration of visual and textual framing effects. The contribution of visuals and text to framing effects can be considered by the way in which they are processed (Geise & Baden, 2014). Generally, vivid visuals are eye-catching, perceived quickly, and can have an amplifying effect on our psychological processes by fostering an emotional connection with the reader which endures in memory (e.g., Paivio, 1991). By comparison, text is less salient but its syntactic structure lends itself to cognitive deliberation and, in turn, a more prescribed construction of meaning (Messaris & Abrahams, 2001). Building on dual processing theories of persuasion (e.g., Chaiken, 1980; Sojka & Giese, 2006), we examine whether visuals and text are processed via qualitatively different pathways – with visuals more emotionally and heuristically processed than the systematic and cognitive processing of text. We also assessed whether visuals can help framing effects to persist over a period of up to a week (Lecheler & de Vreese, 2016). To do so we combined experimental manipulations, individual differences data, and a delayed test. First, by randomly assigning participants to a cognitive load task or an inducement of cognitive involvement, we encouraged a heuristic or systematic information processing style, respectively. At the same time, participants read an online news report containing congruent and incongruent pairings of image and text counter-frames from war and conflict news. Then, by measuring opinions and actual donating behavior immediately after exposure, and again four days later, we assessed whether inducing these processing pathways pushed effects in the direction supported by the framed image or text, and if this persisted over time. In addition, by measuring participants' dispositional affective/cognitive and visual/verbal processing style, we assessed whether those with particular processing styles were more strongly influenced by the framed image or text. Results showed that inducement of systematic processing pushed framing effects in the direction conveyed by the text frame. Heuristic processing did not, however, influence effects in the direction of the image frame. Moderation analyses showed that those with a highly affective and visual processing style were more strongly influenced by the image frame. In contrast, those with a verbal processing style were more strongly influenced by the text frame. Finally, comparison of T1 and T2 data (3 to 7 days later,  $M = 4$  days) showed that framing effects persisted in those who viewed an article containing an image, compared to those who saw an article without an image.

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## The Power of Collective Identity: Framing Europe and Its Effect on Solidarity Within the European Union

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In the public debates about Greece leaving the EU or the distribution of refugees among the EU member states, politicians, non-governmental organizations and journalists criticize the lack of solidarity within the EU. Solidarity is a crucial mechanism to promote European social and system integration by solving critical transfer situations. This paper sets out to investigate how different perceptions of the EU portrayed by the media affect people's European solidarity. On the individual level, solidarity is defined as the intrinsically motivated adherence to solidarity norms. Thus, acting solidary at the European level means for EU citizens to provide other individuals in the EU or the European community as a whole with private resources (e.g. money) without asking for compensation. Four different types of solidarity norms can be distinguished: public allocation norms, distribution norms, support norms and loyalty norms. They contribute to solving four different types of social dilemma situations in which one actor is capable of helping another actor but lacks the respective incentives to do so. Previous research on solidarity shows that the willingness to act solidary rises when all actors share a common collective identity. European solidarity consequently depends on the emergence of a collective European identity. These feelings of belonging to the EU are influenced by media representations of the EU. However, empirical studies find that the national media do not present the European Community uniformly, instead the interpretation of the specific content of European identity vary significantly from country to country ("identity frames"). For instance, the British public sphere is dominated by the perception of the EU as an economic community, while German media portrays the EU primarily as a political community. Thus, while most scholars only focus on the degree of people's European identity, I argue that the respective interpretation of European identity also affects solidary behavior. To fill this empirical gap, this paper investigates whether identity framing in media content impacts people's European solidarity. To test the hypotheses, I conducted an experimental online survey with 400 German respondents. In this 2x2 between-subject design, the independent variables were (1) different interpretations of European Identity (EU as an economic community vs. EU as a political community of shared values) and (2) the valence of the respective frames (positive vs. negative). I used the adherence to the four different solidarity norms as the dependent variables. First results indicate that European identity has a significant positive impact on all four types of European solidarity. However, whether people regard the EU as an economic community or a political community of shared values does not influence their willingness to act solidary. The findings further reveal that people who received a positive identity frame tend to show more European solidarity. The results suggest that creating a positive feeling of belonging to the EU is essential to overcome the "crisis of solidarity" within Europe. Yet, the specific interpretation of collective European identity is secondary.

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## The New Storytellers – Political Commentators Framing Narratives on Different Media Platforms in Election Campaigns

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With in the field of political journalism the political commentators in the press are one of several actors who are involved in framing narratives about on-going political processes in our society (Johnson-Cartee, 2005; Entman, 2010). In their role of explaining and interpreting political events they take an important part in informing and making citizens understand the outcome of politics in a society (Nord & Stur, 2009). One way is to participate in constructing narratives about politics that can be found in news reporting of election campaigns (Schudson, 2008; Mc Quail, 2013). Due to the change of the media environment that has taken place the last decade – the role of the commentators has shifted from being informative and interpretive to become more speculative and opinion driven (Nord & Stur, 2009). One factor is how new media platforms as websites, web-TV and social media have opened up for new possibilities to communicate politics on (Bennet & Iyengar, 2008; Carey, J & Martin, C.J E, 2010). This was for example the new media setting for the election for the Swedish parliament in 2014. This development questions the future role of the commentators - the trustworthiness and credibility of their work. Not many studies have been made in this area of political journalism. The object of this study is to explore how the role of political commentators has transformed and the consequence of the development. This is preformed in context of a case study of an election (Sweden 2014) and the narrations of politics that were framed with help of the commentators in national press on different media platforms. The research questions are: RQ 1: How and on which platforms did political commentators in the study participate and appear whilst framing narratives? RQ 2: What kind of narratives and in which ways did they frame narratives about the election? In this study theories as framing (Entman, 2010) and communicating narratives (McNair, 2000; Johnsonson-Cartee, 2005) of political news are used as base for the theoretical framework. The empirical material of this study is collected from four national papers in Sweden: Dagens Nyheter, Svenska Dagbladet, Aftonbladet and Expressen during the election for Swedish parliament 2014. The material concerns all commentaries made by principal political commentator of each paper, collected on daily basis on different platforms, during a period of three weeks before the Election Day. The study is undertaken on basis of a quantitative collected material but is basically preformed qualitative using narrative content analysis (Johansson, 2005; Entman 2010). The result of the study shows that the commentators play a more significant role within the field of political journalism. They got several media platforms to interact on. These new circumstances have influenced the role of commentators becoming storytellers that are less informative and analytic. Instead they tend to give their own opinions more space, speculate about who is going to win or lose, framing narratives of elections campaigns into stories of games of sport or battles of war.



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## Citizens' Role in Mediatized Conflicts: Reproducing Elite Discourses or Creating New Ones? The Case for Catalonia's Secessionist Process

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In the political public sphere, "people in their roles as citizens have access to what can be metaphorically called societal dialogues, which deal with [...] politics in the broadest sense" (Dahlgren 1995:9). These so-called societal dialogues take place between the three different actors who coexist within the public sphere: citizens, politicians and the media. However, it is assumed that the last two (politicians and media) play the leading role when it comes to shape public opinion, whereas the citizen-electors tend to reproduce the discourses they generate. Because of its ability to "simplify and make understandable political events" (Mio 1997:121), metaphor is one of the mechanisms used both by political actors and media in their struggle for imposing a certain vision of contested issues. As it is analogically structured, metaphor deals with two different domains of knowledge (Lakoff and Johnson 1980) that relate with each other: one from which we depart (source domain) to understand the meaning of the other (target domain). Hence, metaphors function as political schemas used as a mean "to shape public discourse" and "to present political 'reality' in a specific way" (Cammaerts 2012:244), while they influence evaluation on the metaphorized topics (Charteris-Black 2011) and, thus, are also persuasive. In order to verify to which extent do citizens reproduce the political and media actors' discourses underlying the use of metaphorical expressions, a contested issue was investigated. We focused on the 11 September 2015 demonstration in Catalonia prior to the parliamentary election as one of these issues. We analyzed the information given by three relevant newspapers with different editorial policies (La Vanguardia, El País and El Mundo) as well as the main claim-makers' Twitter accounts and websites, between 11 September 2015 and 14 September 2015. Metaphorical expressions were identified following Greimas' (1987) concept of isotopy and through four pre-established target domains: (1) Catalonia/Spain relationship; (2) National Day or Demonstration; (3) parliamentary election; (4) independence process. After identifying the most relevant metaphors used both in newspapers and claim-makers' discourses, we worked with them in two ideologically opposed focus groups. Our aim was to determine how citizens had interpreted these metaphors and to evaluate, through the scenario construction, whether they reproduced the political and media discourses or, on the contrary, generated alternative narratives on the analysed issue. From a political communication viewpoint, "scenario", which provides "the main story-lines or perspectives along which the central mappings [generated within the use of metaphors] are developed and extended" (Musolff 2004:18), revealed as a key concept for approaching metaphor interpretation, where metaphor achieves its argumentative strength. Among the main results, citizens' evaluation of the analysed issue in terms of political and mediated discourses must be stressed. This was particularly relevant when conceptualizing Catalonia/Spain relationship under FAMILY/LOVE ("breakup", "mistreatment", "unrequited love") source domain in line with the frame promoted both by politicians and the media. Although the scenarios developed by the ideologically opposed groups were different among them, they coincided respectively with those supported by political actors who were in favour of or against Catalan secession.

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## A Media Ecology Approach to Understand Patterns of Political Communication and Participation in Italy, Spain and Greece

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Recent literature in media studies argues that we live in a media-saturated society and that media practices resting on information and communication technologies are deeply affecting the way in which social practices unfold in a variety of realms. Amongst other, current media practices revolving around web applications and internet platforms sustain, order and anchor many social practices linked to political activities, including citizens' mobilizations within and outside institutions, and the related patterns of political communication. Such media practices, though, do not develop in a void: they are contextual and embedded in broader media ecologies, in which a wide range of media professionals, organizations and technologies interact on a daily basis. Several studies focus on definite instances of political participation and on the role that specific information and communication technologies play with their regard. However, there is a limited amount of knowledge on the overall media ecology in which media practices sustaining, anchoring and ordering political activities and the related patterns of political communication are embedded. The paper seeks to fill this gap in the literature in three ways. First, at the theoretical level, it discusses some of the analytical tools that scholars might use to make sense of multi-faceted communication flows that surround and underpin political participation today. In particular, it contrasts three analytical metaphors that have been regularly used in past and present literature on the topic: media systems, media environments and media ecologies. Second, at the methodological level, the paper considers how the media ecology metaphor can be operationalized to analytically reconstruct its architecture and infrastructure, in which media practices related to political participation are grounded. Hence, it develops a set of qualitative and quantitative indicators starting from the seminal research of Hallin and Mancini (2004) and Chadwick (2013) on media systems, combined with recent conceptualizations of media environments with regard to grassroots political participation (Mattoni 2012) and the tradition of media ecologies approaches (Treré and Mattoni 2016), that scholars increasingly use to understand mobilization in the political realm. Third, at the empirical level, the paper compares the architecture and infrastructure of the media ecology in three Southern European countries – Italy, Spain and Greece – through the analysis of existing statistical data related to the media ecology, expert interviews with media professionals, and grey literature on media systems in each country. While the three countries under investigation traditionally belong to the same Southern European media system, the paper shows that the overall media ecology of political participation has its own features in each country, especially when considering information and communication technologies, organizations and outlets. And this, in turn, also has an impact on the patterns of political communication that develop within each country. Overall, the paper suggests that the media ecology metaphor is a powerful analytical tool to understand cross-national differences related to media practices that sustain, anchor and order various forms of political participation and the related patterns of political communication.

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## Expertise versus Authenticity: Forms of Testimony in Protest

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This paper aims to examine the dislocation between publics and politics in the context of the accelerating complexity of societies, and especially of economies dependent on financial mechanisms so complex that no single expert understands the whole industry. It examines anti-austerity protest in the UK, with a focus on a loose network called UK Uncut. Participative and deliberative models of democracy that attribute a strong role to publics have always struggled with the vexed question of expertise, but this has become increasingly problematic as societies have become vastly more complex (Turner 2003). Habermas' (1996) public sphere demands expertise to underpin rational deliberation, and he therefore limits the contribution of ordinary people to an 'antenna' role of detecting problems experienced in the lifeworld and bringing them to public attention. This can be a powerful form of testimony, with the authenticity and prestige of the 'victim-witness' (Peters 2011), but it is not always effective, especially in terms of a translation into publicly acceptable arguments, and the response to campaigns against the 'bedroom tax' cuts to housing benefit demonstrate that it can be seen as inappropriately emotional. Furthermore, if the role of the public is only to highlight problems, public protest will be subject to the criticism of not offering solutions, as was frequently levelled at the Occupy movement. Protesters have therefore sought to draw on expertise from more formally organised civil society, to substantiate their argument that public spending cuts are not necessary, as the government has claimed, but part of a neoliberal ideological project to roll back the state. They have done so by highlighting corporate tax avoidance as an alternative source of funding to pay down the deficit. However, tax avoidance is based on such complex financial instruments that Tesco paid accountants £354,000 to explain its own tax arrangements to the company in preparation for a libel action against The Guardian newspaper for misunderstanding them. The paper will draw on a thematic analysis of over 2000 newspaper articles, and a documentary analysis of civil society and government reports, to examine the role of UK Uncut in amplifying the findings of experts such as Richard Murphy of Tax Research UK. It will argue that this was a relatively successful strategy, that largely avoided the accusation of naivety. However, the protesters – veterans of environmental protests such as Climate Camp – were also very conscious of the need to establish their personal authenticity as 'ordinary taxpayers' to avoid being othered as 'professional protesters'. The paper will finally suggest that the focus on credibility on tax avoidance distracted from the central problem of austerity.

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**"Denier, Denier, Denier!": Explaining User Comments on Anthropogenic Climate Change***S. Walter<sup>1</sup>, M. Brüggemann<sup>1</sup>, S. Engesser<sup>2</sup>*<sup>1</sup> *University of Hamburg, Journalism & Communication Science, Hamburg, Germany*<sup>2</sup> *University of Zurich, IPMZ – Institute of Mass Communication and Media Research, Zurich, Switzerland*

Even though there is a broad consensus among scientists (Oreskes 2004; Anderegg et al. 2010) and journalists about anthropogenic climate change as a risk and global problem (Brüggemann, Engesser 2014), relatively stable minorities in the population remain skeptical about anthropogenic climate change (Whitmarsh 2011; PEW 2015). Today, the internet provides citizens with opportunities to publicly voice their skepticisms, e.g. by commenting on online news. This paper explores and explains patterns of user comment by analysing influence factors at the level of the country, the news outlet, the individual journalist, and the news story. Thereby, the paper contributes to a better understanding of the factors that influence public debates and opinion on climate change. The study draws on the theory of the spiral of silence, assuming that people risk social isolation when openly expressing views that deviate from public opinion (Noelle-Neumann 1980). Accordingly, we would expect that comments supporting anthropogenic climate change dominate discussions in communication environments where anthropogenic climate change is a non-controversial issue, and more skeptical comments where the issue is contested. Our research question is: Are readers' comments indeed reaffirming the predominant views on climate change in countries, media outlets, and news stories, or are they perhaps disagreeing and thereby creating counter-publics? Empirically, this study relies on a content analysis of various online newspapers (N=23) from five countries (Germany, India, Switzerland, UK, US, India) that all share high amounts of CO2 emissions (Clark 2011), but differ in terms of climate change skepticism (Grundmann, Scott 2014) and are thus likely to feature vivid debates on climate change. In total, the analysis is based on 803 news stories and 3470 user comments. Our results based on a regression analysis show that contrary to our initial assumptions based on the spiral of silence, the share of supportive comments is significantly higher, and the share of challenging comments significantly lower, in countries that tend to be more climate-sceptic (US, UK). Our analysis also points to the importance of the news outlet for influencing public discourses, as supportive comments are significantly lower in tabloids. The individual journalist can also play an important role: New stories written by columnists, whose writing is arguably more opinionated, receive significantly less supportive comments and significantly more challenging comments. Likewise, the content of the news story is a crucial factor: If a news story challenges the scientific consensus on anthropogenic climate change, the number of supportive comments decreases. Hence, when it comes to the spiral of silence, our findings are rather mixed. An explanation is that the theory has been developed in the context of the nation state. Climate change, however, is a transnational topic and our results suggest that lower units, such as the news outlet, might be more important and drive climate debates in the comments section. This is in line with previous research, which has observed that the internet contributes to a fragmentation of publics (Schulz, Rössler 2013).

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**We Help Refugees. . . and to Anyone Else? Analysis of Online Communication Between the Czech Volunteers: Question of National Identity and the Roles of Traditional Mass Media***J. Křeček<sup>1</sup>*<sup>1</sup> *Charles University in Prague, Media Studies Dept., Praha 1, Czech Republic*

Although the Czech Republic is not a favourite destination or even a transit country for migrants across Europe, the refugee crisis materialised into a strict state policy in the Czech context. The Czech Republic rejects the proposals for European solutions at the international level, whilst it detains and imprisons immigrants at the national level, who have mostly found themselves to be here due to mistakes in their flight arrangements. This strategy of preliminary refusal is peculiar to both the political and media sphere (and, indeed, public opinion). The Czech Republic, however, is also a country in which the number of immigrants arriving in the long-term has outnumbered the Czech volunteers going to help refugees outside in the various sections of the so-called "Balkan Route", where they frequently also outnumbered volunteers from other countries. My paper is based on a comprehensive analysis of internal communication of Czech volunteers and their followers/supporters. The techniques of qualitative content analysis were used when analysing their semi-closed discussion groups on the Internet and in social media networks in the beginning of September 2015 (connected to the first charity collection for refugees in autonomous social center Klinika that has surprising effects in the Czech Republic) and in October (connected to the Case Berkasovo-Bapska, a previously forgotten crossing between Serbia and Croatia, where from 23 September to 3 November predominantly the Czech volunteers, more or less autonomously, looked after a no-man's land). Among the other mapping steps, the analysis attempts to capture the "motivation for volunteering". The confrontation with selected psychological typologies of motivation puts the emphasis on the protective (and later the normative) motivation, on which the hypotheses are based regarding the dispute about the national identity of volunteering (controversies on „Czech Team“ label) as an ideological dispute. Additional side of analysis concentrated on the relation of Czech volunteers and mainstream media. How to interpret the findings suggesting that the volunteers in their internal communications are resigned to influence the traditional media, but at the same time, without discussion, a PR-team emerges, which churns out press releases? What is more, they are not consulted with the rest of the volunteering community, neither in advance, nor after their release. . .

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## The Effects of Dialect on the Evaluation of Politicians

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Human perception of speakers is strongly influenced by language. Regional dialects are one of the most noticeable characteristics of spoken language (Cargile & Bradac, 2001, Communication Yearbook). Politicians present themselves and their political programs as speakers, for example in speeches or radio/television interviews. Yet little is known about the effects of language characteristics on the perception of politicians. In local and regional elections, regional dialects seem especially relevant. Both favorable and unfavorable consequences may occur for a politician who speaks a regional dialect: On the one hand, speaking dialect has been shown to negatively influence the perception of a speaker's qualities such as status, dynamism or solidarity (Fuertes et al., 2012, Eur. J. Soc. Psychol., for a meta-analysis). On the other hand, speaking the local dialect signals proximity and approachability to the local electorate (Giles, 1973, Anthropological Linguistics). Sociolinguistics suggest that the direction of the effect on the speaker's evaluation is not unconditional, but depends on the listeners' attitude toward the dialect (Cargile & Bradac, 2001). Based on the literature, we propose a model in which the effect of dialect (as opposed to standard language) on the evaluation of a politician is mediated through liking of the voice and comprehensibility of the statement (mediators). The effect of dialect on the mediators is moderated by the attitudes toward the dialect, such that listeners who evaluate the dialect positively perceive the dialect statement as more pleasant-sounding and comprehensible. In contrast, listeners who dislike the dialect perceive the statement as less pleasant-sounding and incomprehensible. Thus, we predict that the indirect effects of dialect through voice liking and statement comprehensibility on the evaluation of the politician's qualities depend on the listeners' attitude toward the dialect (moderated mediation). We conducted a 1x2 between-subject experiment ( $n = 363$ , 54% female, age: 39 years [ $SD=19$ ], 53% speak the regional dialect). A radio interview was manipulated such that the same speaker spoke the part of the politician once in dialect and once in standard language. Prior to exposure, we measured the participants' attitudes toward the regional dialect (AToL-scale, Schoel et al., 2013, J. Lang. Soc. Psychol.). Post exposure, participants rated voice sound, statement comprehensibility, and the politician's qualities (overall evaluation, competence, leadership, integrity, sympathy). All constructs were operationalized by multi-item 5-point scales. The hypothesized conditional indirect effects were found for all outcomes and both mediators (overall evaluation: through sound 0.10, 95%CI [0.04, 0.18], through comprehensibility 0.23 [0.12, 0.35]; competence: 0.08 [0.03, 0.15], 0.15 [0.08, 0.26]; leadership: 0.12 [0.05, 0.22], 0.12 [0.05, 0.20]; integrity: 0.06 [0.01, 0.12], 0.16 [0.08, 0.12]; sympathy: 0.12 [0.05, 0.22], 0.12 [0.06, 0.23]). In sum, we found that speaking dialect may indeed harm a politician among voters with unfavorable opinions toward the dialect, because they do not like its sound and find it hard to understand. Positive effects were less pronounced and evident only among those with very positive attitudes toward the dialect. Our study highlights the potential of language characteristics to influence voter perceptions and provides a model to better understand such effects.

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## Priming and Personality. How Individual Characteristics Affect the Media Priming Process

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Modern democracies have undergone substantial social change in the last decades. This also affects peoples' voting behavior: Political scientists have observed constantly weakening bonds between voters and political parties since the 1970s (Dalton et al. 1984). By the same token, the number of undecided voters increases. Especially for these wavering voters, information on current events and issues may thus be decisive. According to the media priming model, issues high on the media agenda become salient to the recipients, which can affect their later (voting) behavior (Mendelsohn 1996). Empirical research confirms that priming of political orientations and voting decisions occurs (Sheafer 2008). However, the theoretical model of priming has been challenged. The ongoing discussion regards the question of how the information processing that explains priming can be described and how individual characteristics intervene with it. In a democracy, it is crucial to know how citizens process information to come to their vote and how their personality affects this process. This paper sheds light on these questions from a theoretical as well as an empirical perspective. Most scholars refer to a psychological model of knowledge activation and accessibility (e. g. Price/Tewksbury 1997) in order to explain priming. This theoretical framework suggests priming to be a short-term effect that works rather unconsciously. The accessibility perspective has been challenged: For instance, it has been criticized that the characteristics of the psychological model are inconsistent with the empirical phenomenon of media priming (e. g. Roskos-Ewoldsen et al. 2002: 105–108). Other authors present findings suggesting that priming effects are based on learning rather than on accessibility of knowledge (Miller/Krosnick 2000; Lenz 2009). Finally, research on the question of how individual characteristics (such as political interest) moderate priming is inconsistent and sometimes contradictory to the accessibility model. We argue that a dual model that differentiates two possible priming effects based on different modes of information processing explains these apparently contradictory results. Following the theoretical analysis, we present an empirical study of representative survey data and a content analysis of television news that tested priming effects on the individual vote in the 2009 German national election. In this study, we identified three issues that were high on the media agenda during the election campaign. Logistic regression models showed that the likelihood to vote for a certain party is influenced by the voters' attitudes on these issues as well as the individual issue salience. We interpret these findings as evidence of priming. Finally, we tested how political interest moderates priming. Results show that for two of the three issues priming did only occur for voters that are interested in politics. Regarding the third issue, however, priming occurred for politically interested voters as well as for voters without political interest. These results can be interpreted as a first proof of the existence of two different priming effects: A priming effect based on learning that occurs if voters are politically interested, and a priming effect based on accessibility that can occur independent from political interest for especially remarkable issues.



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Back in the old days, newspapers distributed their contents via a one-channel strategy: a printed newspaper, identical for everyone. Two decades ago, a second channel emerged: the newspaper's website. Today, there are many more distribution channels for even one and the same news item. Apps, but also third-party intermediaries beyond the control of publishers like news aggregators and social media, play an increasingly influential role in news exposure and news selection. Given the central role of news exposure to the study of political communication (Chaffee & Metzger, 2001) and the importance of a shared public sphere for current events for a functioning democratic society (Curran, 1991), we investigate in how far new divides emerge between groups that use different channels. Because the channels differ highly in terms of completeness and personalization through algorithms, the choice for one of these channels affects which news a recipient is exposed to. Yet, while there is a surge in academic attention towards the effects of the selectivity of these channels, we know relatively little about the determinants of channel choice. Combining insights from research on digital divides, selective exposure, and trust in media, we therefore investigate in how far channel choice is explained by (a) sociodemographics, (b) political interest, (c) (extremism of) political attitudes, and (d) satisfaction with and trust in media. In a survey representative for the Dutch population ( $N = 1,556$ ), we asked online news users how many out of 10 online news articles they access via (1) directly surfing to the news website, (2) an app, (3) a news aggregator, (4) a link on Facebook or (5) Twitter or (6) elsewhere on internet, or (7) in another, unspecified way. Out of 10 articles, 4.2 are read by visiting the web site, 2.4 via an app, 0.4 via a news aggregator, 1.9 via a link on Facebook, 0.3 via a link on Twitter, and 1.1 via a link somewhere else on internet. We estimated regression models to predict usage of each channel. Accessing the website directly is mainly popular among older males who are highly interested in politics and tend to be slightly right-wing. Apps are mainly used by the highly educated who are rather satisfied with the performance of Dutch media. News aggregators are the channel of choice for the politically disengaged and the slightly left-wing. Facebook as distribution channel for news articles is popular among lower educated young females and those who have a more extreme political opinion, while Twitter use does not differ much between groups. Links from other sites are mainly used by lower educated, left-wing males. Interestingly, trust in media did not have any effects. Our results demonstrate that the use of different channels is not equally distributed among groups. One might speculate that the filtering based on a person's interests on Facebook caters to the needs of those with more extreme opinions, which is in line with selective-exposure theory. Aggregators and apps might be a valuable way to engage those who are less interested in politics.

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## Facts or Fiction? How the Media Use Opinion Polls

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One key feature of contemporary political news journalism is the use of opinion polls. Across countries such as the United States, Germany and Sweden, studies have shown that opinion polls constitute an important but also problematic part of the media coverage of politics (Holtz-Bacha & Strömback, 2012). While defenders of the media's use of opinion polls argue, among other things, that polls allow journalists more independence from political actors and send the symbolic message that the voice of the people matters (Lavrakas & Traugott, 2000), critics argue, among other things, that the use of opinion polls "extends beyond reason" (Patterson, 2005, p. 722) while contributing to the framing of politics as a strategic game (Aalberg et al., 2012). There is also a significant body of research suggesting that the publication of opinion polls might influence the very public opinion they are supposed to represent (Rinke & Moy, 2012). The media's use of opinion polls is however not only a matter of quantity or the effects of the publication of opinion polls. It is also a matter of how the media use opinion polls. In that context, two aspects are particularly important. The first concerns the extent to which the media, when publishing opinion polls, also publish the methodological information necessary for evaluating the poll as recommended by organizations such as the World Association for Public Opinion Research (WAPOR). The second concerns how journalists interpret changes across polls, more precisely to what extent journalists take statistical uncertainties into account when covering changes across opinion polls. While previous research suggests that the media often fail to include basic methodological information (Strömback, 2009; Welch, 2002), there are however very few studies covering multiple election and patterns across time. There are also very few studies on whether journalists take statistical uncertainties into account when covering the results of opinion polls (Bhatti & Pedersen, 2015). Against this background, the purpose of this paper is to investigate the media's use of opinion polls across time, with a focus on (a) the extent to which the media publish the methodological information needed to assess the opinion polls and (b) the extent to which the media take statistical uncertainties into account when interpreting changes across opinion polls. The study will focus on the case of Sweden. To investigate (a), the study will make use of comprehensive content analyses of all major news media across the national elections between 1998 and 2014. To investigate (b), the study will focus on how the major national newspapers covered all the polls done in collaboration with particular pollsters during 2014. The rationale for focusing on these polls is that in these cases, the media have a direct relationship with the pollster and exclusive access to the underlying data; hence, if they fail to show an awareness of statistical uncertainties when covering these polls, they are even less likely to take statistical uncertainties into account when covering other polls.

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## Media Systems and News Production: Based on the Content Analysis of British and German News Coverage About Welfare Reform

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Media system refers to all media that operate in a particular social and political system and their form of organization. In general, media system functions in accordance with national boundaries. Nevertheless, Hallin and Mancini have compared the media systems of eighteen developed capitalist democracies in North America and Europe. In their study, a new conceptual framework for comparative media systems research has been developed that turned out to be a significant contribution to analyze similarities and differences of media and politics systematically. Since then, a lot of case studies and comparative researches about media systems have sprung up. However, how to explore media systems at the macro level by means of concrete news coverage and the relationship between media systems and news production still remains a new research field that can expand the scope of comparative studies. According to the framing theory, the media and journalists focus on some parts of the event and certain actors and then place them into information meaning construction that could influence the choices audiences make about how to understand the information. As another point of the view, sources of information are selected and not every actor in the society has an opportunity to "speak out" in news reports and public discourse. Some individuals or groups have enough political power and social influence to be visible in a broader public, but others do not have. By comparing the similarities and differences in terms of the state system, political structure and cultural background between Britain and Germany, this article proposes the propositions that in the news coverage of a policy issue, the appearance of government speakers who are being quoted is more frequent in Britain than in Germany; political parties and social organizations appear more frequently in Germany than in Britain; individuals are more likely to be visible as speakers in Britain than in Germany. Then, this study has carried out a content analysis of four major newspapers in Britain and Germany: The Times, The Guardian, Die Welt and Die Süddeutsche Zeitung. 506 articles that qualified as being about "welfare reform" from 2009 to 2015 and includes more than three paragraphs have been coded, about one-half from each country. The result has shown how different categories of actors are given the chance to debate about welfare reform and how this changed over time in the media. It reflects that political, social-cultural and economic components interact with the media system and the interaction process will affect news production in both countries.

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How credible is a communicator speaking about Islam when they have an Arab origin themselves? Does the communicator's ethnic origin determine the audience's credibility perceptions – especially when the communicator talks about issues which are related to his ethnic origin? Various studies in communicator credibility research focus on the effects communicator features have on credibility perceptions, e.g., gender or appearance. Yet, a communicator's ethnic origin has not been considered, although it might impact interpersonal evaluations. Moreover, ethnic heterogeneity of societies increases. Accordingly, the number of political communicators (e.g., politicians, journalists) with diverse ethnic origins rises. Credibility research should take this development into account. The present empirical study provides first insights by examining how a communicator's ethnic origin might affect audience credibility perceptions. This study's theoretical framework incorporates two concepts from different research areas: Firstly, a four-dimensional credibility concept based on theoretical considerations from communication and persuasion sciences (e.g., Hovland, Janis & Kelley, 1953) is developed. Secondly, credibility assessments are linked to stereotyping as a concept from social psychology. The assumption is that a communicator's ethnic origin works as a stimulus for stereotyping processes. In turn, stereotypes are assumed to affect audience credibility assessments – particularly when the communicator speaks about issues which relate to stereotypes. Consequently, the communicator is expected to promote a particular – namely a stereotypical – perspective (Eagly, Chaiken & Wood, 1981). If the expected perspective is confirmed (=high stereotype fitting), credibility ratings will be low. When disproving (=low stereotype fitting), credibility ratings will be high: the communicator might seem to have overcome cultural predispositions, thus appearing more objective. Two experimental online surveys with 180 participants were conducted. The communicator was a fictional male Arab journalist; his journalistic commentary provided the experimental stimulus. In experiment A, the commentary dealt with discrimination of women, whereas experiment B was about Islam. According to prevailing stereotypes, recipients were assumed to deem the communicator a proponent of Islam and an opponent of gender equality (e.g., Ewing, 2008). Treatment manipulations were high stereotype fitting (experiment A: downplaying discrimination of women; experiment B: supporting Islam) and low stereotype fitting (experiment A: deploring discrimination of women; experiment B: criticizing Islam). The recipients' individual opinion on the commentary issue was included as a non-manipulated factor. Results from experiment A showed significantly higher credibility ratings for low stereotype fittings. The Arab journalist was perceived more credible and more objective when he deplored the discrimination of women and disproved the stereotypical perspective. Participants might have assumed he had overcome cultural predispositions. Whereas the participants' individual opinion had no effect on credibility ratings in experiment A, there was an interaction effect between stereotype fitting and individual opinion in experiment B: the journalist was rated most credible by participants who read the commentary with high stereotype fitting and shared his opinion. In summary, the study shows a communicator's ethnic origin can affect credibility perceptions. Linking stereotyping processes to credibility assessments has proven to be a viable approach which provides interesting avenues for future research.

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Existing literature concerning political communication is saturated with theories of personalisation, the trend which manifests itself in the greater focus on political leaders as individuals at the expense of political collectives such as parties and governments. Over the past couple of decades a significant body of research was developed which examines the feasibility of this theory, mainly in established Western democracies. Based on numerous case studies, and some comparative research, it can be concluded that media reporting in countries such as the UK, the US, and France, have over the past few decades become more leader-centred, i.e. personalised, meaning that political leaders increasingly became media visible, and the focus on collective political actors decreased. These similarities in trends in political communication among Western democracies have most frequently been explained through theories of Americanisation and modernisation. But what about the rest of the world? Which trends of political communication can be found there, and how important and media visible are political leaders in these, 'other' parts of the world? This article compares the ways in which the personalisation of mediated political communication developed since 1970s until present day in a new, transitional democracy and in a Western, established democracy. Specifically, this study is based on a longitudinal content analysis of Yugoslav/Croatian and British daily newspapers. The comparison of the data related to the leader-centred media reporting from Yugoslavia and Croatia with that from the UK shows that the trends observed in the transitional context run in the opposite direction from trends found in Western countries. Specifically, while media reporting became more leader-centred since 1970s in the examined Western democracy, it became more party-centred and less leader-centred in the studied transitional democracy. Consequently, it is suggested that the de-personalisation of mediated political communication, manifested in a greater focus on collective political actors, as compared to individual ones, might represent a new trend in political communication. In addition, two new theories are proposed that may help explain the de-personalisation trend in transitional societies. These are continuation theory and democratisation theory.

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The personalization of politics is a long-observed phenomenon in modern democracies that has received considerable scholarly attention in national politics. However, little is known about the phenomenon in European Union (EU) politics. Recent institutional and political developments suggest that such a trend, whereby politicians increasingly become the main focus of political processes, is underway: the Lisbon Treaty created new political offices and, for the first time, the major European party families put forward top candidates for Commission President in the 2014 EU elections. The media provide a crucial link between EU citizens and their representatives. Studying the personalization of EU news coverage is therefore important in view of the debates about the EU's alleged accountability deficit, which partially derives from lack of information for EU citizens about responsibilities in EU politics (Hobolt & Tilley 2014). This paper sheds light onto this phenomenon by asking: To what extent and under what conditions does the personalization of EU politics in news coverage occur over time and transnationally? The focus of the paper lies on individualization trends, that is the extent to which EU politicians receive increasingly more news attention at the expense of EU institutions, political parties and ultimately national politicians. It puts forward five hypotheses: 1) we are likely to find an overarching trend of individualization over time amid the accelerating EU integration progress; 2) this trend is likely to vary in scope across different countries due to differences in media, political and electoral systems; 3) procedural and institutional changes as well as salient events are likely to lead to higher visibility of EU political actors at certain points in time; 4) we are likely to find an increase in the visibility of leaders relative to other EU politicians; and lastly 5) nationality is likely to be a key driver of individual-level variation, i.e. own nationals are referred to more often than EU politicians from a different country. To answer the research question, the paper investigates individualization patterns in the newspaper coverage of European affairs between 1994 and 2015 in six EU member states: Ireland, the UK, France, the Netherlands, Germany and Italy. The advantage of the cross-national approach lies in comparing patterns of personalization across different types of media, political and electoral systems, which vary to a great extent in the chosen country sample. It assesses the visibility of more than 2,400 MEPs and more than 100 EU Commissioners relative to EU parties, institutions, and (random samples of) domestic parliamentarians. Overall, the findings lend support to the hypotheses. The paper argues that we do see a trend of personalization in EU news coverage. In addition, and irrespective of country differences, newspapers increasingly report about those EU politicians with expertise and responsibility in the respective policy areas at the expense of national-level politicians and their own nationals at the EU level. The findings are discussed with reference to the question of the EU's democratic legitimacy.



PP 351 The Economy, the News and the Public: A Longitudinal Study of the Impact of Economic News on Economic Evaluations and Expectations

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Extant research finds that economic coverage affects economic sentiments, above and beyond the impact of real-world economic indicators (e.g. Soroka et al, 2015; Hollanders & Vliegenthart, 2011). Economic sentiments, on their turn, are found to be a crucial predictor of political attitudes and behaviour, such as presidential approval (Nadeau et al, 1999) and eventually vote choice (Hetherington, 1996). While there is an extensive literature supporting the presence of these relationships generally, not much is known about the exact media characteristics that cause this or the conditionality of these effects: One may expect the media to have a stronger impact in times of crisis than under regular circumstances. This paper employs a longitudinal analysis to study the impact of economic news on economic perceptions and political preferences. We test the interrelationships between news coverage, economic perceptions, and political attitudes, while controlling for real-world economic indicators. Additionally, we test the hypothesis that media effects are stronger during an economic crisis by including this as a moderator in the analyses. To learn more about the mechanisms driving these relationships, we use an extensive dataset. Instead of looking at media coverage generally as most previous research has done, we take a step further and distinguish between general economic news and economic coverage in which political key actors play a role. Thereby, we examine whether the impact of economic coverage on political attitudes, such as governmental support, is dependent on the direct presence of political key actors in the text. Second, we disentangle the concept of economic sentiments into four subcomponents based on two dimensions: personal versus national and retrospective versus prospective. This generates four operationalizations: an evaluation and expectation of one's personal economic situation, and an evaluation and expectation regarding the national economic situation. This disentanglement contributes to a better understanding of the interrelationship between economic news and public attitudes and goes beyond the reliance on a general measure of consumer confidence as normally employed. We use data from the Netherlands in the time period running from 1998 to 2015. Selecting this time frame generates a dataset in which economic variables show considerable variation, and it covers periods of both economic prosperity and severe downturn. We hypothesize that the interrelationship between coverage and perceptions is stronger in times of crisis than it is during prosperous times, because in a crisis context people are willing to update their economic expectations more frequently (Doms & Morin, 2004). We rely on Vector Autoregression analyses to test the over-time relationships between all variables. By disentangling our central concepts into specific subcomponents (e.g., specific types of media content, particular kinds of economic perceptions), we cast a clear light on the mechanisms driving the relationships between them. Moreover, the longitudinal design allows us to test how the functioning of this triangle between media, economic perceptions and political attitudes differs in times of economic crisis versus prosperous times. Altogether, we give insight in some of the most crucial media processes that are shaping today's political landscape.

PP 352 Appreciate or Ignore? The Perception of Disappointed Citizens That Manifest Themselves Outside the Participation Process

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In today's society government and citizens are increasingly working together to solve social problems. Participatory processes involve assumptions, expectations and constraints which in turn lead to all kinds of intended and unintended effects (e.g. Van Herzele & Aarts, 2013; Turnhout, et al, 2010). One of the unintended effects is the exclusion of certain actors, including citizens who are disappointed in the nature and course of the participation process (Turnhout et al, 2010). These disappointed citizens often use both informal and formal legal channels to influence policy development and implementation outside the framework of the participation process. From the idea that participation is intended to include perceptions from as many citizens involved, the relevant question is how participants in a participatory process deal with disappointed citizens. Our main question is: what is the perception of participants, both civil servants and citizens, of disappointed citizens manifesting themselves outside the participation process? And what can be said about the effect on the course of the participation process? Theoretical framework In conversations people make sense of the world around them. The reverse is also true: "Realities are constructed and maintained in and through conversations" (Ford, 1999, p 483.). Framing is the way we look at situations and helps us to give meaning to the complex world around us by as Entman (1993: 52) puts it 'making some aspects of a perceived reality more salient'. In this paper we use the concept of interactional framing in which frames are constructed and presented in interaction (Aarts & Van Woerkum, 2006; Dewulf et al, 2009; Dewulf & Construction, 2012). Which perspective (frame) people choose depends on their goals, in terms of content, process and relationship (Aarts, 2009; Dewulf et al., 2009). Method and Data We collected data from consultation groups in two municipalities in the Netherlands. The first group was situated in the context of the concentration of several cultural facilities in one historical building; the second in the context of the establishment of a hostel for drug addicts. The meetings and interviews were audio-taped, transcribed and analyzed using Atlas. Ti. Preliminary results In both cases the results show that the activities of the disappointed citizens played a major role in the participation process. In the first group these citizens were seen as a nuisance and mostly ignored. In the second group their critique is being appreciated and listened to. We found that a negative perception increased the distance to the disappointed citizens allowing them to become a threat to the participation process. An open approach contributed to reconciliation, with a beneficial effect on the course of the participation process.

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## Mobilized Participation in a Digital Age: Explaining the Power of Intrinsic and Extrinsic Motivations over Performing Political Actions

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Digital technologies offer opportunities for engaging in a wide range of civically-oriented activities. Whether liking or sharing political content, joining online political communities or joining discussions, each can contribute to deeper democratic engagement and, for the individual, act as a pathway towards further civic participation. Conventional acts of political participation, demonstrating, petitioning and voting, are argued to be driven primarily by feelings of self-efficacy and empowerment as the individual feels they can have influence over decision makers. Little research explores whether similar motivations drive participation in less conventional acts. Drawing on data from a survey among a representative sample of the UK electorate, we find the offline and on-line spheres of agency are fairly distinct. In terms of motivations, intrinsic and extrinsic motivations both matter but extrinsic motivations have the strongest explanatory power independent of the sphere of activity. Given that a range of individuals and political organisations attempt to mobilise their supporters via social media we tested for mediation of motivations. When factored into our analysis the mediating effect of mobilisation tactics has a minimal effect on extrinsic motivations, online or offline, but online intrinsic motivations lose their explanatory power. This finding suggests many online political acts are carried out due to mobilisation, but fundamentally lack meaning to the individual. We also found that campaign organisations are the most powerful mobilisers perhaps suggesting social media users are most likely to perform simple acts in support of non-contentious causes. Overall this paper provides insights into the driving forces that underpin the new forms of political participation.

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## The Perception of Journalistic Risk – An Exploratory Study Assessing the Recipients' Perception of Risks Related to News Journalism

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From a democratic-oriented view, journalism can be understood as one of the most important source for recipients when forming an opinion and making political decisions. Hence, not only the advantages of news consumption must be considered, but also possible risks that might emerge from media usage. Though there have been many studies assessing risk communication, possible risks of communication (in this case: journalistic coverage) remain unclear. In this paper, it is argued that the connection of risks and journalism is inevitable for Reception Studies to broaden the understanding of the audience's perception. Considering risk as a precondition for trust might help to figure out possible reasons for the growing lack of trust in the media and how to handle them. To examine how recipients can cope with the risks arising from news consumption, first these risks have to be defined. To assess possible risks related to news journalism not a priori, but from the audience's point of view, recipients were interviewed in two focus groups. They mentioned several risks, e. g. getting wrong or incomplete information (which might result in manipulation of the recipient). Additionally, several causes for these risks were named, such as the journalists' selection criteria or possible bias in (balanced) reporting. Beside the catalog of risks, one interesting result is that the consequences of perceived risk can apparently be divided into two categories: those for the individuals and those for the society. For instance, some recipients did not believe that news consumption can have any negative outcome for their private life, but might, overall, bear risk for the whole society. This idea is comparable to the mechanisms of a democratic voting: it is not only one voice, but the sum of all citizens' voices, that makes the (political) election consequential. In a second step the exploratory analysis was conducted to analyze whether it can be assumed that risk perception is part of the audience's daily news consumption. The interviewees then realized that news consumption is, in general, not a very conscious action and that risks have to be more transparent to possibly notice them in their daily life. This study shows that it is important to pay more attention to the recipients' view of journalism and the risks that might be inherent. The construct of journalistic risk from the recipients' point of view seems to be appropriate to generate reasons for the decreasing trust in mainstream media. Without any doubt, journalism studies have to further examine the impact of risks and precautions that might emerge from the perception of risks (as checking some facts twice) to support the development of a society with more political responsible and active recipients.

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## 30 Second Politics, 30 Years too Late Political Advertising on Television in Swedish Election Campaigns

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Televised political advertising appears in very different national political communication contexts. Most previous research has been conducted in the U.S. and conditions in Europe differ in many ways: most political systems are multiparty based, election campaigns are shorter and public service media have a stronger position in television markets. Some European countries allow political ads in TV, with or without restrictions; in other cases there are dual systems, combining TV ads with special political party programs. Sweden is an interesting case to study. During many years, political ads on TV were not allowed at all. However, with the transition from analogue to digital terrestrial television the public service obligations of the 'hybrid' channel TV4 were dismantled. In the 2009 European Parliamentary Elections all non-socialist parties used political ads on TV4. One year later, in the 2010 National Election campaign, political advertising on TV had its breakthrough as all Swedish parliamentary parties bought advertising time on TV4. In a few years, political advertising has become a natural element in Swedish election campaigns. Generally speaking, the transformation of political TV ads from non-existence to a central role in the campaign is remarkable. Furthermore, it is worth note that Sweden now has a very liberal view on political advertising on TV. There are really no limits, at least not from an economic perspective. If the parties agree with TV4 – and have a large enough budget – they can basically buy as many spots as they want. On the other hand, the importance of the new communication channel is contested, as it is pressed between traditional paid media channels and expanding campaign activities on social media platforms. This paper intends to shed new light on political TV ads as a new campaign feature in a rapidly transforming political communication environment. The two last national Election campaigns in Sweden, 2010 and 2014, are basically analysed from a party campaign strategy perspective. Methodologically, the paper is based on party surveys and personal interviews with campaign managers of all political parties. Theoretically, the study relates to the concept of hybridization of election campaigns, or the merger between traditional country specific practices and transnational features as discussed in previous literature (Plaser & Plaser 2002; Pfetsch & Esser 2012). The study intends to increase knowledge about the nature of the hybridization process by focusing on a critical case where one of the most adopted campaign practices world-wide are finally implemented within a specific national context and deviating political culture. Keywords: Political advertising, television, Sweden, election campaigns, hybridization

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## Campaigning Across Media Platforms – Danish Politicians and Their Communication Activities in the 2015 National Election

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Recent studies of political communication in Scandinavia indicate that more politicians are becoming active on Twitter – even though Twitter use in Scandinavia is still relatively low and Twitter, unlike Facebook, is mostly associated with an elite made up of politicians, journalists and people working professionally with communication. The recent studies also show that the politicians who are most active on Twitter are the young, the unknowns and the mid-level politicians, whereas the established top level politicians are less active (Larsson & Kalsnes, 2014). The reason of this might be that the established politicians have high newsworthiness and thus easy and generous access to the traditional news media outlets in Denmark (Skovsgaard & Van Dalen, 2014; Blach-Ørsten, 2014). Thus, established politicians have less need for social media to create attention for their campaign, whereas Twitter for the less newsworthy politicians offer a low cost way to try to gain both public and media attention (Skovsgaard & Van Dalen, 2013; Larson & Kalsnes, 2014). Based on the assumptions that a) well-known politicians will be less active on twitter and more active in legacy news media and b) younger, midlevel and unknown politicians will be more active on twitter, we analyse the cross media activities of all (799) candidates running for the Danish Folketing in the 2015 national election campaign. For the legacy newspapers, we conducted a content analysis registering all quotes or mentions of all candidates running for the Folketing. The content analysis include the seven morning newspapers in Denmark as well as their online version, three of the most popular radio news shows and four of the most popular evening news shows on public service television (n=approx. 9000 items). For the Twitter-analysis we harvested all tweets relevant to the national election using an Open Source tool called "Your Twapper Keeper" modified and set up for harvesting all relevant electoral hashtags from the announcement of the election to the end of the campaign. A total of 262.000 tweets was harvested and included in the analysis. Our preliminary results suggest that indeed the top-level politicians ignore twitter in their election campaign. Of the three most highly profiled politicians in Denmark, one has no twitter account, one has a twitter account by has never been active and the third tweeted a total amount of thirteen tweets in the entire election campaign. On the other hand, the same top-level politicians were among the most quoted politicians in the legacy news media. On twitter the top three most active politicians were two unknowns and one midlevel politicians. The most active and unknown politician, tweeted at total of 700 tweets, the second largest number of tweets were 272 – none of the top three twitter active politicians were elected by the final tally of the vote.

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## Bridging Discontinuities by Stressing Continuities. An Analysis of the Party Manifestos of the German Christian Democratic Union

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The Christian Democratic Union (CDU) is Germany's ruling party. In the 2013 German federal election the CDU and the CSU won together their best result since 1990 with almost 42% of the vote. Nevertheless it is currently rumoring within the party. Angela Merkel, chancellor and leader of the CDU, is sharply criticized by her own party for her refugee policies. Some journalists already foresee the end of the Merkel era. Merkel is facing the biggest political crisis of her career. However it is not the first time many Christian democrats are displeased with Merkel's political course. The decisions to phase out nuclear power, to suspend compulsory military service and to introduce a national minimum wage have something in common: Merkel is accounting for them, but at the same time they contradict the traditional agenda of the CDU. Since Merkel leads the CDU, she was criticized to undermine the brand essence of her party. Despite the various critics Merkel and the CDU continued to be very successful. The CDU is currently the German party with most members. At the party convention 2014 Merkel was reelected as party leader with almost 97%. Though being criticized for the U-turns, Merkel and her team were successful to keep the party together. How did they manage to do that? An important source of the collective identity of a party is its party policy. Manifestos can be singled out as a uniquely representative and authoritative characterization of party policy at a given point of time. They help to settle conflicts within the party and to integrate the various wings. They are the base for cohesion within the party as they present the shared values, positions and aims of all members. Thus the study is focusing on the party manifestos to identify the rhetorical strategies used to bridge discontinuities like the turnarounds during the last years. The election manifestos from 1949 till 2013 were examined by quantitative content analysis. The aim was to find the brand essence of the CDU, consisting of certain values and topics as well as rhetorical elements like reviews and personalization. Particularly the study aimed to examine how the brand essence was treated during Merkel's leadership. Basis for the analysis was the saliency theory of party competition, originally developed by David Robertson (1976) and Budge, Robertson and Hearl (1987). In the end, it became evident that it is an important strategy of the Merkel-CDU to bridge discontinuities by stressing continuities, i.e. by stressing elements of the brand essence. Three case studies illustrate this strategy. The justification of the about-faces regarding nuclear power, compulsory military service and minimum wage were analyzed. The result underlines: It has been a successful strategy to situate the about-faces in the brand essence to gain the acceptance of the party members. So perhaps this could be a possible strategy for the refugee issue, too?

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## Comparing Communication Strategies of Political Actors Between Austria and Germany: A Different Significance of Media Logic for Politicians When Trying to Focus Public Attention on "Their" Issues?

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In a famous article, Strömbäck (2008) argues that, as mediatization advances, political actors, first, need to adapt to the media logic and then adopt it. That means they begin to shape their news management and communication practices according to media logic and think and act increasingly along the same lines as the media do. But empirical evidence for such adaptation is scarce (Strömbäck & Esser 2014). Moreover, the national context is very suspicious to act as a moderator of media influence on political actors and, thus, might shape mediatization processes as well (Maurer 2013, Maurer & Pfetsch 2014). This paper seeks to contribute to understanding the role of the national context in how mediatization affects political actors in their communication behavior. It takes a comparative view on political communication strategies in Austria and Germany which stand for different contexts of political communication: The Austrian party system includes a strong, media-centered populist party while the German does not. Second, the Austrian media landscape is strongly affected by tabloids and their logic with a very weak position of broadsheets while the latter hold a strong position in the German media system. These and other national-specific structures create different contexts of political communication to which political actors need to react. Against this background, the paper aims to answer which role mediatization plays when it comes to communication strategies with the aim of arousing public attention. In particular we investigated where these strategies can be located on the blurring border between media and political logic and whether they diverge across countries. Data material stemmed from an international survey which was, among other European countries, conducted in Germany and Austria in spring/summer 2008 and winter 2009. Respondents include high-ranking politicians, political consultants and spokespersons from the national level of politics in both countries. They were asked an open-ended question on strategies deemed effective when politicians want to focus public attention on specific issues. In total the 196 respondents yielded 369 strategies, which were subsumed under 47 broader categories. Coding was done by three coders (inter coder reliability according to Holsti: .73) based on a codebook which the authors developed themselves using a deductive-inductive approach. Overall, sophisticated media relations, emphasizing confrontation and conflict, targeting messages to specific media formats and types, and relying on orchestrated events and disruptive activities were identified as the most commonly used strategies to get public attention. These results indicate different levels of acceptance and maybe also different understandings of a media logic and are thus discussed with regard to their implications for the public discourse about political topics. A strong focus thereby lies on problematizing strategies that are meaningless from a political logic point of view. The comparison between Austria and Germany manifests that Austrian political actors focus considerably stronger on disruptive actions when they seek to attract public attention. Conversely, German respondents see exacerbating conflict as a significantly more promising approach to focus public attention. Both results get contextualized within the different political systems and media environments.



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In the last decades, the political crisis in Europe seems to have grown due to several issues tackled by the political system, starting from the end of the so-called mass parties. The financial crisis, that led an increasing welfare state contraction, has aggravated the economic conditions of the European citizens contributing to increase their feelings of distrust and dissatisfaction regarding the political representatives. Political parties and their leaders are attempting to fill the gap between them and citizens setting up new communication styles and strategies. Political actors do not easily adopt an interactive way to communicate that could help develop a more direct relationship with citizens. Even though the amount of interactions between journalists or others élite and politicians, there are very few with citizens. The emergence of new media and new issues in the political communication realm led to a different and always changing relationship among citizens, media and politics, that is even more entangled in a hybrid media environment. In a context shaped by personalization and disintermediation processes, the representation of the political forces and their strategies are deeply connected to the leaders' figure and their communicative practices. Political parties' leaders often stage these practices in social media environments that offer them the chance to manage personally their own representation, through the so-called news management practices. Many leaders have adopted Twitter as a daily communication tool to be in contact with both their supporters and élite. However, their tweets can spread beyond their followers' circles, thanks to the asymmetric and public relationships that characterize this platform. This key feature enables politicians to get in touch with ideologically distant people, who can react to their messages even in antagonistic ways. These considerations bring out some research questions focused on the leaders' communication and its effects: How does communication style differ by leaders (i.e. public versus personal communication)? How does it affect the relationship between them and the "Twitter-sphere" (i.e. interaction and reciprocity)? What kind of feedback (sharing, rejection, etc.) is received by leaders resorting to a specific communication style? Does the adoption of a particular style produce more engagement, regarding the follower/not-follower dichotomy? In order to address these questions, we have chosen to download and analyze one year of the main Italian leaders' timelines (Matteo Renzi, Beppe Grillo and Matteo Salvini) and the discussions in which they have been involved. We will analyze and classify the contents of the timelines in order to relate the volume and the content of the users' tweets with whom they get in touch (mention, retweet, reply, feedback and following relationship). Furthermore, we will reconstruct the online social networks between parties' leaders and twitter users in order to reveal emerging schemes of interactions. Finally, we will try to identify each leaders' specific communicative style through the emerging patterns in leaders' tweeting habits. The aim of this work is to individuate and define some ideal type for each leaders' communicative style.

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## With a Little Help from My Friends: How Informal Discussions Increase Political Knowledge Among Adolescents with Low Media Use

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The aim of this study is to examine to what extent informal discussions about politics with friends, family, and peers help adolescents with a low news media use to acquire knowledge about current political affairs. Low political engagement among this young generation of citizens is a fundamental concern for the future functioning of our democracies. Political knowledge is a central predictor of political engagement (Delli Carpini & Keeter, 1996). Studying how adolescents obtain current affairs knowledge can thus help us understand which information sources can prepare young people for becoming active citizens. We know that news media use has a positive effect on political knowledge (e.g., de Vreese & Boomgaarden, 2006), also among adolescents (Møller & de Vreese, 2015). At the same time, many citizens turn away from the news media (Prior, 2007). These findings raise the question through which alternative sources citizens may be exposed to information about current political affairs. Previous research indicates that informal discussions about politics are very important for adolescents in this regard (Shah, McLeod, & Lee, 2009) and might also interact with media use (Schäfer, 2015). Theoretically, media use and informal political discussion can interact in two different ways when affecting political knowledge. Within the two-step flow framework, so-called opinion leaders disseminate information from the media in their network and thereby indirectly expose people to news that they have not been exposed to themselves (Lazarsfeld et al., 1968). In an alternative explanation, political discussions increase knowledge by helping people to repeat and process information from the media (Scheufele, 2002). Both explanations lead us to hypothesize that political discussions are a particularly important source for political knowledge for adolescents with low or no news media use. To test this hypothesis we employ a four-wave panel survey with 549 adolescents between 17 and 21 years. The panel survey was conducted in the seven months leading up to the 2015 Danish National Election. The sample contains first-time voters, which were randomly sampled from the Danish Civil Registration System. Based on this data we use a series of fixed effects models to examine how the effects of individual changes in political discussion on growth in knowledge about current political affairs is moderated by individual changes in news media use. The results support our expectations. Approximately 75% of the adolescents in our study use less than two news sources a day, on average. For these adolescents, there is a positive interaction between informal political discussion and media use, with the largest effect for those with the lowest news media use. For the other 25% of the adolescents with a higher amount of news media use we find no interaction effect with informal political discussions. In short, discussing politics thus helps to fill knowledge gaps among young news avoiders. In a concluding section, we discuss the societal implications of these findings.

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## The Link Between Reading News Online and Offline, Visual Attention and Learning: An Eye Tracking Experiment

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With the rise of the Internet, printed newspapers gradually make way for digital news. It has been suggested that people read online news differently than offline news. Scholars claim that news websites are suitable for rapid and shallow reading, while printed newspapers are best suitable for effortful learning. Moreover, personal preferences and higher user control might promote filtering behavior. As a consequence, citizens may not learn from online news, compared to traditional news consumption (such as reading a printed newspaper). This could have detrimental consequences for society, as democracies largely rely on an informed citizenry. So far, there are no studies available in political communication research that examined why people learn more from printed than from online news, by investigating the way in which they read news. This research fills this void by examining to what extent modality of news (i.e., whether news is presented in a printed newspaper, in a e-newspaper on a tablet or news website) affects visual attention to news, and subsequently, recall of news. Data for this study was collected using a laboratory experiment with eye tracking (N = 162). Visual attention was measured using two eye trackers. For the newspaper and tablet, data was collected using a mobile eye tracker, the SMI wearable Eye-Tracking Glasses (ETG). For the website condition, the SMI RED eye tracker that was attached to a 22-inch computer screen was used. Following previous research, learning from the news is conceptualized using two variables: recall and recognition. Results show that reading news in a printed newspaper leads to more news learning than reading news on a website. This might partly be explained by the fact that citizens, who read news on a website, read less articles. But if they do read those articles, they read these specific articles for a longer period of time. This has then a positive effect on recall of information. In addition, no differences were found in visual attention or news learning between newspaper reading and e-newspaper reading from a tablet. This implies that learning differences between news modalities seem to be mainly driven by the structure in which the news is presented that increases user control and selectivity, instead of the difference between reading from paper or from a screen. Taken together, this study is one of the first that deploys eye-tracking data in a research on the learning effects of news media. It is crucial to understand these implications of the digitalizing news environment for citizens, especially since less people read newspapers and online news consumption will continue to grow.

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That people learn about political events in society is of fundamental importance for a well-functioning democracy. To make an informed vote choice, most political communication scholars would claim that people should know about what is going on in the world around them. Of course, it is impossible for citizens to directly experience all the events themselves, which explains why the media play such a pivotal role in this process: People are dependent on the media to learn about politics and important events happening in the societies in which they live. However, the question is how well the media (still) fulfil this function? Ample research finds that citizens, generally, have little knowledge about political matters and current affairs. And this may even get worse now people massively tune out from the traditional news media: The circulation of newspapers is rapidly declining and the evening news broadcasts have to cope with heavy competition of the abundance of entertainment offered on other (commercial) channels and especially online. This study addresses the question how far the news media still inform the wider audience about political and economic news events. We look both at the traditional news media, such as evening news broadcasts and broadsheet newspapers, but also investigate the impact that "softer" news formats have, such as tabloid newspaper, human interest kinds of news shows, and political satire. Moreover, we are among the first to explore the impact of Internet news on people's knowledge about current affairs in a way that compares it to the old-fashioned ways. Thereby, we build on the groundbreaking work of Matt Baum and Markus Prior in the beginning of the 2000's on what people learn from different kinds of news. Remarkably, their widely-cited studies never had much of a follow up. However, just as them, we examine whether different groups of people learn from different types of media. We make a distinction between the more and less politically interested citizens, just as that we look at the differential impact of exposure to news among older and younger people. For the analysis, we rely on a three-wave panel survey that is being conducted between February and June 2015 in the Netherlands. Amongst others, the study measures respondents' media use and knowledge of news events that occurred between the different points of measurement (e.g., between t1 and t2). We combine those data with a content analysis of media coverage in national newspapers, television broadcasts, and online news. By controlling for a range of independent variables and especially for previous knowledge at t-1, we can effectively test the effect that exposure to the different types media outlets and more specifically their contents have had on people's ability to learn from the news. The results will provide insights in the dynamic influence of media exposure on knowledge about current affairs; thereby, putting to the test a comparison between 'style' and actual 'content': Is the medium the message or is it all about the content they provide?

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# Understanding Hostility and Distrust Towards the Media. The Effects of Populist, Left- and Right-Wing Attitudes on Extreme Subjective Media Theories and Its Consequences

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Recently, the media have been facing hostility in the context of (right-wing) populist movements in Europe. In Germany, this is exemplified by both the continuously repeated slogan "liar press" and by verbal and even physical aggression towards journalists. Hostility and distrust towards the media seem to be essentially attributed to strong political attitudes in general (e.g., due to hostile media perceptions and media selectivity; Stroud, 2008; Tsifti & Cohen, 2005) as well as to populist, left- or right-wing ideologies in specific; presumably due to the refusal of elites and pluralism (Jagers & Walgrave, 2007; Mudde, 2004). However, it remains unclear 1) which media beliefs (subjective media theories; Naab, 2013) exactly form the basis of hostility towards the media, 2) to which extent they are related to political attitudes, and 3) what their consequences are. Therefore, this study examines extreme subjective media theories and analyzes their connections with populist, left-wing and right-wing attitudes, the perceived interest representation through media, and (alternative) media use. Furthermore, it inquires consequences on emotions, trust in media, political participation, and media activity. The study was conducted in Germany as its recent social and political developments provide an illustrative example of a rising populist ideology connected to strong hostility towards the media. To answer the research questions, a two-method design was chosen. In a pre-study, a qualitative content analysis of 134 user comments on diverse social media websites and political blogs was conducted to explore ideas of subjective media theories. On this basis, a quantitative online survey (n = 1102) was conducted in winter 2015 to investigate the media theories of people with populist, left- or right-wing attitudes and the mentioned consequences. Results show that hostility towards the media is formed by multiple beliefs: it is based on the notion of corruption and consolidation in the media that are controlled by the government, intentionally lying and failing to represent the interests of the public. Populist attitudes were found to be the most important predictor of hostility toward the media, explaining 62% in variance. Controlling for populism, extreme left-wing and right-wing attitudes merely had small explanatory power. Additionally, the effects of populist attitudes were found to be partially mediated by less perceived interest representation through the media and by the use of alternative media. Lastly, findings suggest that people resenting the media are not only unhappy, disappointed and angry, but also feel threatened by the media coverage as well as a deep distrust. Further outcomes of hostility seem to be increased political activity (i.e. participating in demonstrations), media activity (i.e. commenting on posts and articles, warning others about untrustworthy coverage), and boycott of certain media products. Results demonstrate that populist attitudes resulting in hostility towards the media can have alarming consequences. People resenting the media disclaim the provided information and seek their own reality in alternative media sources. If a critical mass distrusts and resents the media, this may lead to the lack of a common basis for societal discourse and foster the emergence of parallel societies.

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# The Media as Populists? A Quantitative Survey on the Perception of the Bild-Zeitung as Populist Actor, Political Actor and Representative and Its Effect on Trust in Institutions

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Throughout Europe, populist parties have gained power in previous years, whereas in Germany they have been lacking success (Bornschiefer, 2012). One explanation is the existence of the widest-reach tabloid newspaper in Germany: the Bild-Zeitung. Since it sometimes displays both an anti-establishment attitude and gives voice to concerns on issues like immigration the Bild-Zeitung is assumed to serve as a substitute for populist parties (Perger & Hamann, 2004). Correspondingly, the coverage of the Bild-Zeitung was shown to contain central elements of a populist rhetoric such as homogeneity (e.g., addressing its recipients as we-group, taking a national perspective), an anti-elite attitude (e.g., proclaiming a gap between the political elite and citizens) and exclusion (e.g., devaluing certain groups; Diehl, 2011; Klein, 2000; Jagers & Walgrave, 2007; Reinemann, 2007). Moreover, there is evidence on the Bild-Zeitung's role as political actor taking unified, purposive action that is aimed at reaching political goals (Boenisch, 2007; Page, 1996). However, it still remains unclear if recipients perceive the Bild-Zeitung as (populist) political actor and as representative of their interests. Also, there are hints that the coverage of the Bild-Zeitung negatively affects attitudes regarding elites and outgroups. Hence, perceiving the Bild-Zeitung as (populist) political actor and representative might also influence recipients' trust in institutions (Brichtra, 2010; Habicht, 2004; Tsifti & Cohen, 2005). In this study, we first analyze to what extent the Bild-Zeitung is perceived as populist actor, political actor and representative by both readers and non-readers. Second, we inquire into the effects of these perceptions on trust in political parties, other news media and the Bild-Zeitung itself. To address those questions we conducted a quantitative online survey in October 2015. It was based on a sample of German citizens (n = 518; female: 36%; age: M = 39.54, SD = 16.53; readers of the Bild-Zeitung: 35%); central measures were generated in a pre-study using qualitative interviews (n = 8). First, results show that participants perceive the Bild-Zeitung to a relatively limited extent as populist actor and representative, whereas the perception as political actor is stronger and more prevalent. Also, education and media reflection affect these perceptions: Individuals with a higher education rather tend to see the Bild-Zeitung as political actor; the same holds true for participants who reflected more on its political orientation. Individuals with a lower education, however, are more likely to perceive the Bild-Zeitung as representative of their interests. Second, it becomes evident that participants who perceive the Bild-Zeitung as their representative are more likely to trust populist or extreme right-wing parties such as the Alternative for Germany (AfD) or the National Democratic Party of Germany (NPD), whereas they rather distrust established parties such as the Social Democratic Party of Germany (SPD). Moreover readers of the Bild-Zeitung feeling represented by the Bild-Zeitung have a rather high level of trust in the Bild-Zeitung itself; however, they lack trust in other news media.



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The relationship between media consumption and political as well as media trust has been investigated intensively since the 1970ies when the media-malaise hypothesis claimed negative effects of news media consumption on political trust (Robinson, 1976). However, the simple claim of a general, one-directional relationship could be criticized for at least two reasons. First, it is unclear which characteristics of the media may influence political cynicism and media trust; it is claimed that first and foremost characteristics of soft and alternative news negatively affect political trust and media trust, however studies investigating specific characteristics and their effects on trust are rare (Boukes & Boomgaarden, 2014; Jebil, Albaek, & De Vreese, 2013; Tsfat, Tukachinsky, & Peri, 2009). Second, causality remains unclear: Does the consumption of (soft and alternative) news affect media trust and political cynicism, or do low-trusters prefer soft and alternative news over mainstream media and hard news or do both processes – selection and effect – run at the same time? In this study, we attempt to clarify the relationship between the usage of political news, media trust, and political trust applying the reinforcing spirals model as conceptual framework (Slater, 2007, 2014). The main research questions are: a) Do citizens select media items depending on high- or low-trust tendencies towards media and politics (selective exposure)? b) Does the reception of certain, trust-relevant media contents affect media and political trust (media effects)? c) Do both processes interact as a reinforcing spiral? Special attention will be given to the selection and effects of “soft” in comparison to “hard” news and of “alternative” in comparison to “mainstream” media. While the distinction between hard and soft news focuses on the development of media contents and styles from objective and issue-centered to more negative, person-centered and opinionated news, the distinction between mainstream and alternative media takes into account the increasing relevance of anti-mainstream media products provided by non-established sources that call for social change (Kleemans & Hendriks Vettehen, 2009; Reinemann, Stanyer, Scherr, & Legnante, 2011; Tsfat & Peri, 2006). We assume that the characteristics of soft news (e.g., negativity) will negatively affect political trust. Alternative media, that is anti-elite and anti-mainstream media (Tsfat & Peri, 2006), are expected to affect both political trust and (mainstream) media trust. Our analysis is based on the assessment of participants' (N=130) media consumption as well as trust in politicians, political cynicism and media trust in Germany. Data is collected via a mobile app on a daily basis for one week in order to get a fine grained measurement of both, media diet and trust variables and to clarify the question, (1) which media characteristics affect political cynicism and media trust as well as (2) which media characteristics attract high- and low-trusters. The results will be analyzed using latent growth curve modelling to investigate media selection and effects over time. Content analysis of the received items furthermore allow us to investigate which characteristics of news media do exactly have an effect and attract participants with low and high trust.

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Extant research highlights that public trust is low in institutions commonly considered important for democratic health i.e. government and the media (e.g. Norris, 2011) and a strong research base indicates that the news media has at least some effect on political trust and vice versa (e.g. Avery, 2009; Ceron and Memoli, 2015). The media are considered to play a crucial democratic role in the public sphere (Lunt and Livingstone, 2013); as the key vehicle for representing political issues to the public (Gelders et al. 2007), facilitating deliberation, public opinion formation and political participation (Habermas, 1989); acting as the 'watchdog' of powerful societal institutions (Davis, 2007). The media is particularly important, it is argued, within politically fragile, divided or post-conflict societies where there is a legacy of institutional and societal distrust (Taylor, 2009; Gormley-Heenan and Devine, 2010). In these contexts, the media can either aid the development of civil society, or promote further public distrust in political institutions (Hanitzsch and Berganza, 2012; Wolfsfeld, 2004). Accordingly, statistics suggest worryingly high levels of distrust in both the media and the power-sharing government in post-conflict Northern Ireland (NISRA, 2015). We also know that those who perceive themselves to have little knowledge of Northern Ireland government regularly use traditional news mediums to access information (Ipsos MORI, 2010). This raises issues, currently under-researched, about public confidence and a potential political communication deficit, particularly concerning given the current 'uneasy peace' and ongoing sectarian divides in the region; there is a continuing need for a full transition from a contested past to a shared future for all Northern Ireland citizens. The main objectives of this paper are: 1. To explore how media, government and community stakeholders understand trust and distrust in their relationships with each other in Northern Ireland. 2. To consider how the perceptions held by each group impacts on their interactions with each other. 3. To consider the implications of these interactions on the quality of Northern Ireland's political communication. This paper addresses these issues through semi-structured interviews with 3 distinct groups: political journalists, government communicators and community leaders (as public representatives) (n~30). Interview data is thematically analysed and reported. Preliminary findings suggest that in Northern Ireland's consociational system, the absence of a formal political opposition, together with the mandatory nature of the multi-party coalition, means that the media is perceived by political and media actors in unique ways, notably as the unofficial opposition. This perception, alongside a history of violent conflict and a government made up of 'ethnic tribe parties' (Mitchell et al. 2009) in turn fuels: distrustful interactions between government and media; the way political elites try to 'manage' the media; the media's approach to reporting government; and ultimately, the degree of public trust in both government and the media. The paper proposes a number of theoretical and practical implications and recommendations following these findings for Northern Ireland's post-conflict public sphere and for other divided/post-conflict democracies. Moreover, given concerns about the global 'democratic deficit' (Norris, 2011), this study provides important insights applicable more widely.

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## Implementing a Transparency Law on the Local Level and Its Consequences on the Spanish Councils Websites. A Comparative Study

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Citizens disaffection towards institutions is growing. Communication is a key element for institutions regaining trust and credibility among citizens. To do this, the transparency management and the promotion of citizen participation are two essential aspects. The Spanish Transparency Law, approved on December 2013, was not fully in force at the regional and local level until December 2015. From that day, all city councils in Spain were required by law to show all the information on their websites published in a clear, structured and understandable way. This requirement turns the Spanish local administrations into an interesting case study to assess the efforts to improve the relationship with its citizens at the local context. In this paper we start from two basic assumptions. On one hand, the websites of the Spanish councils reveal accountability deficiencies lead by governments. Such lack of information affects its role as trustee sources of information media, blurring and sometimes contaminating public debate, and creating distrust among citizens. On the other hand, digital technologies can reduce these deficiencies and thus to reawaken interest among citizens in the assessment of political activity and democratic control. The main objective of this study is to analyze and to assess how digital technologies are used on websites municipalities, that is, research resources, traits and practices of public communications made by municipalities across the web. We relevant local institutions as case studies because of the increased level of trust that citizens have in them, compared with institutions of national character due to its proximity. This analysis will allow us to know how easy (or weakened) citizen involvement by monitoring and evaluating the management of local governments. This paper focuses on the comparison of the websites of all the councils of two single-province autonomous communities, Comunidad Foral de Navarra and Región de Murcia, before and after the entry into force of the law. Our first analysis was widely promoted and covered by the media, in order to make political and technical managers felt encouraged to promote improvements. Our second wave of analysis, after the due date given to the city councils to adapt their websites to the law served us to check if those betterments were effective. In sum, our sample consists of 317 websites. Regarding the methodology, websites were evaluated through 52 basic indicators corresponding to 4 questions: who are the political representatives, how they manage collective resources, how they inform about this management, and which tools they publish in order to facilitate citizens participation. We used a digital platform to evaluate data from the information provided by the websites of the municipalities and to automatically quantify the results of the evaluation, plotted graphically according to a scale.

## PP 513 Utilizing Appeals to Moral Foundations as a Potent Driving Force of Voters' Behavior

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In our paper we focus on applicability of Haidt's Moral foundations theory (MFT) in political marketing. Moral foundations are innate dispositions to perceive and judge specific issues as a part of a moral domain. Haidt describes several moral foundations, such as "harm/care" (preventing harm and caring for others), "fairness" (ensuring fair and just treatment of all), "loyalty" (being loyal to one's group), "authority" (respecting and obeying authorities), and "purity/sacredness" (pursuing purity of mind and body). Although everyone poses all foundations, people differ in how strongly developed they have each one of them. We review body of research showing that these differences translate into different political orientations and voting behavior. Based on these findings, we argue that moral foundations can be utilized in crafting effective political marketing communication: if communicated messages successfully resonate with specific moral foundations, their content will be perceived as morally relevant. Activated mental moral circuitry will in turn raise the perceived importance of a given issue and motivate people to actively help resolving it. This suggests that moral foundation targeting could be an effective tool not only for persuading people to support a candidate or a party, but especially (and even more importantly) for persuading to really come and cast a ballot for them on an election day. One seemingly plausible explanation of voting behavior would be that people are motivated to vote by rational self-interest. In other words, they vote in order to get passed policies that benefit them and further their economic interests. However, empirical support for this notion is sparse and it is not uncommon for people to vote seemingly against their self-interest: for example when higher middle class voters support redistributive policies (Achterberg & Houtman 2006). Alternative determinants of voting behavior has been proposed. Symbolic politics (political orientation and party identification) were identified as influential drivers of voting behavior (Sears et al. 1980). However, political ideology can be considered as a consequence of underlying moral concerns that define what is considered important and valuable (Koleva et al 2012). Do voters feel responsibility to go vote? Political elite seek for consensus and support from voters but also create the feeling of personal responsibility to vote. Presented paper is reflection on voting behavior. Electoral behavior has been analyzed from various point of view (from political science through behavioral economy or sociology). Our approach combines psychology and political marketing approach understood as the set of tools, which help politician to craft the best message and target the ideal voter groups. Key words: Voting behavior, Haidt's model, political marketing, elections, moral appeal, elections

## PP 514 Populist Political Communication of New Parties in New Democracies: The Case of Croatia and Slovenia

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Populism is currently widely discussed and analyzed as a political communication style, particularly in terms of new political parties that emerged in Europe in the last several years. Do the new parties in European new democracies also follow the trend and adopt the populist communication style? This paper aims to analyze the extent in which new political parties in Croatia and Slovenia use populist political communication style in social media. Croatia and Slovenia were republics in former socialist Yugoslavia that underwent transition to market economy and parliamentary democracy in 1990s and are now both EU member states. This suggests the convergent path in democratization and political development, but due to differences in economic development and war that followed in Croatia, Croatia and Slovenia could not be put into similar cluster so easily. According to Boduszynski (2010), Slovenia transitioned rather quickly to full substantive democracy, while Croatia for a long period belonged to the group of countries between formal democracy and authoritarianism. This paper focuses on new parties that didn't exist during the previous parliamentary elections and that entered the parliament in the last elections. In Croatia these parties are Most (Bridge of Independent Lists) and Živi zid (Human Blockade) and in Slovenia Stranka modernega centra (Modern Centre Party) and Združena leвица (United Left). The paper will analyze their political communication on Facebook. Facebook is the social network site which fits with the adoption of communicative choices that are associated with the different definitions of populism, especially in comparison with other social media platforms such as Twitter. The main questions guiding the analysis are 1) to what extent are new parties in Croatia and Slovenia populist in their political communication on Facebook?; and 2) What kind of populism do these parties express on Facebook? The method used in the paper will be content analysis with a Facebook post as a unit of analysis. Content analysis will be performed on posts published in the timespan of three months, from April to June 2016. Facebook posts will be downloaded with Ncapture for NVivo. We are using the Cas Mudde's definition of populism, that is, populist messages of the Facebook's posts will be considered as the ones which refer to: a) an explicit attack to political, financial or bureaucratic elites; b) a direct reference to and exaltation of the people and/or the "general will" of the people; c) a negative reference to the so-called "dangerous others", namely minorities, such as immigrant or specific religious groups, or different national communities. The paper aims to contribute to political communication research by adding insight into how is populism used as a political communication style in countries with shorter democratic history.

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# Populist Communication in the Self-Presentation of Politicians. A Comparative Content Analysis of Talk-Shows, Facebook, and Twitter in Switzerland, Germany, Great Britain, and the United States

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Which parties are most prone to populism? Are populist communication strategies used differently along the political spectrum? And is their use dependent on the media setting? While research on populism – especially in Europe – has often focused on right-wing parties, recent studies have shown that populist communication is not an exclusive feature of the political right. Results by Landerer (2014) and Steenbergen & Weber (2015) indicate that parties from both political extremes are drawn to populist ideas and strategies. Jagers & Walgrave (2007) suggest that parties which fundamentally oppose the current government or political system are more likely to embrace populist strategies. This study seeks to build on current literature on populist ideology and populist communication to assess how politicians of different party types employ populist strategies in their self-presentation. Furthermore, it advances Cranmer's (2011) findings on populism's context-dependency by investigating new media channels and by taking an international comparative perspective. H1: Right-wing politicians are more populist than middle or left-wing politicians. H2: Pole-party politicians are more populist than moderate/middle party politicians. H3: Opposition party politicians are more populist than governing party politicians. A quantitative content analysis of talk-shows, Facebook posts, and Tweets was conducted in four countries: Switzerland, Germany, the UK, and the US. These countries were chosen because they are broadly similar but distinguish themselves in several dimensions of their political and media systems. Many studies have investigated populism in the mass media. Yet, only very few have examined populist communication in talk-shows (Cranmer, 2011) or social media (Groshek & Engelbert, 2012). These communication channels are, however, suitable to investigate politicians' self-presentation because they are hybrid forms of mediality: They combine different media logics and provide different degrees of freedom for politicians' self-presentation (Chadwick, 2013). Three dimensions of populism were explored (Cranmer, 2011; Jagers & Walgrave, 2007): people-centrism, anti-elitism (vertical differentiation), and exclusion of specific social groups (horizontal differentiation). For each country, four routine time episodes of two talk-shows were analyzed March through May 2014. Selection criteria were their market share, frequency, and focus on political topics. For each of the appearing politicians in these shows a random sample of 20 Tweets and 20 Facebook posts was drawn for the same time period. Intra-coder reliability was satisfactorily high ( $\kappa > 0.60$ ; agreement above 90%). The data set comprises 926 statements by 74 politicians in talk-shows, 648 Facebook posts, and 880 Tweets ( $N=2454$ ). In compliance with H1, right-wing politicians were found to speak more populist than middle resp. left-wing politicians in the chosen countries. H2 and H3 could not fully be confirmed by this investigation; pole parties' and opposition parties' communication was not more people-centrist. Yet, vertical and horizontal exclusion were employed more often by these party types. Overall, the results suggest that populist strategies are used by parties on the far right and left but in varying forms. Furthermore, populism was found to be higher in talk-shows than in social media for all party types. This indicates that populist communication is also dependent on the media context.

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# Nordic Political Scandals – Blurring the Distinction Between the Important and the Trivial?

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Political scandals in their modern form are inextricably linked with news media and mediated forms of communication (Ludwig, Schierl & Sikorski, 2016; Thompson, 2000; Lull & Hinerman, 1997). Investigating powerful institutions and public figures, holding leaders to account, plays an important role in the professional ideology of journalism. Journalistic investigations sometimes also provide us with new insights that strengthen open, democratic debates. A society without any revelations that voters interpret as scandalous may be symptomatic of authoritarian control and a lack of press freedom. As Ettema & Glasser (1998) notes, journalists maintain the norms of public life and the values of political conduct. It would, however, be naïve to interpret any mediated scandal as strengthening democratic processes. Sometimes scandal reports reveal transgressions of norms that, from a political point of view, are quite trivial and after some time are easily forgotten by the public. The distinction between the important and the irrelevant may then be blurred, and journalists deserving to be characterized as the "petty conscience controllers" of our times (Bourdieu, 1998, p. 63). An analysis of national political scandals in Sweden, Norway, Denmark and Finland covering the period 1980–2009 (Allern, Kantola, Pollack & Blach-Ørsten, 2012), confirm that political scandals, often resulting in intense media coverage, have gradually become a regular feature in Nordic news media coverage. The significant increase came in 2000–2009, with a level nearly three times higher than in the first two decades of the 1980–2009 period. In this paper, we present and discuss new data concerning political scandals in Denmark, Finland, Norway and Sweden in 2010–2015. The minimum requirement to be included in this 'Nordic Scandal Register' has been that the scandal was reported as 'scandalous' and given broad media coverage in at least two leading national news media organizations for five days or more. The main source for information about the different scandals, and their outcome, has been national news text archives, supplemented by other factual and interpretive information. The study shows a further increased incidence of political scandals – even compared with the 2000–2009 period. The increase is especially high for scandals linked to personal acts, i.e. norm violations outside the realm of political institutions, however, with political consequences. The scandals are of quite different societal importance and magnitude, and the echo chambers of social media platforms seem to have made public life more prone to morality panics. However, social media has also given accused politicians a platform for publishing outside the control of legacy media. A few of the scandals are based on journalistic revelations of large corruption cases and abuse of power. The majority are, however, 'small scale scandals', many of them related to personal acts performed privately, but with political implications and reactions. They quickly arouse public interest, but are also quickly forgotten. The paper discusses how some types of market-oriented scandal coverage may undermine democracy instead of strengthening public debate.



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## Uncovering Successful Communication Styles of Political Actors on Social Media Platforms

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Facebook and Twitter have by now become established tools for political actors to reach out to citizens. However, political actors rarely exploit the interactive possibilities of these social media platforms, they mostly treat them as yet another channel for distributing information (e.g. Jackson & Lilleker, 2009). And yet, they receive a lot of resonance on their informational posts, causing their messages to successfully spread through these networks – even reaching people not even interested in politics (Vaccari & Valeriani, 2015). We assume that – due to the unique characteristics of these platforms – certain communication styles of political actors which are already being used outside of social media platforms, e.g. populist (Cranmer, 2011), emotional (Imhof, 2015), personal (Karvonen, 2010), or private style (van Aelst et al., 2012), are especially effective on these platforms. These styles generate more communicative success (by generating resonance) and, in the end, may lead to more political success (in terms of votes in a national election, see Gibson & McAllister, 2015). Also, political actors adapt their communication styles to the particular characteristics of these platforms. RQ1: Do political actors use different communication styles on different social media platforms? H1a: A populist communication style (= addressing citizens) is more often used in successful posts on Facebook than on Twitter. H1b: An emotional communication style is more often used in successful posts on Facebook than on Twitter. RQ2: Which communication styles lead to more resonance on social media platforms? H2a: Addressing citizens (a “populist” style) leads to more communicative success on Facebook and Twitter. H2b: An emotional communication style to more resonance on Facebook and Twitter. Using R, we automatically downloaded all posts of all 246 members of the Swiss parliament and all twelve parties represented therein for Facebook and Twitter (34’983 posts in total) from 1 April to 28 October 2015 (national election day: 18 October). For the standardized content analysis, our sample consists of those 20 posts per political actor and per platform which generated the most resonance (likes, shares, comments respectively likes (favorites), retweets, @messages). We analyzed these 3’966 posts for content-related (e.g. emoji, “likes”, topical focus) and style variables (e.g. emotional, personal). First results indicate that differences of these platforms are reflected in the content of successful posts: The share of addressed citizens is significantly higher on Facebook (39%) than on Twitter (29%) and the share of addressed media actors is higher on Twitter (15%) than on Facebook (0,1%) – both results supporting hypothesis 1a. Controlling for the number of fans and followers (and other controls), not only impolite, personal, and private posts as well as exaggerated tweets improve chances of more resonance significantly, but emotional posts contribute as well on both platforms. Therefore, hypothesis 2b cannot be falsified. Surprisingly, even though personal and private posts improve the probability for more resonance on Facebook, these communication styles reduce the chances for high resonance on Twitter. Ergo, political actors need to adapt established communication styles for each platform to reach as many citizens as possible.

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## Make Way for Social Media! Strategy, Perception and Evaluation of Social Media During the Danish General Election of 2015

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This paper explores how the social media managers in the political parties approach social media strategically during the Danish general election of 2015. Social media has clearly become an important part of the Danish campaign mix since 2011 (Hoff, Jensen, Klastrop, Schwartz, & Brügger, 2013; Skovsgaard & Van Dalen, 2013). New social media logic increasingly converge with traditional mass media logic in a complex hybrid media system (Chadwick, 2013). The political parties have to adjust to how social media is shaping political communication by e.g. increasing personalization and individualization (Enli & Skogerbo, 2013). Social media also introduces public interaction with citizens. This two-way relationship potentially changes the way political communication is defined and conducted even though politicians historically have been using social media more as traditional one-way communication tools (Stromer-Galley, 2000; Jackson & Lilleker, 2009; Enli & Skogerbo, 2013). This study examines whether the political parties have clear strategies and a sense of best practice towards social media use in 2015. All the Danish parties are now drawing from many years of experience including the general election campaign in 2011. A group of researchers conducted individual interviews with each social media manager or head of communication of the nine political parties competing during the Danish general election of 2015. Interviews were conducted before and repeated again after the election campaign with the same people, resulting in two times nine interviews (18 in total). The purpose was to compare the initial strategy before the election and afterwards to discuss the evaluation of their strategies based on concrete practice and experience. Our study concludes with a list of general trends in social media strategies but also with a variety of examples of different strategies and evaluation criteria. There are some overlap in the general perception of the strategic value and affordances of social media platforms. Twitter is clearly defined as an elitist sphere to stay in contact with reporters and other politicians. Social media managers perceive Facebook to be closer related to citizen contact. Most parties agree that Facebook is the most important social media platform, but there are signs of fatigue related to the complications from interactions with citizens and time-consuming moderation processes. Overall the parties have varying opinions on who their primary audience is on Facebook and the main purpose of the platform e.g. interaction, agenda setting or mobilization of supporters. This is also related to available resources in each political party. However, most parties generally prioritize some level of interaction with citizen on social media. Twitter on the other hand seems to be a much more straightforward platform that social media managers used for agenda-setting and more traditional strategic communication and PR relation. Lastly each party had very different opinions on the value of social media platforms such as Instagram, Periscope and Snapchat. However, everyone agreed that Facebook, and to some extend Twitter, were key strategic communication platforms during the 2015 election campaign.

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# Mediated (Dis)Continuities Within Political and Governmental Communication. A Comparative Content Analysis of Social Media Activities of European National Governments 2011–15

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1. SHORT INTRODUCTION: Within the past years, also official political communication has started to change by adapting to the new “channels like” social media. But at what stage is e. g. governmental communication right now? The paper proposed here focusses on the social media communication of the British, German and French national governments in 2015, compared to of two predecessor studies in 2011 and 2014 by partly the same authors. It is looking for mediated (dis)continuities in this context. 2. SELECTED PREVIOUS RESEARCH: Looking at the state of research in the last few years, there has been for example a study by Meckel et al. (2013) about the social media usage by German politicians as well as a study by Arthur Mickoleit in cooperation with the OECD (2014) that has dealt with the same topic as this one the social media usage by governments. The main findings of those studies, including the own two predecessor studies, are that the social media usage by governmental actors has steadily (but slower) increased over the past years as has the political social media usage by citizens, but with very limit dialogue opportunities so far. 3. OVERALL METHODOLOGY: For the current research a quantitative content analysis mixed with some qualitative elements for the reply and dialogue part with the help of four codebooks was chosen. The first codebook served the analysis of classical government-websites and their link to social media. With the second codebook, the base of the social media-channels was examined. The third codebook served inspecting each relevant post specifically. Finally the fourth codebook focused on the interaction via social media. Altogether six governmental websites, 20 different social media-sites, 373 individual posts and articles and 194 interactive reply comments by governments have been analysed intensively only for the new 2015 study. 4. FIRST RESULTS INSIGHTS: To give just some very short insights, compared to the predecessor studies in 2011 and 2014, there has been a further increase in social media usage since the number of channels analysed has increased up to 32 percent only between 2014 and 2015 and up to 212 (!) percent per country average since 2011. Roughly this is also the case for number of postings (+15 percent/+301 percent). In addition, another observation is the persistent importance of personification – about two thirds of the postings of the German and English government contained information about Angela Merkel and David Cameron. The greatest transformation though can be seen in the changing potential for interaction, e. g. during the examination period the German government has answered for nearly second post comments of citizens. 5. SHORT CONCLUSION: The findings of this paper show clear, that mediated (dis)continuities regarding official governmental social media communication is still in a critical development. The past was mainly focussed on pure information, the present is a mixed of unfiltered government advertisement in some countries and first step of real dialogue with citizens in some others. However, a really feasible concept for the future seem to be missing everywhere.

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# Understanding Citizenship, Understanding Social Media Effects? Testing for the Influence of Political Social Media Use on Citizens Understanding of Citizenship and Their Political Participation

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In a convergent media environment, social media platforms play an increasing role as sources for political information and hubs for political participation in bigger parts of Western societies (Chadwick, 2013; Schulz, 2014; Theocharis, 2015). Therefore research has to stay tuned to possible effects the political use of such platforms can have on citizens' political behavior. There is an ongoing discussion about how the use of digital media might impact the political participation of citizens. So far, little agreement has been reached for the questions, if the use of social media platforms like Facebook or Twitter has a mobilizing effect on citizens or if it only leads to a reinforcement of already existing participation patterns (Anduzia, Perera, Jensen & Jorba, 2012; Cantijoch, 2009). However, a recent meta-analysis concludes that there is evidence for a slight positive effect social media use can have on political participation (Boullainne, 2015). A question yet to be answered is which characteristics of social media use can actually impact patterns of political participation. Little is known, if it is inadvertent exposure to political content (Gil de Zúñiga, Jung & Valenzuela, 2012), the easier access to information or the consistency of ones social media network, that is indeed impactful. Our study argues that the use of social media results in a more personalized and individual political media diet. Against the background of mass medias' function to convey civic norms (Bennett, 2008; Thorson, 2015) we test the assumption that the exposure to political information via social media has an impact on users understanding of citizenship, dependent on their network characteristics. These differences in the understanding of citizenship are hypothesized to explain changes in the political participation of the users. Building on the paradigm of actualizing vs. dutiful citizens (Bennett, 2008), a model is developed, which tests for the impact of social media use for political information on the understanding of citizenship (choice vs. duty; collective vs. individual). We furthermore test if this relationship is moderated by network size, network diversity and political activity of ones social media network. An empirical analysis is conducted, combining data from a smartphone-based media diary over the course of 10 subsequent days in October 2015 and panel data from a representative sample of the Danish population (N=4460). Exposure data was assessed with a new three-step measurement (The AUTHORS, 2016), allowing for a observation of different content types citizens were exposed to on social media, the number of contacts they received political content from (network size) and the relation they have with these contacts (network diversity) on a daily basis. The understanding of citizenship was measured with a new battery of 12 items, mapping a selectable vs. dutiful respectively a collective vs. individual understanding of citizenship. Preliminary results show evidence for the hypothesized mediated impact of social media exposure to political information on political participation via network characteristics. A more thorough analysis of the relationship, however, has yet to come and will be presented at the conference.

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## Podemos Party Outside Their Median Voter: Spanish Regional Elections in Castile and León

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The emergence of Podemos party in Spanish politics, which has been previously monopolized by two major parties (Spanish Socialist Workers' Party and People's Party) has aroused scholarly interest in their strategies of campaign in digital media. Recent researches agree that the presence of Podemos party is higher than in the rest of political organizations. This factor may partially explain its success in elections (López García, 2015). However, it has been also analyzed that their messages on the Net are focused on a public with specific socio-demographic characteristics: followers in Twitter and Facebook correspond to a young and overqualified population who lives in urban cores (Jerez, D'Antonio Maceiras & Maestu, 2015). In this study, it is discussed how Podemos' online strategies are in a specific Spanish territory with a population far from their target group. Specifically, we study their campaign in Spanish regional elections in Castile and León. This autonomous community is formed by rural areas with an elderly population which tends to vote right-wing parties: People's Party has been in Government since 1987. Furthermore, according to post-election survey of regional elections in Castile and León (2011), conducted by the Center for Sociological Research, only 57.1% of the population had accessed the Internet in the last three months. Taking into account this context, it is presented a main objective: to assess if Podemos online strategy in Castile and León is different from the other parties from this community. To reach this aim, it is proposed an analysis of content of webs of parties in Castile and León during regional elections (2015), in order to measure their usability, aesthetics, interactivity and information. It is also addressed an analysis of content of their Facebook fanpage with the intention to examine content of the posts, activity of users and type of communication (personalized or depersonalized). Parties included in this study are People's Party; Spanish Socialist Workers' Party; Citizens; United Left; Union, Progress and Democracy and Leonese People's Union. After recollecting data, it is obtained the general tendency of these political organizations, and it is compared to Podemos' score. Results, even tentative, show that Podemos does not use web better than the rest of the parties as it reaches a score in interaction and information lower than most of other parties. In addition, their webpage was only launched after the beginning of this elections campaign. Much different is the case of Facebook, where Podemos show greater activity in relation to number of likes, shares, comments and commentators. This could be translated in better engagement of their voters, that allow it to be third most voted organization, with ten seats in Cortes of Castile and León.

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## Don't Shoot the Messenger? The Media's Role in Covering and Framing Populist Attributions of Blame

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Populist parties are on the rise all over Europe, and the media are said to be partially responsible for it (e.g., Mudde, 2004). Is this really the case? And if so, are the media passively conveying the viewpoints of populist actors or are journalists actively using populism as a framework to cover news events? The jury is still out. To shed more light on the media's role in disseminating populist ideas, this paper empirically investigates both sets of assumptions regarding the relationship between populism and the media: populism for the media and populism by the media. In its core, populism revolves around the construction of a blameless in-group opposed to culprit out-groups (e.g., Canovan, 1999; Mudde, 2004). The in-group is commonly referred to as the innocent people who belong to the imagined community of the heartland. The out-group, which is blamed for causing the heartland's problems, can be constructed both vertically as the elites, and horizontally, as societal out-groups. Against this backdrop, this paper argues that attributing blame to elites and societal out-groups should be considered as an important populist communication strategy. Although empirical research has provided initial insights into the effects of this communication strategy on citizens' political opinions, little is known about its actual presence in media content and party manifestos. To advance this knowledge, this paper draws on an extensive content analysis (N = 2,672) of different Dutch media outlets published between 2002 and 2014 to provide insights into how populist attributions of blame are present in media content, both communicated by politicians and framed by journalists. The content analysis was conducted on four levels of analysis: the text, the speaker, the target, and the issue. The results indicate that blame attribution to elites is a salient populist communication strategy. These attributions were mostly targeted at political and economic elites. Populist blame attributions to societal out-groups, however, were scarce. This paper also aimed to disentangle who attributes blame to these targets. Journalists, politicians, economic elites, experts and ordinary citizens all participated in the mediated blame game. In journalists' framing of blame, blame attributions were mostly articulated in conjunction with conflict, cynicism, and negativity. In line with extant literature, we found that tabloid media were overall more likely to engage in blame attributions than quality media outlets. The insights of this study provide valuable insights for the literature on mediated populist communication. First, this study has demonstrated that populist attributions of blame articulated by political and non-political actors succeed in gaining media attention. Second, this paper provided empirical evidence for the presence of populism by the media: journalists' activities contribute to the dissemination of populist worldviews by framing the divide between the innocent people and culprit others. References Canovan, M. (1999). Trust the people! Populism and the two faces of democracy. *Political Studies*, 47, 2–16. Mudde, C. (2004). The populist zeitgeist. *Government and Opposition*, 39, 542–564.



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# “The People” and the Media. On the Relationship Between Populist Attitudes and Media Use

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Populist parties and movements are recently achieving a growing success all over Europe (Hartleb, 2011). So far, research on this topic has mainly dealt with a theoretical conceptualization of populism, the causes for its success and its influence on the political system (Akkerman et al., 2014). However, there is only limited evidence on the people who support those movements, the “populist citizens”. Also, studies that analyze these people with populist attitudes mostly focus on their social demographics as well as their party preferences (Akkerman et al., 2014; Elchardus & Spruyt, 2012; Hawkins, Riding, & Mudde, 2012; Rooduijn, 2014; Stanley, 2011). However, since people with populist attitudes often seem to distrust the media, which may, for instance, affect the exposure to alternative media, analyzing the relationship between populist attitudes and media use is crucial (also see Tsfaty, 2010; Tsfaty & Capella, 2003; Tsfaty & Peri, 2006). Nevertheless, research on media consumption of populist citizens is rather rare. Hence, the aim of this study is to investigate whether populist attitudes relate to specific patterns of media use and whether this media usage of citizens with populist attitudes differs from non-populist citizens. To answer these questions we conducted a quantitative online survey of German citizens (n = 1007) in winter 2015. The questionnaire contained central measures of political as well as populist attitudes, trust in media and media use (Akkerman et al., 2014; Rooduijn, 2014; Tsfaty & Capella, 2003; Tsfaty & Peri, 2006). Results show that populist citizens have a lower trust in media than non-populist citizens. In detail, populist citizens proclaim lower trust in mainstream media and higher trust in alternative media than people with non-populist attitudes. However, although people with populist attitudes rather distrust mainstream media, they use them as often as people with non-populist attitudes. Yet, alternative media are mainly consumed by people with populist attitudes and rarely by non-populist citizens. In addition, people with populist attitudes more often specifically avoid consuming mainstream media than people with non-populist attitudes. In particular, it is mainly the public-service broadcasting which is avoided by these populist citizens. Beyond that, people with populist attitudes are more likely to actively participate in online media than people with non-populist attitudes, e.g., by writing comments, sharing or posting articles on newspaper websites, in social media or on blogs. This is specifically important, since people with populist attitudes are using social networks rather frequently. Also, the more often populist citizens participate in online media the more likely are social networks to become their main source of political information. Altogether, the results demonstrate that populist attitudes and media consumption relate to each other in various ways. The implications of these results will be discussed in detail at the conference.

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# Populism in and by the Media: Six Paradoxes of Media Populism

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Many countries in Europa have witnessed the rise (and sometimes also fall) of movements and parties that have been described as populist. Populist actors have posed a challenge to established parties or even entered into government. However, only recently have communication and media scholars begun to investigate the communicative aspects of populism. We still lack an encompassing framework that describes how populism is related to the media. Populism is defined here as a (thin) ideology that consists to favor the perspective and interests of what is seen as a homogeneous, authentic majority ingroup that is nonetheless construed as subaltern (“the people”) and that is opposed to other outgroups and a corrupt and conspiring elite. It is then demanded or claimed that the will of this people should be directly implemented. This contribution discusses populism in and by the media, i.e., coverage by the mass media that can be termed “populist” in different senses (the argument is mainly inspired by European right-wing populism but should remain as open as possible to other forms of populism). It therefore contributes to the abovementioned aim by providing a typology of media populism and its relationships with populist actors and attitudes. Different concepts and categorizations have been proposed in the literature to described types of media populism, such as “news value populism” or “tabloid populism.” Reviewing previous research and complementing it with further aspects, a framework for the interpretation and classification of media populism is developed. In the broadest sense, media can be “populist” in at least six ways that all have somewhat paradoxical implications: 1. Fueling anti-elitism by routinely reporting negative incidents involving elites and by acting as democracy’s fourth estate, even in a way that undermines democracy. 2. Supplying “evidence” for populist constructions of outgroups by focusing on deviant behavior of outgroup members and essentializing their identity. 3. Supplying catchwords, slogans and interpretive frameworks for populism—and anti-media populism (i.e., a general anti-elite attitude that involves hostility toward the media). 4. Responding to the news value and self-stylization of populist actors and providing a platform to them. 5. Behaving as a substitute for populist leaders by selecting and interpreting issues from a distinct populist perspective and even claiming to represent the people’s true interests. 6. Providing platforms for participation and media criticism without responsivity, thus fostering anti-elite sentiment toward the media and the political system. The contribution concludes with some remarks on the accomplishments and gaps of previous theory-building and research, and on the practical implications of the argument outlined before.

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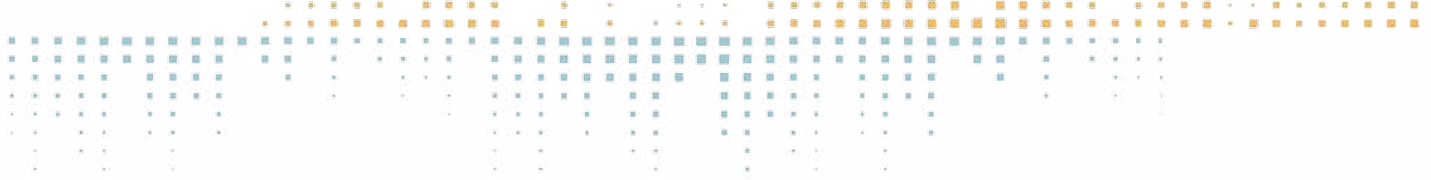
# Wutbürger2.0 (Enraged Citizen2.0) – A Quantitative Content Analysis of the Online Campaign of PEGIDA in a Digital Public

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The Patriotic Europeans against the Islamization of the Occident - in short PEGIDA - is a social movement of self-appointed concerned citizens trying to spin their propaganda since the fall of 2014. Most recently, between 5000 and up to 20,000 people attended the PEGIDA demonstrations in various German cities, especially in Dresden. The registered association has long been classified as a right-wing populist movement, but since the inflow of the refugees keeps growing the message of the PEGIDA followers are getting openly xenophobic. Social Networks are the mouthpiece of the group, especially Facebook, whereas the leadership renounces a website. By now, the Pegida fanpage on Facebook has more than 200,000 fans - and rising. It can be assumed that digital publics offer some attractive advantages for the implementation of a campaign, especially for weakly institutionalized social movements: There is no





filter the messages have to pass before they reach the following users, so the strategic communication via social media saves time and cuts costs. The journalistic coverage and its selection criteria can be easily bypassed. In addition, the internet offers also a feedback channel for the users. Moreover, Facebook is increasingly considered as a medium for and a factor in the formation of public opinion and, at least theoretically, as a platform to create new dimensions of political participation. This applies in particular for the participants of PEGIDA who are not able to realize the media impact they hoped for, due to their anti-democratic statements. Concerning the methodology, the study is based on two quantitative content analysis studies, realized in the spring of 2015 (January 1<sup>st</sup> to April 30<sup>th</sup>). More than 500 PEGIDA Facebook posts were analyzed with the objective to gain insights into the presentation, the topics and the style (enemy images, language) of the online strategy. The data shows that PEGIDA uses Facebook first of all to mobilize their supporters: About one third of the posts is related to events. The posts with thematic references were addressing questions of asylum policy, Islamization or general dissatisfaction with the German political system. In a second step, it seems to be useful to build a sample of 18 posts which were consciously selected out of the investigation period in order to learn more about the culture of discussion of the active users by analyzing the assigned comments (1,500 units of analysis). In addition to formal categories, the second content analysis gave special consideration to the quality of the argumentation and to the presence of right-wing extremist ideas in the user comments. As a first impression of the results it can be cited that less than 25 percent of the analyzed comments could be described as fact-focused and reason-orientated communication. Overall, there is little discursivity and dialogic sequences in the Facebook debates. Even though the findings are not providing evidence that the PEGIDA supporters do have a right-wing extremist attitude, there are strong indications for a xenophobic view in around 15% of the contributed comments.

PP 654

# Representation, Participation, or Deliberation? The Political Discourse About the German Renewable Energy Act on Twitter

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Social network platforms in general and Twitter in particular are an increasingly relevant source of political information and site of public discourse among politicians and citizens (Jürgens et al., 2011; Larsson & Moe, 2013; Rauchfleisch & Metag, 2015). Especially the dissemination of political tweets furthers the visibility of political contributions for their audiences, including citizens, journalists, and politicians. According to public sphere theories, visibility of different actors and their concerns are a precondition for more demanding normative functions such as empowerment or deliberation (Ferree et al., 2002). Therefore, we herein explore the characteristics fostering the information diffusion on Twitter. We ask to what extent selected and more visible information fulfills the normative requirements of different traditions of public sphere theories: representative liberal theories (Schumpeter, 1976; Sartori, 1987), participatory liberal theories (Putnam, 2000), and deliberative theories (Gutmann & Thompson, 1996; Habermas, 1996). From the three theory strands we derived two normative criteria concerning the input dimension: Elite dominance vs. popular inclusion and three criteria concerning the process dimension: Free market place of ideas, empowerment vs. deliberation (Ferree et al., 2002). On the basis of these selected normative criteria, we developed empirically testable hypotheses, which enable the discussion of our main question: What are the characteristics of political information on Twitter fostering redistribution to a broader audience, and how can the results be assessed against the background of the three public sphere theory traditions? To answer our question we tested the addressed effects on the example of the German public discourse about the issue of renewable energy. We tracked Twitter communication regarding this issue over a period of about eight months. It covers the complete political process concerning the legislative reform of the German Renewable Energy Act (abbreviated in German as EEG, for Erneuerbare Energien Gesetz), beginning with first reform ideas fixed in the coalition contract after the German parliamentary election in 2013 up to the date the law became effective in August 2014. A manual content analysis was conducted applying categories of actors ( $PA = .78$ ;  $\kappa = .71$ ), opinion regarding EEG ( $PA = .62$ ;  $\kappa = .40$ ), and ideas expressing a reasoning device for or against the legislative reform ( $PA = .60$ ;  $\kappa = .44$ ) of 9,371 tweets (5,598 original tweets, 3,733 retweets). The results show that the public discourse on Twitter about the EEG legislative reform is best described by the normative criteria of participatory liberal models (popular inclusion, empowerment) and most poorly fits the ones addressed by representative liberal models (partly given elite dominance and marketplace of ideas). Deliberation, defined as producing reasonable, well-informed opinions, is a criterion that is not reinforced by information diffusion on Twitter. However, tweets without ideas have a low proportion compared to tweets which presented ideas about the investigated issue. Therefore, the criterion of deliberation is partly fulfilled. The implication of these results and limitations of this study will be discussed in our presentation.

PP 655

# Twitter: A Useful Tool for Studying Elections?

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The 2015 British General Election campaign was the first to take place in the UK with Twitter as an important part of the media landscape. This pilot project looked at 16 constituencies along England's South Coast in order to investigate what impact, if any, Twitter had had on the campaign and the result. The starting point for the research was a paper by Di Grazia and colleagues (2013) which appeared to demonstrate a direct correlation (but not causation) between the number of tweets Republican congressional candidates in 2012 sent and their subsequent electoral success. We sought to replicate this study. We could find no correlation between levels of twitter activity by candidates and subsequent electoral success. However, on the basis of an analysis of almost half a million tweets, there appeared to be some correlation between the rate at which candidates responded to incoming tweets and their relative electoral performance but this was not demonstrable for all parties (it applied in particular to candidates representing Labour and UKIP, the UK Independence Party). In addition, high rates of reply also appeared to have a positive impact on constituency turnout figures. The findings are not yet conclusive but they do suggest that Twitter could be a good indicator of general levels of local party activism. The research also sought to understand how candidates used Twitter differently and established a number of candidate 'classifiers'. It also investigated the issues agenda that was dominating Twitter conversations during the campaign and found that Twitter's agenda was closer to the public's than was that of the national media. Overall it is difficult to conclude that Twitter had a major impact on the election campaign, based on the evidence we collected but it does appear to be a promising tool for tracking and measuring levels of local and candidate political activity.

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Over the last decades, journalism has undergone vast changes as a result of digitalization. These technological innovations are beginning to challenge the very fundamentals of established theories and concepts, such as inter-media agenda setting theory (Atwater, Fico, & Pizante, 1987). In particular, two assumptions that underpin its measurement and applicability can be questioned. One, the 24/7 news production cycle with its increased speed and continuous output (Hermida, 2013; Papacharissi, 2014) means that the use of time lags is less suitable to capture how news is disseminated across media outlets. Two, news is no longer the exclusive domain of traditional mass media, as web 2.0 (especially social media) enables non-journalist actors to co-shape the content, tone, and distribution of news coverage (Bruns, 2008; Chadwick, 2013; Papacharissi, 2014). This means that these 'new' media cannot be analysed like homogeneous entities, as 'regular' media usually are in this strand of research. In turn, it becomes questionable whether defining the 'agenda' of media as an aggregate of themes present in their coverage is an appropriate operationalisation for the contemporary news ecology. In this paper, we propose a news story level approach (Thesen, 2013) as one possible methodology to counter these issues. To demonstrate its usefulness, we apply it to the coverage of the 2014 election campaign in Belgium, for which a large set of news items (n=9,749) was collected, drawn from newspapers, television newscasts and current affairs programmes, radio newscasts, news websites, and Twitter. Combining conventional time series analysis (Meraz, 2011) with more in-depth case studies, we prove that despite aforementioned theoretical difficulties, inter-media agenda setting processes can be studied in the social media age. Our study shows how a new medium like Twitter is integrated in the contemporary news ecology and affects the agenda of traditional media in different ways. References Atwater, T., Fico, F., & Pizante, G. (1987). Reporting on the State Legislature: A Case Study of Inter-media Agenda-Setting. *Newspaper Research Journal*, 8(2), 53–61. Bruns, A. (2008). *Blogs, Wikipedia, Second life, and Beyond: from production to produsage* New York, NY: Peter Lang. Chadwick, A. (2013). *The Hybrid Media System: Politics and Power*. New York, NY: Oxford University Press. Hermida, A. (2013). #Journalism. *Digital Journalism*, 1(3), 295–313. doi:10.1080/21670811.2013.808456 Meraz, S. (2011). Using Time Series Analysis to Measure Intermedia Agenda-Setting Influence in Traditional Media and Political Blog Networks. *Journalism & Mass Communication Quarterly*, 88(1), 176–194. doi:10.1177/107769901108800110 Papacharissi, Z. (2014). Toward New Journalism(s). *Journalism Studies*, 16(1), 27–40. doi:10.1080/1461670x.2014.890328 Thesen, G. (2013). When good news is scarce and bad news is good: Government responsibilities and opposition possibilities in political agenda-setting. *European Journal of Political Research*, 52(3), 364–389. doi:10.1111/j.1475–6765.2012.02075.x

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Research into the uses of social media by politicians continues to focus especially on exceptional contexts such as election campaigns and political crises, and on major political leaders and candidates, while the more quotidian, routine utilisation of platforms such as Twitter and Facebook by ordinary parliamentarians is comparatively absent from the literature. This is perhaps unsurprising, but it largely overlooks how social media have also become embedded into the everyday work of professional politicians even - and perhaps particularly - when they are not subject to constant and intense scrutiny by mainstream media. Indeed, for the comparatively less visible majority of elected representatives on the backbenches of parliament, their social media accounts may now be an important channel for connecting directly with their constituents. This paper reports on a comparative study of routine social media uses by parliamentarians in two state assemblies in Germany and Australia. Taking a mixed-methods approach, it draws on in-depth interviews with representatives, as well as on detailed quantitative and qualitative analyses of the activities of and user responses to the politicians' Twitter accounts, in order to both elicit the parliamentarians' own attitudes towards and strategies for using social media, and compare these with the observable reality of their activities. For this study we selected Members of the Legislative Assembly (MLAs), the lower house of the parliament of Victoria, Australia, and Mitglieder des Landtags (MdLs), the single chamber of the parliament of Niedersachsen (Lower Saxony), Germany. Within their respective national contexts, both are populous states of considerable demographic diversity that represent a significant geographic region; during the time of our data gathering in 2015 and 2016, both were also at mid-point in their respective electoral cycles, ensuring that our data were not significantly skewed by recent or impending election campaigns. We tracked the public communicative activities around all MLAs' and MdLs' Twitter accounts that could be identified, and for each state conducted some 20 interviews with parliamentarians from across the political spectrum represented in parliament. The findings from our study point to considerable variation in the interest in and level of social media use across the two case studies. The Australian state politicians were considerably more active on Twitter than their German counterparts, and were also the subject of significantly more engagement from other users on the platform; this is likely to reflect the stronger uptake of the platform - in general and especially for political purposes - in Australia. Further, interviews revealed that MPs' attitudes on how much personal information they are content to share with the public varies remarkably. Moreover, we found indicators of the MPs' views about the changing concept of representative democracy. The study makes an important contribution to research into the emerging political uses of social media by shifting the focus of such research towards the less glamorous world of the working state parliamentarian, whose social media activities may never become as visible as those of national and international leaders, but are likely to be of relevance to the domestic electorate.

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The paper asks, how digitalized political communication, such as the Twitter, has changed the everyday practices of political representation and communication by examining the on-line networks between Finnish top-level politicians and political journalists. The growing number of academic research on the use of Twitter in political campaigns and debates shows the importance of the Twitter as an extending platform for the digitalized political communication typical for the age of late modernity. However, there is hardly no research on the consequences of these changes to the composition and networking of political elites – not to speak of the role of political journalists in this agency, which on its part maintains and reconstructs "the myth of the mediated center" (Couldry 2003). It is these questions that the paper aims to answer. The data consists of Twitter accounts of 34 members of the political elite (based on their institutional position) and 39 political journalists including information also of those who followed them on Twitter and of those whom they themselves followed. The results show that political communication on Twitter is shaped and dominated by an 'inner circle' of the political and journalist elites representing the journalists of the leading media corporations and the politicians of the capital area of Finland, while the latter mostly represent the major political parties of this area. Even if there were no gender differences in using the Twitter, the study indicates, that among the ones who were mostly followed by the other members of the elites in case, the majority were men. This awakes a question: whose message is heard and whose message is ignored in elite networks. Related to these results, the paper asks, how 'politics on Twitter' articulates the 'post-representative' and mediated politics of presence (Rosanvallon 2006) and what kind of socially marked differences (class, gender, etc.) one can find in this digital political communication of elite networks. Twitter as a form of political media can be seen as a 'moulding force' that has the potential to continuously shape communication, yet it does not embody any solid media logic (Hepp 2013). The mere belonging to the Twitter elite may even be a more important indicator of the nature of Twitter as a device for political communication than the contents of messages. The paper shows that at least in Finland, the power resulting from strong presence in on-line political publicity (exemplified by Twitter) is concentrated in the hands of a small elite. This reinforces the exiting social (and political) order and hierarchy, although a powerful position in the Twitter network does not necessarily follow from a (top-level) institutional position. Nevertheless and at least in the Finnish case, "the myth of the mediated center" of social/political power seems to be efficiently reinforced by the Twitter networks of the political and journalist elites.



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### Still an Agenda Setter? The Traditional News Media and Public Opinion from Low-Choice to High-Choice Environments: A Longitudinal Study

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In light of the tremendous media environmental transformations that signifies contemporary democracies, the relevance of classic media effects theories are now frequently questioned (Bennett & Iyengar, 2008; Holbert, Garrett & Gleason, 2010). With an increasing number of media outlets and growing opportunities for media choice, aggregate public opinion should be less responsive to the agenda of the traditional news media, it is argued. Several scholars have pointed to the fragmentation of the media landscape as well as how citizens increasingly select media content according to personal interests and preferences – even “avoiding” news about politics and current affairs altogether (Chaffee & Metzger, 2001; Prior, 2007). Thus far, however, few attempts have been made to confront the argument that the traditional media has gradually lost its impact on public opinion along the path from a low-choice to a high-choice media environment. In the present study we seek to do so by focusing on one of the media effect theories at the heart of this discussion: agenda setting theory (Chaffee & Metzger, 2001; Shehata & Strömbäck, 2013). More specifically, this study combines annual nationally representative public opinion surveys conducted in Sweden with media content analysis, covering a period of almost 30 years, from 1986 to 2014, in order to analyze whether public perceptions of issue importance have become less sensitive to fluctuations in their salience in the traditional media. By doing so, we achieve several things. First, we are able to capture the relationship between the media and public agenda over time, making it possible to assess the frequent argument of a waning impact of the traditional news media. Second, we bring the study of media effects back to a natural setting, thereby complementing the important – and ever more sophisticated – experimental studies that have come to dominate the field in recent years. We argue that the external validity of this experimental research in times of abundant media choice, must necessarily be assessed with reference to evidence from “the real world”: To what extent does aggregate public opinion still respond to shifts in the agenda of traditional news media? Third, the study also seeks to contribute to our understanding of the contingency of agenda setting effects. In particular, our extensive longitudinal design enables a thorough analysis of how the salience of different issues in the traditional media influence the public. But rather than focusing on characteristics of the issues themselves only, such as their obtrusiveness (Soroka, 2002; Zucker, 1978), we also analyze characteristics of the media agenda in order to critically examine the concept of media salience – which has been far from clear-cut in agenda setting research (Kiousis, 2004). Based on previous research we suggest two dimensions of the media agenda, which we believe influence the transfer of issue salience from the media to the public: (1) issue competition and (2) issue history. In sum, the findings indicate that the traditional news media can still exert agenda setting influence on public opinion, but these effects have weakened over time.

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### Selective Online Exposure and Political Polarization During Swedish Election Campaigns: A Longitudinal Analysis Using Four Waves of Panel Data

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The rapidly changing media environment has dramatically altered how citizens can access political news and form opinions. With growing opportunities for media choice, people can increasingly select media based on already held political ideologies. This is particularly true in an online environment where the opportunities to find attitude-consistent – and avoid attitude-inconsistent – political news are almost endless (Garrett, 2009). Based on selective exposure theory, some have argued that citizens will increasingly use online media selectively in a way that strengthens their already held beliefs and polarizes public opinion (Bennett & Iyengar, 2008). While there are some American studies supporting this claim (e.g., Stroud, 2010), political scientist Markus Prior recently concluded that the “evidence for a causal link between more partisan messages and changing attitudes or behaviors is mixed at best” (2013, p. 101). In addition, research on selective exposure outside the US context is limited, and the evidence for selective exposure to online news outside the US context is virtually non-existent. How selective exposure and polarization generalizes to other countries is unclear given the significant differences among political systems and media systems in the US and most European countries (Hallin & Mancini, 2004). Against this background, we analyze ideological selective exposure to online news and political polarization in Sweden. Based on a representative four-wave panel study (n=2,283) conducted during the 2014 Swedish national election campaign, we study the mutual reinforcement between political ideology and online media use over a period of 6 months. More specifically, we hypothesize that Internet users primarily exposed to attitude-consistent online news strengthen their preexisting political ideology over time, leading to political polarization (H1), while exposure to attitude-inconsistent news alleviates political polarization (H2). This study contributes to the literature on selective exposure and polarization in at least four ways. First, a large-scale national-sample survey helps generalize the findings to a broader population. Second, multiple exposures over time increase the ability to infer a causal relationship compared to single exposure or cross-sectional data. Third, testing selective exposure in Sweden’s multi-party system is likely to reveal less dichotomized (and thus less polarized) results compared to the binary two-party system of the US. Forth and lastly, we investigate Internet, an environment where selective exposure to attitude-consistent news is particularly relevant due to the excess choice individuals are confronted with. References Bennett, W. L., & Iyengar, S. (2008). A New Era of Minimal Effects? The Changing Foundations of Political Communication. *Journal of Communication*, 58(4), 707–731. <http://doi.org/10.1111/j.1460-2466.2008.00410.x> Garrett, R. K. (2009). Politically Motivated Reinforcement Seeking: Reframing the Selective Exposure Debate. *Journal of Communication*, 59(4), 676–699. <http://doi.org/10.1111/j.1460-2466.2009.01452.x> Prior, M. (2013). Media and Political Polarization. *Annual Review of Political Science*, 16(1), 101–127. <http://doi.org/10.1146/annurev-polisci-100711-135242> Stroud, N. J. (2010). Polarization and Partisan Selective Exposure. *Journal of Communication*, 60(3), 556–576. <http://doi.org/10.1111/j.1460-2466.2010.01497.x>

PP 595

## Corruption in the Press Coverage. Audience Segmentation and the Lack of Shared Indignation

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In our paper, deriving from a much larger EU funded project, we focus on how corruption is reported in both well established democracies and in transitional democracies (UK, France, Italy, Hungary, Slovakia, Latvia, Romania) in the period 2004–2013. Four newspapers in each country have been selected, and more than 215 thousands news articles on corruption have been analyzed through computer-assisted content analysis. In this paper we present, first, general data on the amount of coverage, its evolution over time and then we focus more in depth on the cases of Italy, UK and France. Through a dedicated software (T-Lab) we have investigated the most frequent words associations. Then a human assisted content analysis has allowed to deepen the findings of the initial exploratory study. Results show how in Italy the representation of corruption focuses on politics, and especially on few dramatized national cases. British newspapers talk of corruption mostly in relation to foreign countries and sport. Sport, together with politics and corruption abroad is also very present in the French coverage. The last part of the paper deals with the issue of audience segmentation: the observed newspapers propose a very different representation of corruption that appears to be linked to their specific readerships: political segmentation prevails in Italy and Romania while in UK clear differences emerge between elite and tabloid newspapers and between competing media conglomerates. These different types of segmentation may prevent the construction of a shared sentiment of indignation in face of corruptive practices mostly in countries featured by high level of political parallelism and in transitional democracies.

PP 596

## Understanding the Appeal of Facebook as a Source for Political Information: An Application of the Niche Theory

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Facebook is becoming increasingly important as a source for political information. 63% of the Facebook members say that they get in touch with news when visiting their profile (Mitchell & Page, 2015). While many studies have investigated the gratifications which drive the overall use of Facebook (Orchard, Fullwood, Galbraith, & Morris, 2014; Papacharissi & Mendelson, 2011; Raacke & Bonds-Raacke, 2008), it has been neglected which specific benefits Facebook members obtain from Facebook as a source for political news (RQ1). As a result, almost nothing is known about how Facebook is judged in comparison to other news outlets. To understand Facebook's position in the news repertoire of its users (RQ2), we suggest to apply the theory of the niche (Dimmick, 1993). The niche concept consists of three dimensions: niche breadth (NB), niche overlap (NO) and competitive superiority (CS). These values help to determine how Facebook coexists and competes with traditional news sources. To address these research questions, we conducted an online survey among Facebook members (N = 422; age: M = 23.52, SD = 8.25; 61% female; 89% high school diploma). The questionnaire included 10 items which related to the gratification dimensions „information“, „orientation“, „entertainment“, „social utility“ and „passing time“ (Zhang & Zhang, 2013; Kaye & Johnson, 2002, five-point scale ranging from 1 = totally agree to 5 = totally disagree). Participants were asked to indicate whether they obtained these gratifications from Facebook news content as well as from TV news and newspapers. Results reveal that for Facebook news content, „passing time“ (M=2.97, SD=1.29) is the most important gratification obtained, followed by „entertainment“ (M=2.92, SD=1.05), „orientation“ (M=2.77, SD=0.78), „social utility“ (M=2.36, SD=1.01) and „information“ (M=1.96, SD=0.86). For comparing Facebook news with TV news and newspapers, we calculated niche values relying on the formulae introduced by Dimmick (1993). Results indicate that Facebook's niche is much narrower compared to TV and newspapers (NBFB=0.40, SD=0.19; NBTv=0.54, SD=0.17; NBNP=0.51, SD=0.20; values ranging from 0 to 1). This means that TV and newspapers fulfill a broader range of gratifications whereas Facebook news serve a more specific function. Moreover, TV and newspapers have the highest niche overlap (NO=1.00, SD=0.52; values ranging from 0 to 4), while Facebook has a comparatively low overlap with newspapers (NO=1.54, SD=0.64) and TV (NO=1.50, SD=0.82). More specifically, Facebook news are significantly superior concerning „passing time“ (compared to TV and newspaper) and „entertainment“ (compared to newspaper). For „orientation“, „information“, and „social utility“ TV and newspapers turn out to be superior. These results indicate that users judge Facebook's value as a news source as limited. While traditional news media seem to serve as important sources to gain knowledge and orientation, news posts on Facebook are seen as entertaining „fillers“ to kill time. Facebook does not seem to be able to substitute traditional news media for many users but rather complements a traditional news repertoire. However, since Facebook news have a niche of their own, they offer the possibility to get people in touch with political information where other news sources cannot reach them.

PP 659

## The Critical Foundations of Britain's Immigration Debate

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Research has repeatedly shown that the contemporary immigration debate in Britain and elsewhere is dominated by negative media portrayals that have served to produce narrow and problematised framings of immigration and asylum issues. Understanding which social groups have the symbolic means to shape the debate in such directions is vital to understanding how the story of immigration is narrated in the public sphere, and by whom. In recognising quotation as a core narrative element of news texts (Nylund, 2003), many contemporary news studies have investigated questions about who appears in news coverage (news presence; see Deacon et al., 2006, p. 229), who gets to speak (news access) and what the rhetorical substance of their contributions is. Providing an answer to these questions helps to assess the extent to which competing social actors have been able to define the media debate, promote their perspectives and interests in the public sphere, and frame issues positively or negatively. This paper will contribute to this agenda by examining long-term patterns of actor presence and quotation patterns in UK national newspaper coverage of immigration, in order to understand historical continuities and contrasts in terms of both news presence/access and the distribution of positive, negative and neutral attitudes towards immigration issues. The data used to understand these patterns emerged from doctoral work which employed content analysis to focus on the mediation of immigration in seven UK national newspapers over 25 individual election campaign periods from 1918 to 2010. The findings of this work illustrate that elite politicians and the judiciary/police have generally tended to dominate the debate overall, with other groups receiving less news access than their news presence might predict. In particular, the prominence of opposition party sources grew from the 1960s onwards, indicative of a debate in which the increasing problematisation of immigration over recent decades has presented incumbents with more difficulties than advantages. Citizen sources have on occasion been highly salient, while migrants themselves have become increasingly side-lined. Correspondingly, negative attitudes have dominated the news discourse of campaigns in which immigration issues were highly prominent (e.g. 1970, 2005, 2010), while the evidence also suggests that the party politicisation of immigration issues has provided for a more polarised and negative debate overall. These findings thus serve to expose the historical foundations and antecedents of contemporary patterns of negative news coverage. References Deacon, D., Wring, D., & Golding, P. (2006). Same Campaign, Differing Agendas: Analysing News Media Coverage of the 2005 General Election. *British Politics*, 1(2), 222–256. Nylund, M. (2003). Quoting in front-page journalism: Illustrating, evaluating and confirming the news. *Media, Culture & Society*, 25(6), 844–851.

PP 661

## The Sense of the Visible Others: Effects of Online Popularity Cues on Public Opinion Perception and on Personal Opinion Formation

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In political communication research, public opinion perception is a key for understanding individual opinion formation. Most prominently, public opinion perception is addressed in the spiral of silence theory (Noelle-Neumann, 1993). It assumes that individual opinions which differ from perceived public opinion are not expressed in public. This decreases opinion diversity in the public sphere which again inhibits the expression of deviant opinions and may end in a change in public opinion. Social psychology has also shown that individuals seek orientation from public opinion when forming personal opinions. In order to assess public opinion, individuals use mass media coverage as indicators for “what most people think.” The media thus play a key role in public opinion perception. Today's online world provides many more cues beyond media coverage that might be used to infer public opinion. Online media items often show audience's feedback via likes, shares, and user comments. An example of an article illustrates the significance of these cues: If, for example, an article supporting gay marriage is visibly supported by 1,000 or more users, the audience may be assumed to be more likely to support this position than if the article does not enjoy much support. Since counts of likes and shares indicate the popularity and the audience's support of online content, they are referred to as aggregate user endorsements or popularity cues (see for a systematization of the concept: Walther & Jang, 2012). These aggregate cues (as opposed to user comments) are readily available in almost every type of online communication. Under conditions of a need to select few items out of the massive amount of online content, it can be shown that they affect media use (e.g., Knobloch-Westerwick, Sharma, Hansen, & Alter, 2005). Because they have proved to be relevant cues for media use decisions, we assume that popularity cues also influence further information processing. The paper asks how they affect public opinion perception and opinion formation. Drawing on ideas from the spiral of silence theory and studies on social information effects, we contend that individuals use popularity cues as sources for assessing public opinion and as orientation for the formation of personal opinions. The assumptions were tested using data from an online experiment with 501 participants who encountered media items on the debates on child care subsidy and anonymity in online discussions with varying numbers of likes. Findings show that only individuals with low levels of need for cognition are likely to use likes as indicators of public opinion. We further found no support for an effect of likes on personal opinions. Literature Knobloch-Westerwick, S., Sharma, N., Hansen, D. L., & Alter, S. (2005). Impact of popularity indications on readers' selective exposure to online news. *Journal of Broadcasting and Electronic Media*, 49(3), 296–313. Noelle-Neumann, E. (1993). *The spiral of silence: Public opinion - our social skin*. Chicago: Chicago University Press. Walther, J. B., & Jang, J. (2012). Communication processes in participatory websites. *Journal of Computer-Mediated Communication*, 18(1), 2–15.

## Direct-Democratic Campaigns in the Media Now and Then – A Systematic Comparison of News Coverage About Initiatives and Referenda in Switzerland since the 1960s

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In their reporting about direct-democratic campaigns (DDC), news media have been claimed to contribute to a substantial, rational debate, at least in political systems with an established tradition of popular votes such as in Switzerland. However, the current success of populist initiatives and the rapid structural transformation of Switzerland's media system in which exactly these populist initiatives trigger most media attention indicate that this might no longer be the case. Still, there is a lack of research which would test in a comparative design whether news coverage really is increasingly shaped by populist actors with their emotional appeals and, if at all, if this is because of an interplay of media following a "commercial" logic and political populism. In our paper, we address this shortcoming and propose an analysis both in diachronic and a synchronic dimension. First, capturing diachronically different "phases" of the interplay of media and politics is necessary also to clarify conceptual issues. Some of the main indicators of "commercialized" media logic like scandalization, emotionalization or reduced actor diversity, if analyzed merely in isolation from each other, could also be taken as indicators of a "partisan" news coverage typically in an era of the party press. This calls for a nuanced discussion on the interplay of indicators for different reporting styles in a diachronic dimension. Second, capturing media types as "antecedents" of news coverage synchronically is important, as they constitute a crucial link between explanatory factors on the media structural level and output on the content-side. Thus, comparing coverage from a party-political quality paper from the 1960s with that from a commercialized free paper from the 2010s, for instance, will contribute to the discussion about indicator validity and will reveal which structural factors on the level of media types actually affect news coverage. Empirically, we will present findings from news coverage about all 33 different votes between 2013 and 2016 from several policy fields and in several media types on the one hand and about selected votes in the 1960s, 1980s, and 2010s from two policy fields (migration, finance) in several media types on the other hand. In a historically press-centric country, we analyze media coverage in eight newspapers. In order to give justice to the stratified press market in Switzerland and in order to link outcomes on the content level to the structural level, the sample incorporates the following press types: three daily subscription papers, among which two are considered Switzerland's "best" or high-quality newspapers and one Switzerland's largest "mid-market" paper, the two largest tabloids, the largest free, purely advertising-based commuter paper (now the most widely-used newspaper) and two Sunday papers ("high-quality" and "mid-market"). (Obviously, some papers like the free paper can only be included for the more recent periods, as they did not exist in the 1960s or 1980s.) As for the dependent variables, the paper will present findings from key indicators such as scandalization, emotionalization, diversity of actors and arguments, interpretive journalism or thematic vs. episodic framing (degree of horse race framing).



## PS 046 Body Politics in the Sims 4. an Ethnografic Research

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This paper presents the preliminar results of a current ethnographic research about the kind of culture which the players create in the video game The Sims 4. The Sims 4 is the last version of the well-known social simulation video game where virtual bodies, closely linked to physical identities from outside the game, set up a new society (see Jansz, Avis and Vosmeer, 2010; Martey, 2007; Wirman, 2014; Anyó, 2015a; Anyó, 2015b). In The Sims, the player creates this social simulation, with characters of disembodied identities. In this sense, the player is the narrator who is responsible for the fictional world, which is accepted as a diegetic universe. Furthermore, game's interface is a powerful politic between actions of the player and rules of the game. In video games, the players' identity is disembodied in the dynamics between the physical and virtual worlds, when it turns into characters of the diegesis. Those virtual bodies, simultaneously the image and invention of the players, assume new shapes in a process which is far from simple, since it implies not only narrative elements in a graphic environment that seem realistic, the interface, but also elements related to a body that had become liminal but still maintains its centrality in the definition of the identity of the player, and his cultural preferences, according grid-group cultural theory (M. Douglas, 1971, 2005; Thompson, Ellis and Wildavsky, 1990). We would like to answer this research question: Can we relate types of cultural preferences of players to the types of societies and bodies in the gameworld of The Sims?, and Is the gameplay limited to the mechanics and interface of the game?

## PS 047 This Article Investigates to What Extent the Labeling of a Computer Game as Educational Game Has an Effect on the Motivation for Participation in a Media Pedagogic Project

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This article investigates the research question of to what extent the labeling of a computer game as educational has an effect on the motivation for participation in a media pedagogic project. In order to answer this research question, fifth and seven grade school children were introduced to the serious digital game 'Ludwig: Living in the Future'. The advantages of serious games are their use of principles that foster learning, their highly didactic structure (see Kim et al. 2009, Gee 2007), their repetition of educational content in relevant situations as well as instant feedback (Graesser et al. 2009: 85 et. seq.). Since the game is played for its own sake (see Huizinga 2004: 16), the desire to play it manifests itself from intrinsic motivation. In reference to Huizinga the use of serious games in the classroom undermines this aspect and supposedly leads to a loss of enjoyment. To which extent this loss leads to a decrease in motivation is the central question of this article. An experimental study design serves well to answer the research question. Due to the desired transferability to daily life, it was decided to conduct a field experiment and conduct the survey within the subjects' natural surroundings (the classroom). 245 children and adolescents in total took part in the quasi-experiment. The quasi-experiment was carried out on a class basis with two groups that each received different treatment. In the one group, a video presentation was shown that classified the game as an educational game, in the other group, the video presentation presented the game as a computer game. Specifically, only the words 'educational game' and 'computer game' were exchanged for each other in the respective video presentations. Since all other influencing variables remained the same, any difference between the test group (TG; n= 141) and the control group (CG; n= 104) can be traced back to the influence of the game's treatment. Subsequently, the subjects then answered a quantitative questionnaire with the goal of comparing their motivation to participate in the project. Naturally the students' previous knowledge of the game, their overall affinity for computer games, etc. were taken into account in the questionnaire. The results showed that no general effect from the semantic classification of the game as an educational or computer game could be established ( $t = .87, p = n.s.$ ). Further results include the following: The results demonstrate that the fifth grade students' motivation for participation was not influenced by semantic manipulation in the form of a visual insert in the presentation video. The seventh grade students, however, show indicators that can be traced back to the labeling of the game so that their age or possibly a scholastic socialization effect can be assumed to have influenced them in this regard (see Bialecki 2013). Moreover, also further results are presented in the article (for instance the influence of an affinity for computer games on the participants' motivation) and in the end a media pedagogical conclusion is drawn from the obtained findings.

## PS 048 A Massive Open Online Course (MOOC) on Serious Gaming

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With this paper we aim to contribute to ECREA's 'Educational pillar' by presenting our Massive Open Online Course (MOOC) on serious gaming that is released on the Coursera MOOC platform in April/May 2016. In the first part of the paper we will argue that a MOOC is an adequate tool to share academic knowledge with a large, global audience. Our MOOC aims to inform participants what serious games are, how they work and in what ways their impact can be determined. An important message is that theories are necessary to get a better understanding of serious gaming. We discuss theories about the relation between play and culture, about the reasons why people play games, about persuasive properties of serious games, about the process of persuasion and about issues related to the impact of serious games. Our presentation of theories and previous research goes hand in hand with the discussion of cases like

Darfur is Dying, My Cotton Picking Life and September the 12<sup>th</sup>. We develop the content of this MOOC in close collaboration with game companies. They contribute their own serious games as case studies. The second part of our paper includes the results of our audience research. Obviously, a MOOC is open to participants from whatever background, but we also target our work at a specific audience. NGO's and Small and Medium Enterprises may consider using a serious game in their campaigns. But development costs are generally high, and the expectations of the client and the game studio may not match perfectly. This MOOC may help potential clients to come to a balanced decision about employing a serious game. Our user data will inform us about the composition of our audience and whether we have been able to reach our specific target audience as well.

PS 049

## Analyzing the Participatory Creation of a World of Warcraft Modification – The 12-Steps Analytical Toolkit on the Test Rig

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This paper demonstrates the use of the 12-steps analytical toolkit for the critical analysis of participatory media processes (Carpentier, forthcoming) using a particular case study: namely the participatory creation of a particular level in the online game World of Warcraft (WoW) (Blizzard, 2004–2016) (see Ducheneaut et.al., 2006; Chen, 2008; Sherlock, 2009; Golub, 2010 for WoW research) through the modification of the game interface. The 12-steps analytical toolkit is grounded in an evaluation of participatory models, fine-tuning older models (Arnstein, 1969) by bringing in a more sophisticated and explicit reflection on power and decision-making, and a more culturalist perspective on identities and sense-making practices of participants which escapes the default interpretation of them being exploited (Fuchs, 2015). The objective of this paper is to test and further refine the 12-steps analytical toolkit, by confronting it with a particular participatory setting from the field of online gaming. Player-created interface modifications have been shown to be central part of WoW (Taylor, 2008) by either getting included into the default interface of the game or co-creating the design of the game (Prax, 2012, 2015; Tschang et.al, 2010). The example discussed here is an add-on that was developed by a player creator in a high-end raiding guild. The add-on was created to simplify a particular ability of a boss monster and allowed this guild to kill this boss the fastest in the world. The analysis of this process is guided by the 12-steps analytical toolkit, with its four main stages (1/field context, 2/actor analysis, 3/decision analysis and 4/power analysis). Methodologically, it relies on a participant observation of one of the paper's authors, in combination with an analysis of the connection between game design and interface development and the qualitative analysis of interviews with player creators. The actor analysis component shows the centrality of the actors' identifications for understanding participatory processes, with the add-on authors as co-creators but also as players, still different from the company (Blizzard). Understanding his double identification of player-creators makes it possible to investigate the social pressures and power dynamics between the actors in the participatory process. The decision and power analysis will show that even though the identity of player-creators allows for some leeway in the encounter with Blizzard's design and they do impact on the design of the game, the power position of player-creators is still weakened by the power strategies of Blizzard to protect themselves from those add-ons which could damage the company economically. Moreover, the interface's materiality will also intervene in this process, as disabling specific add-ons is hardly possible without also breaking other, 'benign' add-ons, which might create a player backlash. Our analysis of the actors and their identities here opens up a more detailed picture of the participatory dynamics of WoW, and provides us with a more nuanced analysis that avoids homogenizing players and juxtaposing them to an exploitative company. Moreover, our analysis will also allow evaluate and refine the 12-steps analytical toolkit that will be used as an instrument to support this critical reflection.

PP 312

Reading between lines: the relationship between media coverage and legal status of Community Radios within European countries

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Community radios (CR) face countless contradictions all over Europe. From legal disparities to different perceptions of its social and economic value, recent research has been promoting ground breaking discussion on the potential of exclusively-community driven radio projects of communication (Carpentier, 2014; Howley, 2010). According to Doliwa & Rankovic (2014), many factors contributed to the present paradoxes of European community radio, ranging from lack of political initiative to adjust the Media Law, low voluntary involvement, limited social knowledge about its possible benefits, to the restricted spectrum occupied by the commercial and public sector. As these projects operate mainly in a local – or even smaller – scope, the adoption of legal suitability for community radio may be a decisive answer for the latest economic events which disgracefully lead local media to its extinction or substantially reduction of potential (Cammaerts, 2009). A possible strategy to understand the social value of CR can be provided through the representation of these projects by the media and the types of news coverage published in this regard. Furthermore, conducting a research based on media discourse is indeed a very typical tool to understand how a problem, context, group or reality is portrayed by/for a society, whether migratory contexts (Macedo & Cabecinhas, 2012), educational policies (Melro, 2011) or climate change endeavours (Carvalho, 2010) are analysed in this regard. If it is understood media discourse as both mirroring the reality or create a new one by its own account, it could be interesting to follow this methodology to observe how European mainstream media offer perceptions of the so-called Third Sector Media, particularly in the case of CR. Inspired by these theoretical assumptions, acknowledging this years' ECREA general guideline to contest to the "unstoppable flow of permanent changes (...) disparity of various histories, geographies, ontologies and technologies", this communication seeks to find meaningful data to the following two objectives: 1) Providing an overview of the regulatory framework of community radio in Europe, from important previous studies (Meda, 2014; CMFE, 2012, etc.); 2) Taking into account this generic openness/reluctance of legal instruments, observing if there is a relationship between such framework and how mainstream media (online newspapers, for instance) tend to inform/be silent towards these radios. This comparison will expectably answer these research questions: is there a clear relationship between legal framework of CR and the number of news about them? Is it safe to admit that if a country does not embody legal regulation for CR, media consequently neglect this issue? If media regularly report on CR, what subjects, concerns, actors, troubles or main events are portrayed? This communication stands for a particular aim of European Commission's Horizon 2020, followed by the Communication & Society Research Centre in the University of Minho (Braga – Portugal), which demands for social and communication shifts, through technological solutions with tangible effects on people's daily routines. Thus, these "societal challenges", as put forward by the EC, are at the core of the Strategic Plan of CSRC for 2015–2020.

PP 313

Radio and Regulation: The Loss of Localism in Portugal

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The loss of localism has been a common trend in most radio markets in Europe and US. Localism is critical when analyzing the radio universe. Local content and local ownership have been closely associated with the concept, a crucial rationale for justifying radio regulation. However, deregulation of ownership lead to a concentration phenomenon that has affected local radios in several western democracies and Portugal has not been an exception. Since the democratic revolution in 1974, radio sector has been shaped by laws that enlarged the limits to ownership concentration. Nonetheless, since there is a media regulation agency in Portugal (ERC) with powers to prevent concentration in the case pluralism and diversity are at stake, there are legal possibilities to stop the erosion of localism by applying rules to markets in the defense of radio local dimension. Each market operation has to be formally authorized by ERC within the legal framework: concentrations operations can be prevented if there is a risk for the freedom of speech or to the confrontation of the different points of view; and the decision on the nature of the programming (only musical or with some news broadcast) should be taken considering its impact on the diversity and pluralism of the radio offer in the geographical coverage area and on the safeguard of the local news. The question is whether the media regulator has been acting in accordance to its remit, controlling market forces in order to stop the harm to these principles, or if it has adopted a market-oriented approach, privileging economic factors. This paper analyses the local radio market in Portugal by, in a first moment, assessing the changes in the legislation that have allowed for concentration. In a second moment, the regulatory action of ERC will be analyzed by examining the decisions of the media regulator in what concerns the radio market. Since a new law passed at the end of 2010, all decision from 2011 to 2014 will be assessed in order to highlight the trends of concentration of radio market and to identify the profile of the media regulator action.

PP 314

Radio Is the Curator: An Historical Overview of the Music Business in Brasil

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The historical relations between the record and the radio industries back several years and are considerably known. In Brazil music industry has consolidated as of the 1960's, when international record companies (majors) seeking for new markets fixed operations in the country and assembled their castings of Brazilian artists. Radio and television were then fundamental for creating idols and thus consolidating a music market. Given this context, the proposed paper will show the way radio has been performing as mediator – even as curator – of musical consumption from this period on, acting today as the analogic part of the smart curation, as proposed by Frédéric Martel. We call it a mediator because, between the divulgation work of the record companies and the listenership, there is a negotiation space operated for a long period by the radio presenters and, more recently, by the radio broadcaster managers themselves.

The medium is also a curator since many artists and musical groups consolidated their careers as a result from those negotiations and from the listeners' feedback, sustaining the Brazilian music industry's profitability. Although sharing with television the public exposure of the musicians, it was the redundancy of the artists in the radio programming the responsible for their persistency in the listenership's memory. It is also important to note that domestic music has always been predominant over the international music in Brazil, even with multinational corporations controlling the national market. According to IFPI data, the domestic music catalogue represented 63% of official sales in Brazil in 2011, against 44% in Mexico and only 14% in Argentina. Besides, the period from 1960 to the years 2000 saw the emergency of musical movements of great political and artistic relevance, such as Bossa Nova, Tropicalismo, MPB, Brazilian Rock in the 1980's and the Mangue Beat in the 1990's. Primarily we will make a brief historical introduction on the role of "divulgators" – employees of record companies – and how they negotiate with the radio stations the decisions on which music should be played and stressed. This approach results from an investigation conducted by the authors during 2015 and 2016, for which retired and active professionals of both fields have been interviewed. The main subjects are the strategies of record companies, divulgators and station workers to select the music to play on the programming. From those information, we will draw a comparison with the current moment of radio in Brazil, present on the internet and facing competition to the listeners' attention with streaming services that supposedly replace radio as music curator, such as Spotify and Deezer. Our hypothesis stands that radio keeps its relevance as a curator even though music subscription software brings new formats for musical consumption, especially in massive musical genres as Brazilian country music (Sertanejo) and Brazilian Funk. Radio's specific language and the presence of stations on the web allow managing demands of both listeners and record companies, complementing the role performed today by software instruments to organise the offering and consumption of cultural content.

PP 315

### Mediating the Continuity of Radio: Contribution of Public Media to the Digitization of the Airwaves Across Europe

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As a technology enabling a century-old medium to remain relevant in the future, digital radio is increasingly the preferred platform for the continuity and modernization of its languages, narratives, practices and identities. Despite the vast amount of radio services available on the internet, audiences still show a clear preference for broadcast radio. In those countries where DAB and / or DAB+ services are widely available, digital terrestrial radio is far ahead of online radio in terms of consumption. This is why the digital terrestrial network is the focus of this project. Specifically, this research examines the role public radios, often defined as the driving force behind digital terrestrial radio, are playing in its deployment in the 22 European countries where DAB or DAB+ services can be received. It analyses the number of services offered by public radio and their distinctiveness. Although the concept of distinctiveness can also be measured externally against other broadcasters, in this case the concept was applied internally, meaning that the services provided by the same broadcaster in analogue and in digital were compared. To measure internal distinctiveness, three indicators were applied: exclusive availability of services, the genres of the stations, and the target audiences. The analysis was based on the list of services broadcast by EBU Members, a list maintained by the European Broadcasting Union (EBU). The results show that the public broadcaster offer in the digital terrestrial network is distinctive in the three criteria applied: a remarkable amount of services are exclusive, this offer privileges stations defined by their set of genres that are traditionally marginal on analogue radio, and the target groups, for example those defined by age, are notably different. As may be expected, beyond the aggregate figures the trends are different from country to country. As a result, a set of key countries was identified in terms of the internal distinctiveness of their public radios on the digital terrestrial network. The results of this research provide useful insight into the role of public media as drivers of digital radio and more generally speaking of technological innovation, fostering the development of a digital network that can offer more guarantees to keep radio as relevant in the future as it has been during the last century.

PP 316

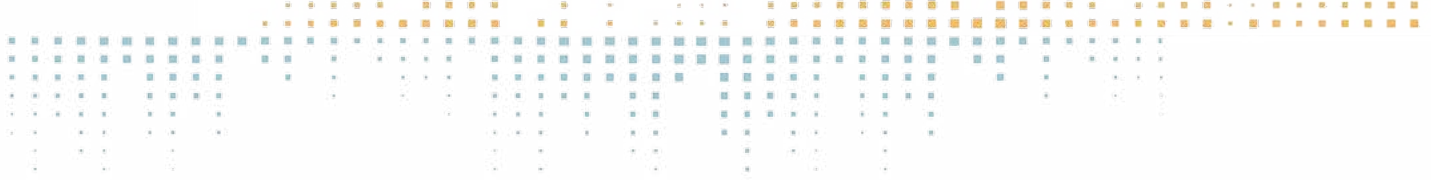
### Myths and Realities of Non-Profit Radio in Canada

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Of the three radio sectors in Canada, non-profit radio has often been characterized as underfunded, marginalized and amateurish. However, with more than 180 stations serving Canadians, this sector can be described as anything but, as it boast the use of multiple languages; employs both volunteer and professionals from all walks of life; as well as highlights content that is truly representative of Canada's multicultural and multifaceted people. As Canada's Broadcasting Act, 1991 stipulates, broadcasting should reflect the cultural, political, social and economic fabric of Canada. This sector embodies this article of the law. Nonetheless, it has not received the attention it deserves both in the broadcasting industry and in the academic world. Non-profit radio has been studied in Canada as it has worldwide, but mostly under the campus or community radio labels rather than by the nature of the stations that encompass the sector. Consequently, very little attention has been given to the financial structure of stations other than to determine the cost of doing business and very little is known about the way in which stations function to meet the goals of the sector whether they be individual or collective in nature. With this in mind, this paper presents the results of the first two phases of a four-part study involving the Canadian non-profit radio sector. Through the use of in-depth interviews using an evaluation framework questionnaire with participants from different radio associations in the country from the French, English and aboriginal communities, it was possible to gain a better understanding of the sector's objectives, particularly in relation to its financial goals and its use of technology. Then, an assessment of the financial reports of participating stations provided evidence of how stations present themselves and allowed for a comparison of the goals they set in relation to their actual financial situations. Some studies discuss the sustainability of the sector in comparison to the public and commercial sectors, however, this study is original as it goes beyond emphasizing the need, rather focusing on the financial health of stations





relative to their overall objectives both as member stations of an association, as well as members of the sector as a whole. By examining stations in this way, it is possible to gain a better understanding of the best practices of financial reporting in the sector that can be shared with other stations in the country, but also abroad with the objective of finding solutions to overarching challenges. The findings also help demystify ongoing myths surrounding the financial situation of the sector in relation to technology, training and audience research. It is hoped that by offering a more holistic approach to studying community radio by including the financial structure of reporting along with evidence from those involved in funding and programming will offer a more realistic portrait of the sector for all stakeholders in the industry and researchers worldwide.

PP 385

# The Crash of the Titanic and the History of Radio

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The accident occurred in 1912 with the Titanic had a great importance for the early definition broadcasting as a bearing of a technology. Telegraphy and wireless (radio genesis) resulted from the need to put in communication shipping vassels in order to control the traffic collision and to facilitate the issuance of warning. With the crash of the Titanic realized the need for a legislation able to avoid the repetition of some events that have occurred with the use of radio technology during the accident. The Titanic was equipped with a powerful radio equipment (5KW model) and two operators belonging to the Marconi company. Looking the accident by the radio history perspective, we can ask 'What is the role played by the radio technology in the accident?' and 'could other use of radio technology in the Titanic accident, changed the outcome of this episode of naval history?'. The order by the captain of the Titanic to send a SOS was carried by the operators. The first answer came from a German ship, Frankfurt. The answer of Jack Philips, one of the Titanic communications operators, was to be quiet and not meddle in the matter. This strange reaction is only understood by the business model based at this time on patents and rivalry operators. The boat responded to the SOS had Telefunken equipment, a rival brand of Marconi company. Another ship respond to the SOS, was the Carpathia, which came to collect some passengers of the Titanic. However, a strange message indicated the rescue of all passengers of the the Titanic. The origin of this message remains a mystery up to today. The Carpathia station allowed a maximum range of 150 miles and which only messages were sent to another vessel, the Olympic (another ship of the Titanic's owner) and later off the season. In the survey conducted by the US authorities concluded that the silence of the Carpathia was order of Marconi, who, in New York, had already sold the exclusive story to a newspaper and did not want amateurs could have interference and break the business. The sequence of events contributed to the US authorities effecting a review of radio legislation and give start to a legislative path that came to be reflected later in the act Radio review, in favoring the broadcasting model - large and powerful transmitters and receivers simple and low prices. The paper in submission aims to highlight the importance of the Titanic accident, as one of the elements contributing to the legislation os radio in America. This element with the evolution of technology and social importance of radio, took radio technology for broadcasting path, a path that still remains in the present day.

PP 386

# Opera as an Entangled Medium in Weimar Germany: New Perspectives on Ernst Krenek's Use of Radio in Jonny Spielt auf

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The Weimar Republic gave birth to a new operatic reform, the Zeitoper. These operas are renowned for their modern day settings, jazz idioms and experimentation with technology. Cars, trains, newspapers, typewriters, telephones, cameras, gramophones and radios were seen on stage and became part of the musical sound. The technology and media used in these operas are often regarded as gimmicks or props, which enhanced Zeitoper's characteristics within the realm of Neue Sachlichkeit (New Objectivity). However, composers of Zeitoper not only used technology to redesign the traditional medium, but to integrate opera with media discourses of the Republic. On 10 February 1927, the premiere of Ernst Krenek's Jonny spielt auf took place in the Stadttheater, Leipzig. In scene 7, Anita sings an aria which is broadcast over the hotel terrace by a loudspeaker. Hotel guests gather 'motionless' around it, entranced by the beauty of Anita's voice, but when the broadcast is interrupted by Jonny and his jazz band, the guests sing 'Thank God!'; start to gyrate and eventually begin to dance. Yet this scene is concerned with wider discourses beyond the Weimar fascination of jazz culture. When placed in the context of media history, it becomes clear that Jonny spielt auf is a key example of how Zeitoper became an entangled medium in its representation of new technology and media. This paper will explore the use of technology and media within the Zeitoper, using Jonny spielt auf as a case study, in order to understand the merging of opera with new media. It will adopt the methods of 'Entangled Media Histories' by considering opera as a complex multimedia art form and understanding Zeitoper in terms of its trans-medial flows. The paper will examine the radio scene from Jonny spielt auf in regards to its performance practice and its relationship with contemporary discourses around radio broadcasting. This will give a new perspective to Weimar opera and its entangled relationship to radio broadcasting.

PP 387

# RCP, the Broadcast of Freedom. Raise and Fall of a Revolutionary Radio

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The Portuguese Revolution of 1974 was a military rebellion against almost fifty years of dictatorship that enrolled the public support since its very beginning. The coup produce a major braking point with the past and new and challenging events occurred, in an escalate of social and political upraise, where military, politicians and journalists played a central role. 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, 2012). 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. Second World War was a corner stone in terms of the radio's nature because it was used to prepare public opinion for the Nazi invasion and became a main ally for dominance. The sound gained the people's emotions even if through fear, authority and order (Hendy, 2014). In the following period its use by military was common in the colonial warfare in order to gain the public support (Benhallá, 1983). Also, during the Cold War, radio played an important role in the ideological confrontation

between East and West as well as within each bloc (Risso, 2013). Its history of success is related to some intrinsic characteristics, namely, the production features, distribution and consumption. It has a light production and reception, it is portable and flexible, immediate and ubiquitous, with a low budget and a great reach due to the orality and distribution patterns. In 1974, Portuguese population was poor and had a high level of illiterates. Therefore, radio characteristics combined with the military experience in the colonial war came together in this very particular moment, marked by a revolutionary wave. Radio and other media were used to inform but also to raise sympathy for political causes, either by military or politicians. Furthermore, radio stations became the very stage of revolutionary struggle during the military coup of November 25, 1975, that would put an end to the radical political events. This study seeks to reconstruct and analyze the dramatic events of that day, in Radio Clube Português. This radio station was controlled by a revolutionary committee that nicknamed it "the broadcast of Freedom". 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.

PP 388 International Radio Research and Politics: The Radio Audience in Greece During the Cold War

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In this paper we present the design, implementation and evaluation of a clandestine, Radio audience research in Greece during the Cold War where Radio played an important role in the ideological confrontation between East and West. This research was part of an extensive research study on the general subject of communication behaviour in the Near and Middle East and was conducted, in the early 50ies, by the Bureau of Applied Social Research (BASR) of Columbia University for the "Voice of America", the "official spokesman" of the United States Government in the arena of international shortwave radio at that time. Relying upon original unpublished documents from the BASR Archives (including the Minutes of the Advisory Committee and reports on radio audience in Greece based on 300 qualitative interviews conducted between september 1950 and January 1951) we will discuss –through a historical and contextual analysis- the results of this research on the image of radio in Greece, issues of public radio listening, audience's choices and radio news critics on foreign and domestic programs. Special emphasis will be given to the design of this research by the social scientists involved in this project (especially Paul Lazarsfeld, Robert Merton and Leo Löwenthal) in order to present a body of proposals for the implementation of the United States objectives during the Cold War and at the same time to promote the creation of the new discipline of International Communication Research. The ethical questions raised by the manner this project was conducted and reported are of continuing significance in the field of international communication .

PP 389 Radiobody. Deathcamp's Imaginary Radio

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Can there be anything more damaging to the continuity of social relations than the war? Is there anything more destroying to human identity than death camp, where human are slaughtered and await the death? Is it possible to overcome such circumstances through the memory that brings some hope? The unprecedented example of "radio" that operated in German nazi death camp Majdanek in occupied Poland shows how without technical background, within overwhelming hunger and terror, the female prisoners created symbolic radio, which had nearly all attributes of the real medium: the announcers, daily schedule, jingles and the audience. In one of the barracks the women imitated radio programme, which gathered and united their listeners around imaginary speakers and encouraged them to struggle for survival, recalled the bracing memories of pre-war times and strengthened the sense of community and self-care. That way female bodies and voices became living radio-sets. Through the resemblance of radio ritual and its sonic signs Radio Majdanek created an abstractive code, which served to purpose of perceiving the world and somehow re-constructing it. The power of Radio Majdanek lied in the continuity of sense-creating process by the use of spoken word. The speech became substantial in making the basic human ties – the relation between one being and the other. With the support of the remaining archive reports from the death camp the author traces the way that "radio voice" functioned in the camp's reality and what was its meaning to the prisoners' identity.

PP 456

## Good Practices for Radio Stations Using Snapchat

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Born in September 2011, Snapchat is the new social phenomenon that triumphs among the younger people. According to the last statistics, 60% of the users who daily use Snapchat generate content every day, the service has more than 5 billion video views daily and more than 100 million active users per day. Facebook tried to buy it for 3000 million and still failed. Snapchat allows to share pictures, videos and text in a quick, ephemeral and imperfect manner because, since it is temporary, it doesn't present the obsession with perfection that can be found in another tools like Instagram, for instance. Thus, Snapchat is used primarily to portray aspects of everyday life that are not relevant enough to remain permanently in the web. Brands are also using Snapchat for different purposes. A first factor that could explain the success of this network, especially among young people, is the fact that their parents are in Facebook. Young audience will always have the need to differentiate and reassert, something that is hard to find when they share space and practices with their parents and grandparents. In addition, the visual web is a growing phenomenon. Young audiences prefer visual, and the acquisition of Instagram (\$ 1,000 million) and Tumblr (\$ 1,100 million) show this trend. This tendency is also confirmed by the great success of Vine and video for Instagram. The fact of combining the visual phenomenon with a messaging tool is interesting. Another factor to explain Snapchat's success is the so-called digital 'carpe diem' that leads not only to accept that time flies but also that its memories (in forms of pictures, texts, videos...) are something that we should enjoy just in the moment. In addition, the achievement of this "network of moments" can also be explained because privacy in the web has become a very serious matter in the last few years. In this context, the aim of this contribution is to offer a collection of good practices for radio stations willing to take advantage of the potential that Snapchat provides. We start from the idea that it is desirable for radio to be in this new space where many young people "live" as a way of approaching the medium to the younger ones and also of showing, once again, the great capacity of radio when adapting to new circumstances. To illustrate it, we will use the benchmarking approach technique in order to observe and systematize in 10 good practices how some of the world's most prestigious broadcasters are in Snapchat. Although we will mainly focus on talk radio stations, we will also take a look to music radio stations and also to other leading media around the world.

PP 457

## Sports Radio in Spain: Content Production and Promotion at Radio Marca in the Context of Media Convergence

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The process of media convergence stemming from the implementation of new digital technologies has prompted changes in news-production practices, content distribution and business models, among other concerns (Salaverría, Negroed & Piqué, 2008: 48). Such convergence has impacted communications corporations that structure a range of supports around a single brand in a number of ways: the polyvalent functionality, subject-related and media competences of journalists (professional convergence); multiplatform content distribution (technological and content convergence); and the concentration of production processes (business convergence) (Salaverría, 2010). At the moment, only one communications company encompasses a radio station, printed newspaper and cybermedia outlet within a single brand: Radio Marca, marca.com and Diario Marca, which belong to the Unidad Editorial group. All three outlets lead audience ratings for sports journalism in their respective sectors (AIMC, 2015). Each platform operates independently of the others. The news production strategies on each platform are separate from one another. Nevertheless, a single newsroom structure fosters the exchange of news-stories, interaction among journalists working for the three different outlets and collaborative approaches across the three platforms. This paper comprises preliminary results from a participant-observation study carried out in the newsroom, undertaken between 23 November and 6 December 2015 at the Unidad Editorial's main base of operations in Madrid. Over the course of two weeks, the author observed over 100 work-hours in the newsroom. In addition, the 14 issues of Diario Marca published in that time-frame, 14 web-captures of complete web content posted on marca.com, and over 150 hours of programming broadcast on Radio Marca were likewise saved for subsequent analysis. The author also attended newsroom meetings and engaged in informal interviews with producers, editors-in-chief and other editors. Based on the information and data obtained from analyzing the news-stories, the issues raised and observed at production team meetings, and the interviews with producers and editors, the purpose of this paper is to examine the news-information strategy of the radio station in relation to multiplatform news production, publication and promotion, the work routines of media professionals at Radio Marca, and the information flow between the three sports news platforms. This ethnographic analysis is part of the author's doctoral research. A further observation phase is planned for May 2016, the results of which will also be included in this paper. AIMC (2015). Resumen General EGM Febrero a Noviembre 2015 Salaverría, R. (2010). Concepto de convergencia periodística. In López, X. & Pereira, X.: Convergencia digital: reconfiguración de los medios de comunicación en España. Santiago de Compostela: Servicio de Publicación e Intercambio Científico, Universidade de Santiago de Compostela, 2010. Salaverría, R., Negroed, S., & Piqué, A. M. (2008). Periodismo integrado: convergencia de medios y reorganización de redacciones. Barcelona : Sol 90, 2008.



PP 458

## Field Trial of a Prototype for Locative Storytelling in Sound

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The Auditor project explores the experience of sonic augmented reality, using noise-cancelling headphones. This mediation technique is still marginal in the marketplace, but it might become more significant in the future. The Internet of Things implies that radio transmitters can be inserted in almost any device, and these devices can relate to each other in networks. Auditor uses Bluetooth-transmitters (ibeacons) to create a grid for sound projections. Such projections can be micro-positioned: in a hall, corridor, road, park, shop, museum, etc. The Bluetooth beacons can be used to control expressions in sound, by delivering a story, a voice, factual information, or music. Auditor explores the potential of micro-positioning by erecting a simple grid of beacons in an enclosed space, and producing a sensitive sound narrative where the listener's movements make the narrative evolve. How will informants experience this? Two groups of informants (n=40) are given different «treatments» of the same narrative; simple A versus complex B. The simple version is in mono, it is limited to playback triggered by the users' position. There is no panning of the sounds, and only one voice is played at a time. The more complex version is in stereo. Effect sounds and voices are panned according to the user's change in orientation, and it plays two or more sounds simultaneously. Initial statistical analysis finds that there is no significant difference between the informant groups regarding immersion. The less elaborate sound narrative in medium A works just as fine in creating immersion as the more advanced, stereo, panning medium B. An implication for industry is that production teams might accomplish good sonic augmented reality effects with relatively cheap and simple means. Just like radio has always been easier than television, sonic AR is easier than visual AR. Keywords: sonic AR, field trial, sound narrative, sound studies, media design

PP 459

## Journalists' Wishes and Needs for a Digital Technology. Public Service Broadcasting and Its Transformation Process into a Trimedia Future

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Theoretical Background: As a result of the digitization, of technical innovations and its social use, media companies and newsrooms are in a phase of radical upheaval. Newsrooms no longer work for only one medium, instead of using more channels and possibilities for interaction with the audience, and therefore workflows, roles and competence requirements have to be modified (Kaltenbrunner/Meier 2013). This paper analyzes the relations between technical innovations and challenges concerning editorial convergence. Therefore we present results of an interdisciplinary study, which was funded by the Bavarian Research Foundation. Using the example of "Bayerischer Rundfunk" (BR) – Bavaria's public broadcasting service – the question was examined, if responsible editors of innovative media products have wishes, needs or requirements of technology concerning future cross-media high-quality journalism. The theoretical framework is related to research about newsroom convergence: Legacy media find themselves forced to integrate new digital channels and platforms in their work because of digitization, economic pressure and change of media usage (García-Avilés/Meier/Kaltenbrunner 2015). To date, the transition of newspapers to the digital age is well examined (see e.g. García-Avilés/Kaltenbrunner/Meier 2014; Hofstetter/Schönhagen 2014; Lischka 2015), but in the field of broadcasting there is lack of research (for other countries see e.g. Larrondo et al. 2014; Van den Bulck/Tambuyzer 2013; Micó/Masip/Domingo 2013.) Methods: The Bavarian Broadcast provides an ideal example for this pilot study since the company is currently undergoing a complex and long-term transition process. Key objectives are networking beyond all media channels with theme-orientation instead of programme-orientation. Structural changes will lead to new editorial office departments, which are planned as "trimedia timeliness-centers". In spring of 2015, we interviewed 25 employees in key positions with the help of semi-structured expert interviews. The main selection criterion was the participation in innovative projects. Results: The study revealed a large scope of wishes, needs and requirements of technology to provide future cross-media high quality journalism. One example: The increased use of consumer technology leads to problems concerning transmission and interfaces and also to legal issues, e. g. the use of smartphones as camera and for cutting. Fact is, journalists use this devices anyway and know them excellent from their daily life. If they consider those as adequate for current reporting, those devices become more and more relevant. Associated demands for quality are valued from different perspectives. A further aspect is the security of data exchange. From the perspective of technicians this point is very important, from the perspective of journalists it means further complication of their daily work. Due to submitting this paper to the Radio Research Section, we will focus strongly on the results concerning radio and radio journalists. Implications: We present results in a rarely examined field, and provide furthermore points of reference for further research. The questionnaire that was developed for the interviews is also applicable to other (international) media companies. Media companies that solved problems and questions, which are mentioned in our study, seem to be particularly enlightening. One example is the BBC especially with regard to spatial optimization concerning cross-media production.

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## Radio Listening and Social Consumption: Spanish Audiences and the Role of Traditional News Radio in the Digital Media Environment in Spain

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Radio listener behaviour as regards listening and audio consumption has changed over the last twenty years: nowadays a wide variety of devices, applications and techniques for sharing audio enable listening, audio downloads and sharing, and the suggestion or recommendation of news-stories and other kinds of audio/visual contents on social networks. Technology has evolved further since the cybermedia first emerged. Over the last years broadcasters have been experiencing the effects of this technological revolution on content production processes. Convergence processes have transformed newsrooms, and communication strategies in broadcasting have been extended into the multiplatform environment. Radio networks broadcast their continuous content on-air and online, but also produce discontinuous broadcasts in the multiplatform sphere: moreover, standard production skills undertaken over the years have become the basis for online production practices. In relation to media companies as such, traditional radio brands remain strong despite the increasing diversity of new media and increased competition for audiences. Regarding the role of the receiver, the authors are aware of the significance of the active role of the audience in the digital environment. Today, the central role of smartphones and the rise of social networks have launched new ways and habits of listening and sharing news and audio content. Previous research by the authors explored the innovation processes undertaken by the most popular general-interest radio networks in Spain (SER, COPE, Onda Cero and Radio Nacional de España) (1). The purpose of this paper is to trace the use-patterns and preferences in the Spanish audience's consumption of radio and the diversity of online audio formats, and to analyse the role of traditional news radio brands in producing contents for the digital multi-platform environment. The methodology combines quantitative data (audience figures from the Spanish Estudio General de Medios 2015, and data from the 2014 and 2015 Interactive Advertising Bureau-IAB research on online radio and audio in Spain) with key qualitative analysis and data provided by sources such as the Reuters Institute's Digital News Report and the Digital News Report Spain 2015. Furthermore, the authors analyse online and on-air production at the main national radio stations to identify trends in audience behaviour in relation to different radio outputs and the growing variety of platforms and devices. This paper is a work in progress for the authors. The preliminary findings have prompted a new research project entitled "Uses and preferences of news in the new map of Media in Spain: Audiences, companies, content and managing of reputation in a multi-screen environment", whose funding (2016–2018) has just been approved by the Spanish Ministry of Economy and Competitiveness. (1) The authors have researched and published a range of papers within the framework of the research projects "The Development of Spanish Cybermedia in the Convergence Context: Multiplatforms and Journalistic Integration (2009–2012)" (CSO 2009–13713–C05); and "Innovation and Development of the Spanish Cybermedia: Business Models and Multiplatform Coordination (2012–2015)" (CSO 2012–38467–C03–02).

PP 683

## The Spatial Potentialities of Community Radio

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Research on community radio has looked into how this kind of radio broadcasting serves and caters to the interest of marginal and underrepresented communities. However, the radio station's importance as a physical place for a given community is very seldom addressed. In rural areas where public spaces to meet and socialize are scarce; a community radio station can function not only as a medium but also as a community space for meetings and socialization. Rural areas in developing countries usually suffer from lack of public spaces and scarcity of communication resources, which can lead to unexpected and unusual media practices, compared to urban centres in developed countries. Through observation and interviews with radio presenters in community radios located in two settlements of the Brazilian Landless Workers Movement (MST) this paper looks into the ways in which a radio station extrapolates the function of a community medium and becomes a public space. The paper departs from practice theory and discusses the interrelation between media and place from the point of view of a marginalized group in a marginal community. Findings demonstrate that mediation and communication processes can give rise to the construction of a community space where a medium is located. The affordances of radio as an oral media that allows immediate transmission facilitate the strengthening of a community of listeners. This project's findings also reinstate the importance of radio for rural communities and marginal groups even in times when visual and digital media seem to have gained supremacy over radio broadcasting.

PP 684

## At the Banks of the Old Chico: Memory and Soundscapes of a Brazilian River on a Radio Documentary

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The paper we propose here aims to think about sound productions as a place of memory of certain communities in social risk. Specifically, we are interested in sound recordings that reveal the memory of communities living on the margins of one of the most important rivers in Brazil and South America: São Francisco River. This river has undergone significant changes in recent decades, such as the drought of some affluents resulting in difficulties or impossibility to navigate in several passages, besides the silting and clearing of vegetation of its banks. These changes affect the way of life of communities that live along its banks. As the object of our analysis, we chose the radio feature (radio documentary) *Às margens do Velho Chico, lembranças de um rio cheio*, that we could translate as *On the banks of the Old Chico: memories of a deep river* (Old Chico it is one of the nick names that Brazilians use to refer to this river), produced and broadcasted by UFMG Educativa Radio in the city of Belo Horizonte, capital of Minas Gerais in Brazil (the state where is located the source of the river). The radio feature interviews were held in loco: by the river, in the small houses, on a boat, in local distilleries or wherever people work or live. The soundscape is part of the speech, sometimes crossing the voices, sometimes interrupting them. We understand that the radio speech has materiality; it represents a missing body by the traits that constitute the voice performance (timbre, tones, intonation) and also unveil (by the other sound elements) a soundscape with various reliefs. This "missing body" guide us into a spatiotemporal transposition, leading us to the São Francisco river landscape, transformed by such latest environmental issues. Thus, the sound elements of radio feature - recognizable Brazilian back lands accent (of a region called "sertão"), the traditional songs related to the river, the sounds of water and of other environments of its banks - become privileged indicators of everyday experiences, of soundscapes related to the river and the memory of different ways of life. We agree with Zumthor (2000) who wrote that to listen to one another is hear, in the silence of yourself, the voice of another coming from elsewhere. So, our analyse proposes to hear this "another", who speaks and sings, telling us about the transformation of the São Francisco River. Therefore, first we will develop a cultural historical overview of the region bathed by the river in order to contextualize the radio documentary. Then, we will seek to understand the research process for the production of documentary and, finally, we will try to understand how the radio feature raises the memory of communities, formed by a variety of representations and speech.

PP 685

## The Influence of Sound on Place Attachment and Identification: Place Meaning of Cyprus Island Soundscapes

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The perception of the urban environment is a multidimensional construct comprising sensory, cognitive, symbolic, and social aspects which contribute toward the generation of place meaning. While the term 'space' often refers to the invariant properties of the physical environment (e.g. geometry, colour, lighting etc.) as they are perceived by the subject's sensory subsystems, the term 'place' is reserved for the interpretation of spatial properties with respect to subjective values, norms, attitudes, and predispositions. Essentially, places are spaces endowed with value and/or subjective meaning, i.e. spaces of personal significance. Place meaning is accompanied by place attachment, an affective bond between the subject and the environment, and place identity, the reflection of a place's importance and congruence with one's self-identity. Place meaning is deeply subjective and is responsible for the wide variety of responses toward parts of the urban environment by the inhabitants of a city. This paper investigates people's attachment to place when sounds enter urban space and enhance the character of the city soundscape. Concepts and notions from the field of acoustic communication are combined with ethnography in order to trigger new types of discussions regarding sound in urban space. Further more the paper aims to investigate the process of place meaning generation by smartphone users in the city, and specifically the affective and emotional impact of various characteristics of sound in the perception

of the character of various parts of the city. As essential sonic effects, which occur regarding categorized sound, affect the shape of one's place attachment, it is also the physical and social bonds that are formed accordingly. An Android application that allows blind users to provide geolocated quantitative affect-related information (mainly as points in Russell's circumplex model of affect) has been developed and used in a number of soundwalks that took place in the city of Limassol, Cyprus. Using the cases both of the city centre of Nicosia and Limassol city too the study traces such sound components which exist in urban everyday life, points them out and examines the way people give meaning to their place through them. Keywords Urban sound, soundscape, place meaning, place attachment.

PP 686

# Radio Sounds in Times of Strain and Anxiety: Analysis of the Audios in the Chilean' (1973) and Egyptian' (2013) Coups

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For months the Egyptian theatre was being set for a tragedy –introduction to the climax in July 3, 2013– no less dramatically memorable than the one that unfolded on the Chilean Palacio de la Moneda nearly forty years earlier. Several authors (Tamimi, 2014; Dorfman, 2015) have recently argue the striking resemblances as well as important dissimilarities between both coups, the position of its defeated leaders and their subsequent reactions from citizens attending the events. In human terms, in such acts that have the ability to tense an entire country and its inhabitants, there is a key player: the voice, the leader's, the defeated or revolted ones. The voices of rebels and leaders and their transmission through sound are the purpose of this study, particularly the voices spread by waves, and that three or forty-three years later, can still create atmospheres and build realities every time one listens to them. On 11 September 1973, President Salvador Allende spoke his last words, before killing himself, during the bombing of La Moneda Palace. Radio Magallanes fully reproduced the nearly 15 minute's speech, now accessible in the archive of the Museum of Memory and Human Rights in Santiago de Chile. Military forces removed President Mohamed Morsi and the Constitution was suspended in Egypt in July 2013, followed by massive crowds gathered in Tahrir Square to both protest and defend Morsi. In his radioed and televised statement, General Fattah al-Sisi noted the armed forces were adhering to their civil responsibility and not looking to move power. Again, voices, protagonist, the media, spreading and recording the voices for posterity. The colour and rhythm of those voices in the atmosphere of the moment, and how they helped not only at the time to strengthen the courage of those who fought against the uprising, but also afterwards not to make them feel alone. Radio, from its beginnings until today, is an autonomous being that fills the atmosphere of solitude to humans. As television remains in 2D, the sounds of the radio cover more real physical space, as waves can bring hysteria, hope, fear or tranquillity. In this study the colorimetry, phonetic and rhythmic quality of the main actors' voices are analysed in events of crisis and tension, as the ones aforementioned, to vocally identify and determine the sound of coup, 43 and 3 years earlier, similarities and differences of voices that precede human and social tragedies.

PP 687

# Active Listeners in Radio Plays: Aspects of Radio and Game in the German "Radiorollenspiel"

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In Germany, the radio play emerged in the 1920s as a new form based on the characteristics of theatre plays. Since then, the radio play has undergone several changes developing its own aesthetics over the years. Now in the context of media convergence there are once again new forms emerging in Germany and radio plays using elements of games have been created: The apps „39“ (WDR) and „BLOWBACK | DIE SUCHE“ (Deutschlandradiokultur) both make it possible for the user to be active while listening to the story. So on one hand, users are participating as gamers, on the other hand they are still listening to the radio play as such. Another example for this is the form of "Radiorollenspiel" as a mixture of radio play and role-playing game. This new form is based on some general characteristics of radio plays, for example presenting different performers acting as various characters, using music and sound effects, telling a story and focusing on the audible. What is different from the traditional radio play is the active role that some of the listeners can play: Three persons can phone in and be part of the story. They have to follow certain rules imposed by the given setting, but they may move freely in this fictional world and act as they choose to. Because of this, the ending of the story is not fixed: the players may succeed or lose depending on their actions. So playing a "Radiorollenspiel" twice with other listeners can result in two totally different stories. Additionally to being broadcast on air, this new form was also presented live on stage still allowing some of the listeners to be part of the radio play but at the same time making it possible for many more listeners to witness the production process. This form of presentation shows how radio can become a part of our cultural life. At the same time it reveals how radio plays – having emerged under the influence of theatre plays – can be presented on stage as a totally new form. This study analyses how listeners can take part in a "Radiorollenspiel" as players. Since Bertolt Brecht described an utopia of radio as a so-called "Kommunikationsapparat", participation on air has been an important topic for radio research. In this context, "Radiorollenspiel" is more than just a vox-pop, a call-in or communication via social media since it offers at least some listeners to be part of a piece of radio art and have strong influence on the outcome. By using the method of content analysis, a story having been presented twice (on air and on stage) is analyzed closely as a form between radio play and role-playing game: It shows how different actions of the players provoke different reactions from the actors and how the players' decisions can lead to a totally different result although the given world is the same in both versions.



PP 622

## Music on, Surroundings off. Situative Escapism on Public Transportation via Listening to Music

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It's tuesday evening on a cold day in November and you have to go on a 40-minute train ride home from work. The conductor announced a delay and the ride turns into a claustrophobes' nightmare when the seat next to you is taken by a colossal, fish roll eating neighbour. In such a situation you only wish to be somewhere else. But often it is not possible to avoid such situations. To decrease the experienced discomfort, people often use headphones and portable music devices to escape. From Uses and Gratifications research this concept of avoiding reality is known as Escapism. The scientific understanding of escapism deviates strongly (Katz/Foulkes 1962: 380f.; Pearlin 1959; Kerrigan et al. 2014: 118). This study emphasizes the current situation of the recipients as the crucial factor for escapism, who not only escape from general life problems, but also from situations causing discomfort. Due to its strong acoustic stimuli music could be a key instrument of escapist media-use. Consequently, the research question states: To what extent is music on portable devices deliberately used to escape reality? This study used a qualitative-explorative approach by questioning passengers listening to music on the train. Ahead of the actual interview, a model combining the situational factors with a theoretical framework of escapism and mood management (see appendix) was developed. Following the assumption that people rearrange their surroundings by listening to music, the model questions whether mood management can be successful. Based on the model and the research question, the central hypothesis of this study was: The more unpleasant the passenger experiences the situation on the train, the stronger becomes the need to escape the reality and thus the probability of escapist music reception. Consequently, indirect questions, fictional scenarios and an accurate observation of the current situation were meant to allow conclusions on escapist reasons for music reception. Due to mostly uncrowded train compartments, the present situation was not perceived uncomfortable by any of the passengers questioned. Nevertheless, data evaluation showed that the interviewees use music as an escape-tool in situations they experience as unpleasant as well as in situations they anticipate to become uncomfortable. This adds to the finding that situations experienced as uncomfortable are primarily caused by fellow passengers and secondarily by external factors like delays. It became clear that the interviewees desired more privacy and hoped to achieve this by using headphones. The most frequently mentioned motives for music reception on a train were the reduction of noise and conversations of others as well as decreasing the possibility of being spoken to. Regarding the research question, music plays an important role in escaping unpleasant situations, at least referring to train rides. We would like to present these results because they deliver new insights on escapism and the importance of situative factors in music reception. Moreover, it could be discussed, whether the results of this study could apply to other situations and how effective the escape can be.

PP 623

## The Branded Entertainment in Spanish Radio: Creating New Experiences for Listeners-Consumers

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The new digital environment has shown up the loss of effectiveness and efficiency in traditional advertising (De Aguilera & Baños, 2016) and the need to develop new strategies to integrate advertising messages in traditional media. It is in this context where the so-called branded entertainment emerges. It is a non-intrusive advertising formula for the audience and an effective method of communication for all brands. The branded entertainment is a type of branded content (Pulizzi, 2011; Duncan, 2013), which is defined as the content created by and around a brand; be that informative, educational or entertaining. Traditionally, in Spanish radio, the name of an advertising brand has been inserted in the broadcasting discourse, in magazine shows and sport broadcast. However, branded content implies the association of a product's brand or service to a radio brand leading up to the production of a broadcasting content, which brings both values together. In the current digital environment, this formula helps the use of broadcasting content in different media and platforms. For publicized brands, branded entertainment works as a more fluid and stronger connection with the audience; in as far it looks for offering satisfying experiences for listeners. At the same time, this strategy gives strength to the bond between the brand and its consumers, thus enhancing brand awareness in shorter and longer term (Lehu, 2007, 2009; Zhang, 20100). The aim of this paper is to analyze the phenomenon of the branded entertainment in Spanish radio nowadays. The study hereby conducted has been focused in three different cases with the aim of determining which are the differentiating issues and which are the values brought in both the broadcasting and advertising brand. The analyzed actions of branded entertainment are: • Yu: Do not miss anything is a multi platform project that was created together with 40 Principales, the audience leader Spanish music radio station, with the mobile phone brand Vodafone. The project is sustained through a cross-media distribution. • A place named world is a multimedia project that comes from the convergence between Europa FM, Canal Plus (currently broadcast in the TV channel La Sexta) and the beer brand San Miguel. • Oh My Lol Son Estrella Galicia is a content which origin is to be found in the convergence with the Spanish talk radio Cadena SER, the satirical journal EL Mundo Today and the beer brand Estrella Galicia. The qualitative methodology applied to conduct this research, developed by the Radio Observatory of Catalonia (GRISS-UAB), combines the case study research method and the in-depth interview with content directors with both in radio stations and advertising agencies. From the study conducted, firstly it can be observed that the products coming from the brand symbiosis are generally created from the programmatic genre like entertainment and music. Secondly, broadcasting content falls within the cross-media projects distributed in different platforms and media. The interest of this research is focused on the scope of content, which transforms and brings new elements in, far beyond the use of radio language.

PP 624

# To Leave or Not to Leave: Coverage of the UK Referendum on European Union Membership on BBC and Commercial Radio in June 2016

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Of the two possible outcomes from the June 2016 referendum, the one promising the greater discontinuity for Europe was the prospect of the United Kingdom leaving the European Union. This vote split a nation, with vigorous campaigning by politicians, economists, business people and even celebrities, either for the UK to leave or to remain 'in Europe'. Even political parties were split over the issue. Nonetheless, unlike the press, radio and television broadcasters are required by the terms of their broadcasting licence to exercise 'due impartiality' over matters of controversy. This ought to have been relatively straightforward with only two choices for the electorate to decide between, unlike in an election when a range of parties and perspectives on a number of issues compete for media attention. However, claims and counter-claims of bias began even before the date was announced. This paper presents a detailed textual analysis of some of the referendum coverage on BBC and commercial radio in the UK in the weeks immediately preceding the ballot. It draws upon the author's experience of such textual analysis in the context of general election campaigns and how the BBC's flagship news and current affairs programme, Radio 4's Today programme covered them. It considers such variables as frequency of appearance, airtime, prominence, level of challenge in interviews and framing devices, such as the way in which different protagonists from each side of the debate were represented in news and programming discourse. What was the language of the 2016 referendum on 'Brexit', and did radio news journalism in the UK meet the standards required of it by both the Ofcom Broadcasting Code and the BBC Editorial Guidelines?

PP 625

# Radio Personalities. Presence and Features as Endorsers of Radio Advertising

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The presence of news personalities has been analysed as a form of advertising that features celebrities as endorsers, easy to identify as such by the audience both in form and content. The endorser appears in a mass media environment outside his/her role as news presenter. However, no studies have analysed radio personalities as endorsers of advertising in their role as celebrities albeit within their professional environment and fulfilling their roles as radio presenters. The literature exploring celebrity endorsements has generally employed the source credibility model (Eisend & Langner, 2010; Gaied & Rached, 2010; McGinnies & Ward, 1980; Mittelstaedt, Riesz & Burns, 2000; Ohanian, 1990; Priester & Petty, 2003), the meaning transfer model (Doss 2011; McCracken 1989; Silvera & Austad, 2004) or through the congruency between the personalities of the endorsed brand and that of the celebrity (Erdogan & Baker, 2000; Farhat & Khan, 2011; Fleck, Korchia & Le Roy, 2012; Rossiter & Smidts, 2012). On the other hand, the presence and use of celebrities have been specially analysed in television and magazines (Black & Choi, 2013; Belch & Belch, 2013; Choi, Lee & Kim, 2005; Stout & Moon, 1990) but there are no studies focused on radio advertising. Our research is particularly relevant if we take into account the Spanish scenario where very little research into this topic has been carried out. Spanish radio has large audiences and it is considered by the citizens as the most credible mass media. It is a common practice for radio presenters or their collaborators to voice advertising embedded within the editorial content of programmes as an additional item. Thereby, listeners reduce their capacity to activate their attention filters voluntarily when an unexpected commercial communication is included within the information or news context. The radio personality, in this context, is a well-known journalist, responsible for the running of the programme. As a leader of public opinion, the presenter's control over the direction of the programme has a great influence on the audience and (a) assumes the roles of editor, columnist and commentator in news/talk radio stations or (b) plays music, introduces and discusses various genres of music, news or other subjects between songs and hosts guests. This paper analyses the presence of radio personalities as endorsers during the production and broadcast of programmes and identifies and analyses the factors regarding radio personalities' involvement with the message, product and brand. Using content analysis, the totality of commercial references made by radio personalities during 24 hours of programming on the twelve Spanish radio stations -three generalist and nine musical- with the highest audience ratings were analysed. The analysis mainly shows that advertising radio endorsements are in most cases not testimonial in nature, mainly endorsed by the radio host, use the second or third person pronoun, call the listener to action and often mention the brand three or four times.

PP 626

# Political Frames and Metaphors Through News Radio Programs: The Evolution of "Sovereignism" Frame in Catalonia (Spain)

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Radio news talk programmes within the Spanish context are a public opinion compass, especially when defining political and media frames (Castelló and Montagut, 2011). One of the most important political issues in the last 6 years in Spain has been the secessionist movement in Catalonia. In June 2010, the 'sovereignism' frame was shared by several political parties and had an important presence in the main Spanish and Catalan radio news and gatherings. Montagut (2012) analysed this frame and its devices, putting special attention to the metaphors used by radio journalists, opinion makers and politicians. In 2016, the concept 'sovereignism' is synonymous with 'independentism' and has radically changed the frame's borders. This is especially relevant in the use of metaphors, which are the main device to detect this frame's evolution. The present paper compares the characteristics of the 'sovereignism' frame in 2010 –based on a previous analysis carried out by the authors (Montagut, 2013)– and the characteristics of the same frame in 2016, focusing on 4 radio news talk programmes in Catalonia: Hoy por Hoy (Cadena SER), El Món a RAC 1 (RAC1), Las mañanas de RNE (Radio Nacional de España) and Els matins de Catalunya Radio (Catalunya Ràdio). We applied a frame matrix organized following Robert Entman's (1999) definition of frame and focused on metaphor analysis as a principal frame device. Metaphors act as reading guidelines for complex meanings. They are language mechanisms that can lead to a specific political interpretation on a topic (Mussolff, 2004) and, thus, become semantic anchors that can help to determine the frame's final meaning. Within the pro-

posed frame matrix, we have not only identified metaphors, but also classified them in accordance with Conceptual Metaphor Theory (Lakoff and Johnson, 1980). This theory establishes that metaphor is structured by a source domain and a target domain, where the former is 'the conceptual domain from which we draw metaphorical expressions to understand another conceptual domain [the target domain]' (Kövecses, 2010:4). To conceptualize a target domain in terms of a particular source domain unavoidably influences the narratives generated around the analysed frame, as 'by focusing on one aspect of something, other aspects are downplayed and ignored' (Stenvoll 2008:34). Preliminary results show us that the main source domains linked to 'sovereignism' metaphors are related to 'game/sport', 'conflict/war' and 'container', both in 2010 and in 2016. However, in 2016, new metaphorical expressions that did not appear in 2010 and that are related to the 'journey/path/way' source domain were identified. Our hypothesis is that the 'sovereignism' frame evolution is due to a progressive political and media polarization, which is reflected in the frame's characteristics. This occurs especially when metaphors used in radio news and gatherings point not only to the dichotomy featuring the framing of a contested issue, but also to its solution. The solution to the conflictive situation is conceptualized through a very specific metaphor, the Catalan 'process', which can be defined as a whole frame to describe the new 'sovereignism' that has increasingly appeared during the last years in Catalonia.

PP 627

## Podcast Stories: New Opportunities to Conceptualize Audio Narrative Journalism and Storytelling

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Stories permeate the contemporary media landscape, ranging from advertisements using personal stories to sell products (see for example Nicole's story <https://www.youtube.com/watch?v=Si89gX6YVrE>) to popular narrative journalism podcasts. Storytelling is the common banner used to describe this cultural form focused on personal and lived experience as a way of understanding the human condition. Nowhere is the power of narrative more noticeable than in the US podcast blockbuster *The Serial*, attracting millions of listeners to its first season. As a medium privileging the intimacy of voice, audio narratives can be seen as a perfect place for interpretation of social and cultural life. The growth of narrative audio forms in podcasting has sparked an interest amongst radio scholars to explore different approaches to storytelling in sound. However, as the term 'storytelling' is increasingly used to describe a variety of formats and practices, as scholars we need to discuss and define what we actually mean by storytelling and what methods we might use to study podcasting forms of storytelling. Research suggests that narrative news is critical to the future of quality independent journalism (Johnston, 2007). This offers an opportunity to consider how and why personal voices have come to play an important role in that future. This paper gives a broad review of the literature in humanities, arts and social sciences mapping storytelling across disciplines. It situates narrative audio journalism within the broader umbrella of audio storytelling, arguing that we're beginning to see the development of a journalistic genre with common elements of genrehood, which requires a set of criteria to be used when critiquing the form. Understanding journalistic podcasting as a field will provide fruitful opportunities for further research into this contemporary audio development. Johnston, J. 2007. 'Turning the Inverted Pyramid Upside Down: How Australian Print Media is Learning to Love the Narrative,' *Asia Pacific Media Educator*, 1.18: 1–15.

PP 693

### Radio and Sound in Academic Curricula: Discontinuity or New Challenges?

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Radio and sound studies have in Portugal a relatively modest tradition. A very small group of researchers work in this field whose scientific production is still shy when compared with other areas. Consistent with this picture, radio and sound teaching in Portuguese universities is characterized by a very discreet presence of this medium in the study plans of communication science degrees, both in undergraduate courses and in postgraduate programmes. Although they do not exclude training in radio practice, undergraduate and master courses in Portugal tend to summarize the approach on this medium in the framework of media history in general or of the journalistic production. At least apparently, the study plans seem to undervalue specific training in genres more connected to radio programming and sound drama production. Similar to what happens during the training curricula, internships (in the professional vocation courses) are held preferably in newsrooms, namely in the context of journalistic practice without much involvement in other radio production areas. On the other hand, unlike the image, which has been broached in specific Curricular Units of the study plans (such as Visual Communication, Photography, Filmology, Theory and Image Analysis ...), the sound does not seem to be an explicit component of education in communication. The pedagogical attention to the sound dimension of communication has been neglected, both from a theoretical perspective and from a technical and laboratory point of view. Considering this general overview, this presentation is focused on the objective of analysing the place radio and sound have in higher education in Portugal. Two main information sources are examined in detailed: the curricula of all undergraduate and master courses in communication sciences, audiovisual communication and journalism; and the information provided by the teaching staff in charge of Curricular Units dedicated to radio and / or sound language. At a first stage, this research work describes the study plans and the syllabus of specific Curricular Units in terms of themes/contents, teaching and learning methodologies, assessment methods and recommended bibliography. In a second step, the paper discusses the results of an online survey applied to the teaching staff engaged with radio issues, by identifying strengths and weaknesses of pedagogy in this area. There is strong evidence that image-based productions are prevalent today. In what way can communication training readdress the attention to the relevance of sound? How can academic curricula contribute to the acknowledgement of sound as a meaningful language to contest pasts, presents and futures? By debating on these questions, this paper is meant to suggest that, instead of being discontinued as expressions of culture, radio and sound can be faced as new challenges in visual mediated societies.

PP 694

### The Art of Everyday Sound – Students, Local and Sub-Local Radio

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Present-day media are all about motion and the visual culture, or it may just feel this way. The culture of radio reception, called sometimes the fossilized medium, and modern sound reediting proves otherwise. There are many genres of radio and we can distinguish between different channels, specializations or geographical orientation (local, sub-local, national, global). The peculiar type of local radio is a student radio. This type of radio is correlated narrowly with the University that created it. The target in this case is the youth population aged between 19 and 24 years old (particular University students), the content of the transmission including news, storytelling, music department and so on, is in a large degree different from other local broadcasters. This research used the case of: 1) "Radio Centrum" (University of Maria Skłodowska-Curie) from Lublin; 2) "Sygnały" (Opole University) from Opole; 3) "Sudety" local radio from dzierzoniowski powiat; 4) "Muzyczne Radio" local radio from jeleniogórski powiat. Above cases of different local radio stations have been chosen to show different forms of sound storytelling. Issues embraced among many other have been correlated to the topics of local music use, local information, students year organization and cultural use of the radio and the city (in reference). This analysis is important in the era of Radio 2.0 (greatly adopted and developed by the students radio), the distributions patterns, the awareness of the convergence problem and the social participation, due to high ration of recipient participation of discussed format. The aim of our work seek answers to questions such as the synergies between online and local radio, audience participation, and community affirmation in the terms of local radio use. The problem of interactivity of the audience is also included. To present complexity of the matter this research paper is based on content analysis of mentioned broadcasters and sociological methods for example interviews and survey for the recipients of analyzed formats.

PP 695

### The Community Manager in the Radio Environment: Formation, Functions and Competences

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The implementation of social media in the communication sphere has generated several changes in the everyday professional life of journalists. Thus, after the competences and profiles arised in the context of media convergence, now those developed in regard to the social polyvalence that usually goes with journalists come into play. The current media environment gazes at the appearance of new professional roles or working perspectives related to the figure of the interactive journalist unexplored until now (López, 2012, Meso et al., 2010), being one of the most highlighted that of the Community Manager (Sanz-Martos, 2012; Correyero and Baladrón, 2010; Vinader et al., 2011; Flores, 2011; Palomo, 2013; Perona and Barbeito, 2010; Sánchez-García et al., 2015). The main aim of this investigation is precisely to offer a general overview of the figure of the radio Community Manager and determine its formation, function and competences in the most-listened Spanish generalist channels. The methodology employed is based on profound interviews using a semistructured questionnaire to 15 working journalists responsible for the management, the updating and the use of the corporative profiles of the spe-



cific station for which they work. The field work was done during the 2013–2014 radio season. The analysis sample includes the four most-listened (EGM, 2015) Spanish generalist channels (public as well as private), that is, Cadena SER, COPE, Onda Cero and Radio Nacional de España. The outcome shows how the management of the new tasks the appearance of social media has set has not derived into the creation of an utterly defined profile of a Community Manager in the radio context. In any case, the radio professionals understand that the person responsible for this job has to be competent in journalism tasks, or, at least, be in possession of basic knowledge in regard to communication. Finally, the outcome shows a lack of specific formation which has made them work intuitively or using their previous experience as users of this platforms.

## PP 696 Radio News Journalists: An Endangered Species

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Made-for-radio journalism's faith is getting clearer everyday. Unquestionably, the public can still get information by listening to radio, but if the case study of Canada's public broadcaster, CBC/Radio-Canada, is any indication, finding a media group that requires bona fide radio reporters might prove to be as challenging as finding the proverbial needle in the now digital haystack. Few reporters work primarily for radio anymore. In the same spirit as the stunning reports surrounding the BBC would abolish its traditional radio and TV divisions as we have come to define them, Canada's public broadcaster has been re-engineering the production and distribution of its content so that its malleability is optimized for the fledgling omnichannel ecosystem. For today's journalists, the significance of this change brings about a wholly different stance vis-à-vis news gathering and production. It gives rise to one of the most forceful dogmas of the digital era: Produce once, distribute many. In this workflow philosophy, radio news becomes intertwined with television and digital news content. In its production of news material, radio is increasingly meshed with its media siblings' audio feeds. CBC/Radio-Canada's strategic plan clearly signals its objective to make digital the broadcaster's penultimate media. The plan labelled "A space for us all" is predicated upon the profound evolution traditional media have endured in the last decade, a well-known fact by now. In the wake of the significant transformation in the ways people access their news, today's broadcasters are desperately trying to colonize the digital ecosystem while maintaining their relevance. For CBC/Radio-Canada, as for most public broadcasters around the world, this net-amorphosis has proven to be doubly challenging as they have to do it right, fast, upgrade often, on a variety of distribution platforms and with a much reduced budget. Faced with a severely amputated financial outlook that forces it to operate with a per capita funding amongst the lowest in the international public broadcasters guild, CBC/Radio-Canada has elected to make the multimedia integration of its news content one of the prime facets of its re-invention. This presentation focuses primarily on Canada's public broadcaster's French radio network, Ici Radio-Canada and its foray into the digicasting universe. It is based upon interviews with the heads of the three largest radio stations within the organization and is complemented by data obtained through focus groups with news reporters' perspective on the status and evolution of their practice.

## PP 697 Radio Journalism of Desk: Continuities of the Practices and New Relationships in Time

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Our main object of study concerns the evolution of the practices of the radio journalists, within the framework of a migration of the media on Web and integration of new socio-technical devices of communication (blogs, forums, social networks). This communication is interested in the question of the way radios how to adapt themselves to new modes of processing and broadcasting of the information, at the risk of not taking the time required in the check, in the stepping, in the live testimony, in the quotation, in the deepening . . . Obviously these phenomena are amplified by factors which exercise a particularly strong pressure on the media, and that Patrick Charaudeau ( 2003 ) summarizes like that: " the ascendancy of the current events, the political exercise of power, the existence of a fierce competition ". Our contribution, essentially, talks about a research led with reporters of Radio France International. Their speeches bring to the foreground convergences and dissonances. For the journalists, the report in time is more and more impacted by new forms of professional practices - because of a digitalization of the jobs today, and more particularly in a dominant or exclusive use of on-line devices of information and communication (Web sites, social networks, podcasts). Through the speech of the journalists we notice that the management of the working time, the definition and the hierarchical organization of the priorities, the distinction between private and professional spheres are more and more problematic. The time dedicated to the communication with their public (followers, likers or fans on Facebook, commentators, contributing listeners) and their professional relations (correspondents, contributing experts, or auxiliaries of information), explaining partially these phenomena of confusion even of distortion of time, as we shall try to show it. These findings expressed through the speeches of the journalists, are strong all the more for those whose practices get closer most to the journalism of desk. These new practices, as show of it the questioned professionals, are also characterized by a multiplication of the tasks, impacting "the time to dedicate to the information gathering and the search for information". With the digitalization of the radio, the journalist appears and sometimes lives as a "Swiss army knife", multitasking, multifunction, at the risk of not having time to bring to a successful conclusion each of them or by choosing to rank these according to the way he defines and lives his professional identity ("I remain a radio journalist before any", "I go at first for the antenna"). We put the hypothesis of an impact of this journalism of desk on the relation in time and in the emergence of new temporalities, distinguishing itself from those who characterized previously the media processes of production and broadcasting. Other underlying hypothesis, developed here, were the one of the impact that can have the evolution of the place and the role (sometimes played) public of the media on this famous temporality.

PS 087 Between Corporate Communication and Journalism? Social Media Communication of Media Organizations Exemplified by German Public Service Broadcasters

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Social Media Communication (SMC) of media organizations has developed to a major topic of journalism & media research within the last years. Media organizations' SMC is often introduced as a new form of journalism. In accordance journalistic approaches use empirical research for arguing new theoretical models and phenomena (e.g. Neuberger et.al, 2014). However, taking product promotion and stakeholder management into account, SMC can also be conceptualized as a part of corporate communication (Zerfaß, 2010). Consequently, the present study tends to challenge the missing differentiation of media organizations' SMC and journalism on a theoretical and empirical base. Following this idea, a theoretical model of SMC in media organizations was developed, which combines main ideas of the theory of structuration (Giddens, 1988) with basic principles of corporate communication (Zerfaß, 2010) and media management (e.g. Gläser, 2014; Sjurts, 2011; Wirtz, 2006). The model describes social media channels as a possible medium for media content (journalisms & entertainment) and corporate communication content (PR & advertising/marketing), and it differentiates both content types by their communication actions' objectives, communication objects and potentially addressed stakeholders. Regarding to this model, SMC is not a new type of public communication. It rather focuses on new communication platforms or technical opportunities. Additionally, based on the theoretical model the study presents and empirical analysis of German public service broadcasters' SMC on Facebook and Twitter. The main objective of the research was to answer the questions (1) how do German public service broadcasters communicate on Facebook and Twitter and (2) how does the communication of media content and corporate communication content differs on both channels? Using the content analysis method (Früh, 2011), 2000 posts were analyzed on the broadcasters' 100 most liked Facebook and Twitter channels (20 posts per channel) in September 2015. The results show that the broadcasters use their social media channels primarily for corporate communication (80,7 percent) rather than media content (19,3 percent). The largest part of the posts was classified as marketing communication. Furthermore, the organizations most often adress a broad audience and no specific stakeholder group. Therefore, it can be assumed that media organizations transfer the logic of mass communication into the social web without utilizing other communicative opportunities or content types such as media content or PR. Looking at the formal aspects of the analyzed posts – they mostly consist of a combination of texts, links and preview pictures – which leads to the second conclusion. The broadcasters do not transfer their competencies in producing multimedia content into the social web. All in all our findings show that SMC of media organizations can not only be seen as a type of journalism but instead is strongly related to corporate communication. At the conference we are going to present further results and discuss the implications for the development of SMC and media management theory as well as for professional praxis.

PS 088 Professional Inbreeding in the Field of Spanish Political Journalism on Twitter: The Coverage of the 20 D Election Day

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Social networks are already fully integrated into the journalistic work. Twitter, in particular, is one of the most preferred tools by these professionals for looking for ideas, find sources or create a personal brand (Canter, 2015; Noguero-Vivo, 2013; Dickinson, 2011). The elite European media employ their social profiles, as a priority, to disseminate information (González-Molina and Ramos del Cano, 2014). But while journalists turn to strategies oriented towards providing a context for their contents, offering more personal-type information or exchanging opinions with their followers (Noguera-Vivo, 2012). The main aim of this investigation is precisely to analyze the use the Spanish political journalists make of the microblogging social network Twitter. The research starts from a revision of existing literature in regard to the use of this social platform which covers from the first investigations of Singer (2004) of j-blogger journalists to the most recent contributions about how professional news media use Twitter (Messner et al. 2011), its normalization processes (Lasorsa et al., 2012; Newman, 2009) or the emergent practices of the everyday life of journalism (Canter, 2015). The methodology is based on content analysis of the official Twitter accounts of 16 Spanish journalists on press, radio, television and pure players which usually cover political issues. To select the sample, in order to select the sample, it has been followed quantitative criteria (number of followers) and qualitative criteria (most ranked media or programs) in a way that it has been selected just one journalist for each one media. The monitored accounts are those of Ignacio Escolar, Jesús Maraña and Pedro J. Ramírez (pure players); Fernando Garea, David Jimenez, Francisco Marhuenda and Bieto Rubido (press); Pepa Bueno, Julia Otero, Juan Pablo Colmenarejo and Alfredo Menéndez (radio), and finally Jordi Évole, Marta Nebot, Sergio Martin and Vicente Vallés (television). The field work has been developed at the same time the general election for president was taking place in Spain on December 20<sup>th</sup> of 2015. The data collection was delimited to three days: the election day, the day before and the day after. The sample ascends to a total of 639 tweets which were codified in relation to four dimensions: functions (information, opinion, sourcing or advertising), gatekeeping (retweets and their authorship), contents (work, self-promotion, dialogue and personal life) and transparency (number and typology of links). The outcome suggests that there is a clear tendency towards endogamy in regard to the use Spanish journalists make of Twitter. The main function is to promote their own work as well as the content spread by the media they work for. By the same token, the rediffusion practices employed show also that they preferentially retweet messages from other media or journalists. The same pattern is identified in regard to the use of links and the main content of their posts, which most of them are self-promotional. Finally, the journalists in charge of their own journalistic project (the pure players in this case) are the most active and the most likely to engage in dialogue with other Twitter users.

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This paper is concerned with understanding how journalists within local news media organisations shape their media production with the audience in mind. It explores the conflict faced by local news organisations between journalistic values and commercial imperatives and how audience insight shapes this debate. The paper considers how cultural or occupational beliefs within organisations shape strategic decisions and is based on the theoretical approach that the cultural paradigm of an organisation shapes its future strategies in the digital age. How do today's journalists manage the changing demands of their audience in the digital world today but continue to deliver news values? The analysis is based on an empirical study carried out in the south east of England. The research involves case study analysis of media organisations; comprising data gathered from interviews with stakeholders working for the media organisations, company data and observational data. Interviews participants were recruited from across two media organisations in commercial, journalistic and support roles to develop insight into the media organisation. The theoretical approach is not to compare and contrast the organisations but to give insight into how different legacy elements, management and adoption of online audience tools are shaping the stories produced. A key emerging finding from the analysis is that organisational culture is a useful concept to understand changes and strategies of local news media organisations during the last decade as it reveals the conflict between the need to serve the local community from within the locale versus the commercial imperative to reduce costs through the centralisation of resources. When does the local editor listen to their local community and shape the news delivery accordingly. "I can log on to google analytics and see how a story is doing now and tweak the content, in the old days I needed to wait two weeks for the newspaper sales figures to see how successful a story was" (Quote from journalist interviewee) It considers how local media organisations have adopted digital news production practices which have resulted in the relocation and centralisation of both physical offices and the journalists employed within them. The paper is concerned with how stakeholders have adopted digital elements alongside legacy practices to offer a new way of delivering local news content across numerous platforms whilst still serving the local community.

PP 322 Grand Challenges on Stage: Contesting the Power of Science and Innovation to Solve Major Complex Problems in the World

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The grand challenges approach in science and innovation policy-making means identifying ambitious but achievable social, economic and environmental goals that are used to direct future investments. The first grand challenges program was launched by the Bill and Melissa Gates Foundation in 2005 in search of solutions to health problems in the developing world. In 2013, President Obama launched grand challenges thinking as a way in which "help catalyze breakthroughs that advance national priorities." Impact assessment carried out as part of the Horizon 2020 policy formulation process in Europe also used the grand challenges approach in an attempt to boost European scientific and industrial leadership, while also making sure that science and innovation increasingly contributes to the resolution of key societal and environmental challenges. The promotion of the grand challenges approach thus is a way in which to energize the scientific and engineering community, while at the same mobilizing (intra)governments, the media and the general public in support of science and innovation. Grand challenges have two defining features: Firstly, they are globally extensive and inter-systemic, which means that they have increased potential to spread geographically and interact in novel ways. Secondly, due to the sheer scale and complexity of the risks involved, the reality of grand challenges is far from obvious, but rather relies on what Ulrich Beck in his book *World at Risk* (2009) calls "staging", i.e. mediated anticipation and negotiation of the very nature of, but also future solutions to these challenges. Following Beck, this paper will start out on the presumption that as powerful a tool for science and innovation policy-making the concept of grand challenges may be, the distinction between the reality of grand challenges and their cultural perception remains blurred. The same grand challenge and the means of addressing it become real in different ways depending on the cultural perspective of the person, media or institution that perform the assessment. At the core of this paper is the attempt to explore empirically the staging of grand challenges by different actors, institutions and media in different national or regional settings. With reference to Stephen Hilgartner's work on expert advice in *Science on Stage* (2000), which again draws heavily on sociologist Erving Goffman's dramaturgical perspective on everyday interaction, the paper seeks to understand the ways in which the grand challenges approach not only perform the role of science and innovation in society, but also open up for new anticipations and negotiations of the past, present and future of science and innovation.

PP 323 Green Conflicts as Discursive Struggles over the Common Good

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'Green' concerns about nature, the environment or the climate have traditionally been juxtaposed with concerns about economic growth or job creation, or efforts have been made to dissolve this opposition via conceptions like 'sustainable growth' or 'ecological modernization' (Hajer 1995). Recently, however, a new type of conflict has appeared, in which different green concerns collide. For instance, the construction of wind turbines, solar heating systems or biogas plants, established not at least to reduce carbon emission and mitigate climate change, has been opposed with reference to the protection of landscape values, nature and the quality of life for local residents. This has given rise to heated conflicts where local inhabitants, media and municipalities are central players with national authorities, NGO's and experts involved on both sides. This paper will address the new green conflicts as discursive struggles over how to represent the common good when it comes to the environment, i.e. whether concerns about natural environments and landscapes are associated with common or just particular interests, and how these interests are articulated discursively. An important aspect is the scales of time and space (Lemke 2000, Chilton 2004) invoked in the debate. As for temporality, concerns about the local environment may for instance invoke the idea of a natural heritage of a place which extends far back in time and calls for common responsibility many years ahead, or they may be limited to the particular needs of the present. Similarly, the range of interests can spatially be expanded to a matter of a wider community (ultimately to the whole world as in the case of UNESCO's World Heritage List) or narrowed down to the particular economic interests or to the personal taste of a few stakeholders (cf. the infamous *Not In My Backyard* attitude). The paper will analyze these 'scalations' of time and space and the ways in which they contribute to conflicting representations of the common good in green conflicts. Moreover, central topoi (Wodak et al. 2009, Wengeler 2013) which are employed to weigh the opposing concerns in the conflict, will be analyzed. Empirically, the paper will present a case study from a green conflict in Western Denmark. Texts from local or regional media will form the empirical basis of the analysis, supplemented with material from social network sites, press releases and petitions. References Chilton, Paul (2004): *Analysing Political Discourse: Theory and Practice*. London: Routledge. Hajer, M. A. (1995). *The Politics of Environmental Discourse: Ecological Modernization and the Policy Process*. Oxford: Clarendon Press. Lemke, J.L. (2000). *Across the Scales of Time: Artifacts, Activities and Meanings in Ecosocial Systems*. *Mind, Culture and Activity*, 7(4), 273–290. Wengeler, M. (2013). *Historische Diskurssemantik als Analyse von Argumentationstopoi*. In D. Busse & W. Teubert (eds.) *Linguistische Diskursanalyse: neue Perspektiven*. Wiesbaden: Springer VS. Wodak, R. et al. (2009). *The Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press. 2<sup>nd</sup> Edition.



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## Consuming with the Stars: Commercialization, Celebritization and Citizenship in Fair Trade Campaigns by Oxfam-Worldshops

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Many European Fair Trade-organisations adopted commercial strategies in the early 2000s to improve the availability and sales of Fair Trade in non-dedicated outlets such as retail supermarkets (Schokkaert, 2011). However, there is a lack of research into the implications of commercialization for how Fair Trade discourses conceptualize the role of citizen engagement in Fair Trade. The aim of this paper is to investigate evolving notions of citizenship in the recurring celebrity poster campaigns of the last 25 years by Oxfam-Worldshops in Belgium. These celebrity poster campaigns represent an unique opportunity to study how discourses have changed from the first (1993) to the last campaign (2014). In so doing, this paper starts from Mouffe's agonistic pluralist framework of citizenship (1992; 2013) and Goodman's work on the celebritization of Fair Trade (2004; 2010; 2013). The posters themselves, articles from internal periodicals for volunteers of the organisation related to the campaign and any campaign materials made available to the public (press releases, etc) were analysed using critical discourse analysis. Our findings show that these campaigns used a strongly politicized discourse in the 1990s, which emphasised the changeability of unjust international trade relationships between North and South. Any notion of citizenship is absent, while the celebrities are presented as authoritative voices on the politics of Fair Trade. After the turn of the century, a new discourse takes increasing precedence which emphasises the apolitical appeal of poverty and the individual power of consumerism. Between consumers and celebrities a community is suggested around a moral duty to counter poverty with individual acts of consumption. In 2014, discourses about poverty are supplemented by discourses about the Fair Trade-products themselves. The superiority of the products is presented as the primary reason consumers should consider Fair Trade vis-à-vis non-Fair Trade alternatives. Celebrities become the authorities on the superiority of Fair Trade-products. The paper concludes by relating these findings to broader discussions regarding the consequences of commercialization and celebritization on the depoliticization of Fair Trade.

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## Envisioning Sustainability Transformations: Towards an Agenda for Cross-Country Sense-Making Analysis

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Today there is growing attention to the need for societal transformation as the basis of sustainability. The question now is thus not whether environmental change will generate societal transformations, but to what extent these transformations are influenced by social, political and cultural practices and whether and how they can be successfully instigated, governed or accomplished. Exploring how different actors across different world regions make sense of and communicate problems, goals and action alternatives is important for increasing our understanding of the processes through which transformations take place and what drives such processes. In 2015, two events epitomized the need for research that goes beyond the rhetorical consensus use of the transformation concept, to scrutinize the inherent cultural and ideological differences on what such transformation would entail. Countries' background documents to the UN General Assembly decision on the Sustainable Development Goals and the Paris climate change negotiations reveal profound differences in the understandings of transformation, in terms of goals and actions as well as fundamentally to what extent transformations can at all be governed. Although scholarly and policy literature frequently highlights the need for research into societal transformations, studies are lacking on what sustainability transformations actually mean to different groups of actors, in different societies. This paper outlines ideas for a new research programme into sense-making of sustainability transformations and presents preliminary results from pilot studies of international media reports and Swedish lay people's focus groups. The larger research programme is planned to draw on a mixed-methods approach, entailing comprehensive literature review, media analysis, focus group interviews with lay people, survey results from the International Negotiations Survey (INS) from UNFCCC COP 15 to 21 as well as an analysis of different pathways outlined in all the Intended Nationally Determined Contributions (INDC) ahead of the Paris negotiations. The project also plans to include in-depth case studies of how policy makers and lay people in four economically and culturally diverse national contexts - Cape Verde, Colombia, China and Sweden - make sense of the problems facing contemporary societies, the goals to be achieved ("sustainability") and the pathways for change ("societal transformations"). To this end, we take our theoretical point of departure in a dialogical approach to sense-making (Bakhtin 1986; Linnell 2009), emphasising contextual and interactional features of human thinking, discourse, and action and taking into account how sense-making occurs through interaction a) in factual encounters between actors involved in conversation, b) between standpoints, arguments and ideas expressed in communication, and c) when actors involved in communication draw on broader "sociocultural traditions" (Marková et al 2007). So far, we have initiated the first pilot study in Sweden, from which we will present preliminary results, in addition to results from the pilot study of international media coverage of sustainability transformations. Moreover, the paper will discuss methodological challenges related to the design and analysis of cross-country focus group studies.

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# Re-Thinking the Social Contract Between Science and Society: Steps to an Ecology of Science Communication

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Science, technology and public enlightenment are crucial elements of the modern project. As a forerunner of the modern project, academia includes education, scientific research and the public communication of science and technology (PCST) as its three most prominent assignments. In the last few decades, there has been an increased focus within the third assignment on the following two areas: first, the way in which different models of expert-public interaction frame public involvement; and second, the way in which different models of science and technology popularisation frame science and technology narratives. This interest has emerged partly from the ongoing debate about science's new social contract with society. A diverse range of people engage in popularised science, as well as in the act of doing science, giving feedback directly or indirectly, facilitating a variety of communication forms with many possible outcomes (be they upstream or downstream mediating processes), conducting knowledge dialogues or building new knowledge. Consequently, the eco-system of PCST may be studied in many dimensions. The present paper has a multiple-case design, and is guided by three key questions. First, how is the public communication of science and technology organised in different models of expert-public interaction? Second, how do different models of science and technology popularisation frame science and technology narratives? Third, and building on the first two questions, what are the implications of these models for the social contract between science and society? This paper synthesises six exploratory case studies of PCST, combined with a comparative mixed-methods study. In Study I, the focus is on presenting how Norwegian policy regarding science communication has been formulated since 1975. Three communication models (dissemination, dialogue and participation) and three sub-models of science and technology popularisation (PAST, PEST and CUSP) are identified. Study II investigates how the PAST sub-model is promoted by science and technology boosterism and, consequently, the strong pro-innovation bias in PCST. Study III examines the PEST/CUSP sub-models and how the narratives of control contribute to the domestication of new technology, including how expectancy cycles related to a specific technology fluctuate in the mass media. This relationship is an important element that links PCST with innovation studies and also opens up different forms of public engagement. Study IV explores the CUSP sub-model and the ways in which researchers popularise a new technology, in comparison to the popularisation activities of Norwegian journalists. Most researchers aim to curb mediatization processes and the constant growth of the media's influence in contemporary society. As such, this study is also interesting in a context in which news-gathering in both new-media and traditional-media landscapes faces financial pressure. Study V analyses how the dialogue model is applied in design and policy experiments to determine the potential for dialogue. The study structures this potential along two axes: the intensity of participation in knowledge, and policy construction processes. Finally, Study VI probes the participation model through a case study of Citizen Science and important processes in the building of boundary infrastructures.

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# Exploring Science Communication Between a Patient Organisation and Its Stakeholders

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One of the key functions of science communication by patient organisations is to translate relevant research findings to patients and to enable dialog between patients and researchers about their needs, to improve doctor-patient relations, to create general public awareness, and to foster industrial innovations. In addition, science communication by patient organisations is also used as a means to transform research into arguments that can influence health-care policies (Barbot, 2005). So far, little is known about the practices and factors shaping science communication between patient organisations and their different stakeholders. This paper explores this context of one Belgian patient organisation and describes how a communication strategy can be developed and used with the aim to improve science communication by patient organisations. Research carried out on patient-doctor relations has already identified challenges. Patients who are perceived as good communication partners receive a more supportive and informative response from their doctors (Street et al, 2007) and patient organisations can play an important role in this by improving the scientific knowledge of patients. Wilkinson (2008) mentions that patient groups can successfully influence public policy and also states that an increasing number of scientific institutions are committed to "proactive engagement" of patient organisations in their research, for example by involving them in drawing up protocols for clinical trials. Rosenblum and Bates (2013) believe that patient-centred healthcare, the internet and social media can create a major shift in how patients and healthcare organizations connect. Patients are becoming increasingly involved with their care in general, and they search online for information. There they have contact and exchange information with other patients but also encounter information from patient organizations. From all of this, it is clear that patient organizations can be of influence in bridging the gap between different stakeholders by taking a central role and fostering dialog. Surveys, in-depth interviews with key actors and analysis of scientific content produced by them will serve as data for the "communication spectrum" analytical tool, as adjusted for science communication by Wehrmann and Van der Sanden (2007). By using this tool, the study maps and analyses the science communication currently used between a Belgian patient organization and its stakeholders. This leads to the proposal of recommendations to improve their communication strategy. References: Barbot, J. (2005). How to build an 'active' patient? The work of AIDS associations in France. *Social Science & Medicine*, doi:10.1016/j.socscimed.2005.06.025. Rozenblum, R., & Bates, D. W. (2013). Patient-centred healthcare, social media and the internet: the perfect storm? *BMJ Quality & Safety*, doi:10.1136/bmjqs-2012-001744. Street, R.L. Jr., Gordon, H., Haidet, P. (2007). Physicians' communication and perceptions of patients: is it how they look, how they talk, or is it just the doctor? *Soc Sci Med*, 65: 586–598. Wehrmann, C., & Sanden, M. C. A. van der (2007). Communication spectrum: useful instrument in the science communication practice? The necessity of combining theory and practice. *Tijdschrift voor Communicatiewetenschap*, 35 (1), 79–98. Wilkinson, E. (2008). Patient organisations aim for greater collaboration. *Molecular Oncology*, 2(3): 200–202.

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The news media are one of the most important public sources of information on psychiatric disorders. However, research on news media content has established that journalistic coverage of mental illness is largely characterized by inaccuracies, exaggerations, and misinformation. Studies consistently show that both entertainment and news media provide overwhelmingly dramatic and distorted images of mental illness that emphasize dangerousness, criminality and unpredictability. According to previous research, newspapers might even contribute to mental illness stigma through negative news content. For example, insufficient stories on recovery may promote the belief that mental illness cannot be treated effectively. Also, news media can contribute to the maintaining of mental illness stigma by negative portrayals of individuals with these illnesses, making them vulnerable to social rejection and discrimination. Research on journalistic coverage of mental illness has also problematized the tendency to use incorrect or inappropriate language, thus devaluing the degree of scientific accuracy (for example, the incorrect or careless use of psychiatric terms). There is also a significant tendency to overestimate the explanatory value of genetics regarding the causes of mental illnesses and methods of treatment. There is a need for more research on how news about mental illness is produced, for example, what resources reporters use in covering stories and how reporters select, frame, and develop stories. Further, little information exists on how journalists overcome barriers to quality health reporting, for example, lack of time, lack of space, and commercialism. This paper analyzes journalistic views and perspectives regarding mental illness and the news media coverage of issues regarding mental illness. In particular, challenges in reporting scientific issues such as causes of mental disorders and their treatments will be focused. This study is based on qualitative semi-structured interviews with 8 journalists from Swedish metropolitan newspapers. The interview protocol served the function of “wide” questions for the purposes of allowing respondents to generate their own key terms. The journalists were chosen based on a newspaper article database search (focusing mental health issues), and the most frequent journalists in the article sample were contacted by email. The interviews were conducted by phone between February and March 2016 and were audio recorded. The journalists interviewed were initially asked to reflect upon different issues regarding mental illness; possible causes, different diagnosis, chances of recovery etc. Thereafter the interview focused the journalists view on media coverage of mental illness with special focus on news media, eg perspectives/bias in the journalistic representations, absent theories/approaches, choice of sources, strategies for research, journalistic work routines and procedures, most difficult challenges and journalistic responsibilities. Finally, they were asked to reflect upon possible changes in public attitudes and opinions regarding mental illness over the last few decades and the potential role of the news media in such a development.

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The internet and social media represent an increasingly relevant source for acquiring scientific information among Italian citizens (Obsera, 2011). Contemporary media ecologies, the rise of a fragmented public sphere and the production of user-generated content have contributed to disseminate disinformation and misinformation, providing a broader audience to ‘alternative’ information (Bronner, 2013). In this paper, we focus on the motivations and on the perceptions of Italian Facebook users who are actively engaged in spreading ‘official’ or ‘alternative’ scientific information, adopting as our case study the vaccines and autism controversy. In this context, evidence about the role of social media is still ambivalent, showing, on the one hand, that the contemporary public sphere is made of homophilic social networks aggregating users sharing similar points of view, also producing so-called echo-chamber effects (Bessi et al., 2015), and, on the other hand, the effectiveness of specific tools and practices in ‘correcting’ misinformation (Bode and Vraga, 2015). The majority of research addressing misinformation on social media is based on quantitative analysis. While this research provides relevant insights, we believe that scholars should also better explore users’ motivations and perceptions. Therefore, our paper provides an in-depth analysis of the main communicative practices, and of the sense-giving processes, carried out by Facebook users dealing with scientific topics, both from an ‘official’ and from an ‘alternative’ standpoint. Major attention is devoted to motivation, perception, social negotiation. Through semi-structured interviews with respondents selected among ‘alternative’ and ‘official’ scientific Facebook Pages active members, we investigate users actively engaged with Pages that affirm that childhood vaccines cause autism, and with Pages claiming that babies are safer being vaccinated. In order to better explore how users gather and/or produce information about scientific topics on Facebook, these results are compared with practices carried out by ‘neutral’ users (ie. users who do not have a well-defined opinion about the topic). As we are interested in platform-specific actions, and in the related sense-giving processes, we also experiment with using an original *modus operandi* which merges together a semi-structured interview with the cognitive walkthrough approach normally used in usability analysis. We offer a set of scenarios, and provide respondents with a set of tasks to be performed within their Facebook account, also asking them to think aloud while accomplishing the task. References Bessi, A., Petroni, F., Del Vicario, M., Zollo, F., Anagnostopoulos, A., Scala, A., Caldarelli, G. & Quattrociocchi, W. (2015). Viral misinformation: The role of homophily and polarization. In Proceedings of the 24<sup>th</sup> International Conference on World Wide Web Companion (pp. 355–356). International World Wide Web Conferences Steering Committee. Bode, L., & Vraga, E. K. (2015). In Related News, That Was Wrong: The Correction of Misinformation Through Related Stories Functionality in Social Media. *Journal of Communication*, 65(4), 619–638. Bronner, G. (2013). La démocratie des crédules. Presses universitaires de France. Davies, P., Chapman, S., & Leask, J. (2002). Antivaccination activists on the world wide web. *Archives of disease in childhood*, 87(1), 22–25. Obsera (2011). *Annuario Scienza e Società. Il Mulino*.

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The development of technologies in the bio-medical area have lead to new possibilities of predicting future predicaments via DNA profiling. One such initiative from the local Danish Association of Municipalities, entitled Personal Medicine, propose to map the DNA of, initially, 100.000 Danes and, eventually, the entire population. While the debates in the public domain thus far have emphasised the usefulness of this endeavour, critical considerations on the possible social and ethical consequences have been far fewer. As a biopolitical tool, the possibilities provided by such techniques to know, govern and control the population, of course, seem endless (Foucault, 2008; Rose, 2007). The media play an important role in this process not just as disseminator of information about new technologies. The media is also backdrop for a public engagement with the issue, which must play an important role in any forms of technologies of self in relation to DNA profiling. This paper sets out to examine how new biomedical technologies are represented in the media in a way that influences citizens engagement with science as well as the ways in which knowledge about health and illness is debated, negotiated and contested in the public domain. The question of how technologies and science are (re-)presented and discussed in the public domain has, generally, been dealt with as a gap between expert and lay perceptions of technology (eg. Irwin & Wynne, 1996). These conceptualisations often rely on an understanding of the public sphere as something 'out there', which can be grasped and understood as a whole. The paper argues, that if public engagement is to have any form of critical political agency, it must be seen as more than an expression of a unitary public sphere as well as more than a mere technology of self in a biopolitical sense. The theoretical argument of the paper is supported by a qualitative study of media representations of facts as well as opinions about DNA profiling in the Danish broadsheet media. The study includes written news items which contain the words 'DNA profile' from all national newspapers in the period 01.01.14 – 01.02.16. In total 198 news items are systematically analysed using N-vivo. Based on this material, the paper leads to the argument that the quest for (certain) knowledge is at the same time eagerly anticipated and stimulated in media representations. However, at the same time DNA technologies hold an inevitably undecidable dimension which (critical) media also engages with. This juxtaposition between the processes of finding facts and dealing critically with uncertainty, is key to understanding how citizens and patients engage with the promise of new technologies. References Foucault, M. (2008). *The birth of the clinic: lectures at the Collège de France, 1978–1979*. London: Palgrave Macmillan. Irwin, A. & Wynne, B. (eds) (1996). *Misunderstanding Science? The Public Reconstruction of Science and Technology*. Cambridge: Cambridge University Press. Rose, N. (2007). *The Politics of Life Itself. Biomedicine, Power and Subjectivity in the Twenty-First Century*. New Jersey: Princeton University Press.



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## The Audience Is Present but the Curtain Remains Closed – Media Reception During an International Climate Event

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The UN Climate Summits are international events and main drivers of media attention on climate change worldwide (Schäfer, Ivanova & Schmidt, 2014). They are a main point of reference in climate communication research. Most studies focus on communicators on site such as journalists, politicians or NGOs (Roosvall & Tegelberg, 2013; Russell, 2013) – or on the media coverage (Zamith, Pinto & Villar, 2013). However, there is no published research focusing the audience perspective during Climate Summits. To address this research gap, taking the Climate Summit COP-21 in Paris 2015 as a case study, a mixed-method study combined group discussions (n= 15) during the event and a three-wave quantitative panel survey in Germany. Like Smith & Joffe (2013) and Ryghaug, Sorensen, Holtan und Naess (2011) we assume that the meaning of climate change is socially constructed and recipients make sense of it by interpretation and communication. Our main research question is: How do people experience media coverage during COP-21 (see for general climate reception studies e.g. Leiserowitz, Maiback, Roser-Renouf, Feinberg & Rosenthal, 2015; Ryghaug et al., 2011; Smith & Joffe, 2013; Taddicken, 2013; Zhao, 2009)? With regard to the ECREA conference theme we would like to deepen two time-related aspects: How do memories of former UN-conferences (e.g. Copenhagen) influence the reception of the current event? How does the anticipation of the future outcome of the conference frame the reception (hope vs. frustration)? Results The main pattern of reception can be described by Goffman's [1959] 'front stage' and 'back stage' metaphor. At the beginning of the conference most recipients perceived the climate summit as an important political event, for which they remembered prominent (groups of) actors introduced by media coverage, like the spectacular opening ceremony with Obama and the official press picture with its enormous amount of 169 state representatives. However, after the initial 'spectacular opening' of an event that promised to reach an international climate agreement, the discussants describe a feeling of being disappointed: sitting in the audience while the curtain has fallen, and neither being able to see what is happening on the front stage nor getting insights into the negotiations at the back stage ("After [the beginning] there was NOTHING in the media, NO coverage of the negotiations, [...] But I wanted to know: what are the problems they are faced with in Paris, about what are they negotiating?"). The tension of the audience was pushed by memories on earlier COPs and their failure as well as by the anticipation of a good or bad ending of the current event („It will fail, like always. Like every single summit. All these efforts [...]. You do have this fear. You don't want to hear that again.“).

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## Climate Change in the Media: Perceptions and Expectations of the Audience

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During the last decades the interaction of science, media and citizenship has changed and is nowadays characterised by a perspective of a „Public Engagement of Science“ (Schäfer et al., 2015; Schäfer, 2009). Mass media coverage on scientific issues has grown enormously (Bauer, 2011; Elmer et al., 2008). One of the scientific topics of great social relevance, which is a constant part of the global media agenda is climate change (Schmidt et al., 2013). At the same time, scientific findings about climate change are highly abstract, uncertain and partly conflicting (van der Sluijs, 2012). Therefore, media plays an important role in constructing and communicating this topic towards the public (von Storch, 2009). Studies show that German mass media often focus on scientific arguments, for instance citing the IPCC reports (Engesser & Brüggemann, 2015; Peters & Heinrichs, 2008) and emphasize the certainty of scientific findings (Maurer, 2011). Discussions about quality and functions of (scientific) journalism are dominated by a communicator's perspective (e.g. Blöbaum, 2008). The audience perspective is underrepresented in researching media coverage of scientific issues. Therefore, this study deals with the following questions: 1.) How is the media coverage on climate change perceived and evaluated by the audience? 2.) What do recipients expect from the media? To investigate the attitudes towards media coverage on climate change, four group discussions were conducted. Three media reports, offering (1) a highly scientific, (2) a contradictory and (3) a satirical perspective on climate change, were provided as stimuli. Based on the results of a standardized questionnaire, the groups were composed regarding age, sex, knowledge on and attitudes towards climate change. The participants refer to functional and role attributions towards the media system and its actors as well as presentational aspects. On content level, climate change is reflected as a media-constructed topic. The media coverage is perceived as sensational and criticized for its economic orientation. Quality and credibility are mostly attributed to public service broadcasting. The participants demand a higher media attention on climate change. Especially new information is required to overcome the weariness of the ongoing coverage. Hence a sophisticated explanative coverage is preferred, presenting objective facts which are at the same time easy to follow, giving background information of scientific results and illustrating processes. Reports emphasizing contrary research results overwhelm many participants, which favour coherent statements. Therefore an educational coverage is required, provoking a higher problem awareness in the society and giving recommendations for a sensitive climate behaviour. In contrast, others approve an investigative coverage, discussing different perspectives and critical reflections on climate change. Furthermore, satirical forms of coverage are evaluated contrarily – positively for its entertaining qualities, negatively for inappropriately handling such a serious topic. In summary, the investigated audience perceptions, evaluations and expectations towards media coverage of climate change vary between different normative orientations, compatible to theoretical concepts concerning functions and roles of journalism (e.g. Wyss, 2005). Results help science communicators by understanding how multifarious and informative media coverage can arouse interest on scientific issues and reach diverse publics.

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## Germany's Four Engaged Online Users in Science 2.0: A Typology and Structural Equation Model on Online Engagement, Knowledge and Attitudes Towards Climate Change

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Scientific arguments and findings are of growing importance in all dimensions of our everyday lives. Thus, a greater public understanding of and engagement with science are essential (e.g. Bodmer, 1985; Irwin, 2001). However, scientific processes and topics are often complex, uncertain, tentative and contradictory (author1) – and therefore not easy for laypeople to understand. The media is a crucial factor in the public perception of science. The Internet especially is not only a massive source for scientific information, but also empowers laypeople to discuss scientific issues by commenting, rating and sharing online content. Therefore, the participatory web gives users opportunities for a better understanding and active involvement in scientific processes. Furthermore, the participatory actions of engaged users in the online discourse on science-related information might affect other (not necessarily active) users. Numerous empirical studies analysed how media affects people's attitudes and knowledge about the scientific topic climate change. However, most of them only found minor significant correlations. Olausson (2011) argues that the complexity of media effects are oversimplified, others call for a focus on individual differences (Falk, Storksdieck, & Dierking, 2007). The application of segmentation approaches to build typologies might contemplate the media users' heterogeneity. Focusing on climate change, the best-known work – the Global Warming's Six Americas study (Leiserowitz et al., 2013) – detected six significantly differing groups within the American population on attitudes with variations in media use (German follow-up study: Metag, Fuchslin, & Schäfer, 2015). However, research focusing on engaged online users is scarce. Do engaged online users know more about the topic? Do they doubt the (in German mass media overestimated) certainty of consequences and anthropogenicity or are they concerned activists? This research investigated engaged (and not-engaged) online users with a representative German online-survey (n=1,463). Different user segments on climate change attitudes, knowledge and online engagement are identified by hierarchical cluster analyses. (For further analyses of the complexity of variables, a media effects model will be tested by SEM.) The results reveal only a few online participants (n=177). Interest is the main driver of online engagement and is the distinguishing variable for two of the four groups of engaged users especially. Firstly, participating experts, are the most active users (regularly using all forms of online participation e.g. commenting on blogs) and know most about scientific processes in climate sciences. They are assumed to be involved in sciences by profession or interest. Secondly, less active unknowing are uninterested and have the lowest level of climate change knowledge. Despite that, they comment and share content on SNSs and thus become involved through their peers. Surprisingly, no distinct group of sceptical participants was identified. Those who are most doubtful about anthropogenicity are the most passive groups. This study provides information about online media users who have the potential to affect the discourse and thereby other users' attitudes and knowledge and about how online engagement is connected to knowledge and attitudes towards climate change, which can be helpful to address certain online users by topic-related online campaigns.

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## The Role of Climate Visualization in Climate Change Communication – An Audience Perspective

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Climate change communication is a rapidly expanding research field with an increasing focus on the communication of research-based knowledge to and with lay or non-expert audiences. Characterised as a 'wicked problem', climate change communication involves an array of challenges in terms of complexity, the abstract and uncertain nature of climate science, controversy and divergent voices, stakes, and discourses, and perceptions of climate change as a distant phenomenon in time and space. Such challenges make it difficult for lay audiences to make sense of and relate to climate change. Climate visualization has been highlighted as a potential means to address said challenges and increase public engagement with climate change, by creating (interactive) visual representations of climate change through digital platforms, such as web applications or dome presentations. However, little is known about how climate visualization affects understandings and interpretations of climate change among various target audiences, including lay people. This paper synthesises findings from three independent, audience- and case specific studies, focusing on how targeted audiences make sense of climate visualization through different digital platforms. More specifically, the three studies encompass 1) young people's interpretations and reflections on climate visualization presented in a digital dome theatre movie, 2) homeowners' interpretations of and interactions with a web-based visualization platform, and 3) citizens' interpretations of climate messages as negotiated in a decision arena, which integrates interactive visualisation and participatory research to enable a non-hierarchical discussion among participants. The three studies share the common characteristics that the visualization tools are designed with a specific target group in mind and they seek to involve users in climate-related issues, however, they differ in terms of form, i.e. degree of interactivity. Through focus group interviews as a primary methodology and with the specific challenges of climate change communication in mind, we analyse interactions between the climate visualization and users, specifically focusing on how users make sense of and co-construct climate messages.

## Beyond the Climate Bubble: Increasing Local Engagement on Climate Change Through the Local Academic, Media and Press Officer Interface

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The media play a vital role in framing the narrative on climate change, however little work has been undertaken to assess the extent to which local media outlets increase public engagement on climate change. Environmental stories often get more coverage in local compared to national media (Anderson, 2014) and local media constitute an important source of knowledge on climate change, particularly among older age groups, with TV news being one of the most trusted media sources. Public engagement on climate change and empowerment to act increases when conversations are held at a local level (Devine-Wright, 2003), yet this kind of engagement is sparsely reported (Howarth and Black, 2015). Whilst sustainability academics engage with the media through university press offices, their expertise is rarely utilised by local media to capture the public's imagination on the local causes and impacts of climate change, leaving the public feeling disconnected and lacking motivation to act. This presentation will share preliminary findings from a UK-based study which aims to: 1) examine the role of the local media in informing publics about climate change and 2) assess how local media reporting of climate change can be improved by better understanding the relationship between scientists, university press offices, and local media outlets. We present initial findings from interviews with press officers and journalists and focus groups with members of the public, providing valuable insights into the existing gaps in knowledge on climate change communication at the local level.

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# Who Captures the Voice of Climate? Policy Networks and the Media's Political Role in Australia, France and Japan

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There is no single problem definition of climate change and hence no ultimate single solution to it. The agreement on global targets on binding policy decisions must be bargained and determined by local political institutions. This fact of 'post-national' 21<sup>st</sup> century politics highlights the importance of situating media coverage into the framework of national political systems. In dealing with climate policy-making, governments are dependent on complex networks of various actors with specific interests and resources. Here, the concept of 'policy networks' becomes valuable for the analysis of climate policy. Policy networks operate through the exchange of resources between members of a network, and the media is an actor in the network, which enables other actors in the network to make their claims, also acting independently to construct and negotiate meanings. Understanding who enters the media to speak about climate assists in building knowledge of how media operate in climate policy networks. We use the concept of policy network to build a perspective from which to make sense of media coverage in relation to policy-making. In this paper, we compared the 'voice representation' in the IPCC AR5 coverage across three countries -- Australia, France and Japan. By contextualizing media analysis into local political and media contexts, we aimed to understand how the news coverage is constructed in the local political contexts as well as address questions about the media's role in the complex nexus of science-policy-media networks in different countries. In the analysis, we closely looked into the 'voice representation' on the IPCC AR5 coverage in each country, that is, who is defined as the authorized voice speaking for the climate. In each country, two newspapers with different political orientations was chosen to cover a broad spectrum of ideological positions pertaining to climate change from conservative to liberal. Our coding unit is based on the 'voices' that are defined as named people who are quoted either directly or indirectly in the news coverage. We analyzed the voice representation from two aspects: dominance (who was given the power to speak) and diversity (the variety of voices represented). Based on the analysis of 'voice representation' of the IPCC/AR5 coverage as well as our knowledge about each country's political and media contexts pertaining to climate change, we describe what types of policy network exist in each country, and define the role of media in the networks. Our analysis showed that in all three countries there are at least two different policy networks built around energy-climate political decisions: a strategic policy community built around a specific energy bloc, pushing a particular set of policy actions, and an alternative issue network organized around the environmental risks and alternative economic pathways. Against the local backdrop in climate policy networks, the media played different roles by giving different actors a voice to speak for the climate, but the media's political effects on local policy networks were similar in each country, serving to disconnect the networks rather than bind them together.

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# Role of NGOs in Communicating Climate Change in the Coastal Region of Bangladesh

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Much of the scholarly research on the communication of climate change emphasises media's role in influencing public perceptions. Environmental NGOs have become the subject of empirical investigation lately with recognition of their important roles in communicating climate science and advocating trans-national public activism. Yet, little is known about the role of NGOs in constructing public perceptions of climate change at the grassroots level, particularly in the countries which are considered most vulnerable. This research attempted to minimise this scholarly gap by investigating NGOs' role in constructing public perceptions of climate change risks in the coastal region of Bangladesh. Based on qualitative method of data collection and analysis, this research conducted in-depth interviews (n = 38) in the southwestern coastal villages in Bangladesh, which already held a prominent position in the global imaginary of climate change impacts. Study findings indicated NGOs as most common sources of climate change knowledge for the lay people along with media. However, NGOs were more successful than media in communicating the issue. Participatory approaches to communication by NGOs made it easier for lay people to perceive risks of climate change while information from news media was regarded too complicated to understand. NGOs' communication strategies included mainstreaming climate change issues in disaster management training, forming community groups to facilitate community-based adaptation, organise people for grassroots mobilisation, and using non-traditional media (e.g., drama and folk songs) to create public awareness. NGOs used their already established strong networks in rural Bangladesh as agents of socio-economic development to communicate risks of climate change. This study also revealed that NGOs successfully transferred some salient features of climate change to the lay people which included 'localisation' and 'politicisation' of climate change risks. The issue was presented within the discourse of global inequality of risk production and distribution. Accordingly, lay people's perception of "we" as victims and "they" as wrongdoers were largely constructed with information obtained from advocacy programmes of the NGOs. They also created some opinion leaders in the communities, who worked as bridges between formal and informal knowledge of climate change. NGOs were particularly successful in raising climate change awareness among the women, who had limited access to media. On a critical note, this research identified a clear gap between "increased awareness" and "intended behavioural responses" of the lay people. This implied that the lay people did not take communicated climate change information (e.g., from NGOs) at its face value. Instead, as the interview data shown, they embed meanings on climate change risks, which came from their informal social interactions, and personal experiences and memories of natural hazards.



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While much of mass media and online discourse is in line with the scientific mainstream position supporting the existence of climate change and its anthropogenic causes, there is a steady and expanding stream of publications by 'climate skeptics' – or more accurately, climate change denialists, – people and organizations who seek to weaken trust in climate research and climate scientists, the relevance or appropriateness of recommendations (e.g., Grant, 2011). One outlet for climate skeptic views has been neglected in communication research: An increasing number of popular books inform the non-scientific public at large about the state of climate change; such books are a particularly attractive public format for climate skeptics as it affords sufficient space for complex arguments as well as avoids journalistic gatekeeping. Remarkably, denialist discourses have some affinity towards conspiracy theories – discursive constructions „to explain some event or practice by reference to the machinations of powerful people, who attempt to conceal their role' (Sunstein & Vermeule, 2009, p. 205). Typically, five types of motivations for the climate conspiracy are present in the climate skeptic literature: First, climate scientists conspire to gain power and secure research grants (for example, Maxeiner, 2007). Second, politicians seek to cut individual liberties and introduce a socialist/ communist social order (e.g., Horner, 2007). Third, agents of the conspiracy are driven by former colonial powers who seek to limit growth in former colonies, for example by regulating CO<sub>2</sub>-emissions (e.g., Bachram, 2004). Fourth, media have in interest to keep global warming up as a serious issue to sell their news. Finally, the industry is also accused of supporting the claim of climate change to sell climate-efficient products. This study presents a systematic content analysis of popular climate skeptic books published in English and German from 1984 to 2015. Sampling was conducted in two steps. First, books related to climate change were identified in a thorough and recursive search in Internet book portals, search machines and climate-related websites. Second, the table of contents, the introduction, and the blurb were checked for signs for climate skepticism (denying or doubting (1) the phenomenon of climate change, (2) the anthropogenic cause, (3) that climate change has negative consequences for mankind and (4) that climate protection is beneficial for preventing further warming). This resulted in a sample of 110 books that were content analyzed according to the type of climate skepticism as well as the rhetoric justification of the skeptical position (existence of a conspiracy theory, motives and protagonists of the conspiracy). Results show that the majority of the books (over 80%) express doubts that climate change exists, that humans are the cause and that measures to protect the climate are ineffective. Two thirds deny that the consequences of climate change are negative. Three quarters of the sample mention conspiracy theory as a rhetoric justification for the skeptical position. The dominant motive was financial gain, followed by power, political/social causes and attention/publicity. The main conspirers were, in that order, politicians, scientists, media and industry.

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How Climate Change Gets Vivid – A Visual Analysis of the German TV Coverage on the United Nations Conference of Parties (COP) 2013, 2014 and 2015

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We conducted a quantitative visual content analysis (Lobinger, 2012; Geise & Rössler, 2012; van Leeuwen, 2001) about the German media coverage on the supreme decision-making body of the United Nations Framework Convention on Climate Change (UNFCCC) in 2013, 2014 and 2015. The aim of our study is to describe how climate change is visualized during the Conference of Parties (COP) compared to the environmental coverage on climate change in general. We investigate, if the coverage during the COPs discontinues or even disrupts the way how media stress a rather abstract issue. In 2013, the Intergovernmental Panel on Climate Change (IPCC) has reached consensus about scientific evidence that climate change is anthropogenic (Pearce et al., 2014). In general, the media play a central role in shaping and changing how environmental issues are made a subject of discussion (Bruckner & Zickfeld, 2008; Cox, 2010; Hansen, 2014; Weber, 2008). Especially the Conference of the Parties (COP) got special media attention in the past (Mahony, 2013). According to Dunwoody and Peters (1992), the mass media seem to mirror especially political and social processes. Recent studies showed that (catastrophic) weather and climate characteristics are no important drivers for attention, instead, international climate summits have stronger impacts (Schäfer, Ivanova & Schmidt, 2014). Especially during former COPs, the coverage was dominated by political elite actors (Boykoff, 2012) struggling for an agreement on reducing carbon dioxide emissions. Moreover, the coverage on the rather abstract issue “climate change” differs in how it is discussed and presented (Ermolaeva, 2013; Lester, 2009). In general, the strength of television is to provide the public both with pictures of political drama and of horrifying environmental catastrophes which both set the audience under pressure for action (Beck, 2009). During the COPs, we want to argue, coverage on climate change gets critical in terms of dramatization. Our main research questions were: RQ1: How is climate change visualized (e.g. images, actors, topics) in the major newscasts in the German TV during the COP 2013, 2014 and 2015? RQ2: Is the visualization during the COPs coherent over time compared to the general environmental coverage on climate change or does the coverage break the main lines of argumentation? In order to address these questions, we recorded the major newscasts of five TV stations (ARD, ZDF, RTL, Sat1, and Pro7) from 2013 to 2015 on the basis of artificial weeks (total of N=299 (6%)). Of these N=73 (24%) are relevant newscasts i.e. referring to climate change. We also recorded the major newscasts of these TV stations (N=210) during the COP19 (Warszawa, 2013), COP20 (Lima, 2014) and COP21 (Paris, 2015). In the ongoing analysis, we expect a discontinuity in how climate change is visualized during the conferences compared to the general climate change coverage. Because of the media attention during the COPs, we assume that the coverage during the conferences is dominated both by stereotypical images referring to catastrophically environmental events in the past and images visualizing the drama of elite politics.

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New Players in the Provision of Science and Environment Information – A Case Study of the Coverage of the Paris COP21 Summit

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The Reuters Institute for the Study of Journalism (RISJ) at Oxford University is coordinating research in six countries (France, Germany, Poland, Spain, the UK and the USA) on the provision, content and consumption of information about the environment provided by new media players, including BuzzFeed, Vice and Huffington Post, compared to that by legacy (traditional) and niche (specialist) players. Data collected from over 30,000 users in 18 countries for the RISJ Digital News Reports show that these three new players are particularly used by younger aged groups (18–34) as favoured sources for news consumption. Huffington Post was one of the first ‘digital natives’ which has now established itself a major player in a number of countries. BuzzFeed has doubled its reach in the UK and the USA over the last year, and has established a strong foothold in in several countries amongst the young. It has overtaken the New York Times and the Washington Post for its number of digital page views. Vice is another new web-only digital player with a focus on video content. All three give editorial priority to covering environmental issues. The study includes three areas of research: 1. Provision: How much resources and editorial priority do these new players assign to coverage of science and environment issues? 2. Content: How does the volume of coverage of these issues by the new players compare to other topics, and how does this relative distribution of coverage compare to legacy media? Are there significant differences in the content of coverage between legacy and new players? 3. Consumption: What do we know about the consumption of news on these topics by different demographics, and the trust they have in the information? The research includes a case study of the coverage of the UN summit in Paris on climate change in December 2015, with a particular focus on the three new players mentioned above, two examples of legacy media (for example, the Guardian and Telegraph online) and one niche player (for example, Carbon Brief). This paper will present results from content analysis of more than 600 articles on the following areas of difference between legacy and new players, including volume of coverage, modalities (text, photos, videos), content (main themes), sources quoted, and tone. Sub-themes include the presence or absence of sceptical voices, the presentation of the conclusion of the summit as a success or failure, and country differences. The results presented will focus on the UK, the USA and Germany. The value of this research lies in the originality of detailed examination of the coverage of environmental issues by new players. There is some published research on new digital players (such as Lucy Kung, ‘Innovators in Digital News’, RISJ/IB Tauris 2015), but very little providing content analysis of their news coverage in general, or of the environment in particular.

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Relevance and research question. Since the 1980s news media have significantly increased their news coverage on climate change. The news coverage is especially intense during international events with far-reaching consequences worldwide like the annual UN climate conferences (Luedecke et al., 2016). Apart from these events the issue disappears from the news to the greatest possible extent. It has been argued that these pulses and peaks of the news coverage are a result of the news value of such key events (Schäfer et al., 2014). The theory of newsworthiness is suited to gather the news value and different aspects of this event (social objects) (Scheufele 2006). Therefore, we pose the following research question: What news factors generate news value in the regional climate change news coverage in Germany? Theoretical Approach. The theory of newsworthiness has been widely applied (Galtung & Ruge 1965, latest development: Elders 2006). The theory differentiates between news factors and news values. Following Kepplinger & Ehlig (2006:27) news factors are the characteristics of news stories, whereas the news value refers to the relative impact of these characteristics on journalist's selection of news stories. Thus, news values are characteristics of journalist's judgements about the relevance of news factors. From this theory the following assumption is derived and empirically tested: The numbers and intensities of news factors assigned by journalists to an event increase the presentation characteristics of news coverage concerning this event. We expect that some news factors are more important drivers of the climate change news coverage than others. Methods. Data collection was performed by content analysis. We conducted the news coverage surrounding the 20<sup>th</sup> UN climate conference in Lima (24.11.-21.12.2014). The sample consisted of 18 German newspapers selected by wide circulation in the 16 federal states of Germany and two national newspapers of different political leaning. All articles that addressed the climate conference or the issue climate change have been selected for analyses (N = 211). In our content analysis, 13 news factors were operationalized based on the catalogue of news factors by Schulz (1976): duration, discourse, physical proximity, reach, personal influence, prominence, surprise, structure, factuality, damage, success, controversy, personalization (independent variables; pairwise agreement of intercoder reliability ranging from .57 to .82). The length of article was measured by number of words (dependent variable) reflecting the presentation characteristics in the coverage. The impact of the 13 news factors on presentation characteristics was estimated by linear regression models. Results. Results show, that the news factor personalization mainly influences the presentation characteristics on climate change in regional news coverage. Individuals standing out of the crowd of the participants of the climate conference positively affect the presentation characteristics of the climate conference. The findings will further be discussed in our presentation.

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Thirty years later, the 1986 Chernobyl (Ukraine) nuclear disaster still counts as the most severe accident in the history of the nuclear power industry. The disaster had a strong and remaining impact on the debate on nuclear power in Europe and worldwide. Throughout the history of nuclear power, large-scale accidents have provided a momentum for increased debate and resistance. Large-scale accidents have been dislocatory moments (Laclau 1990) that unsettle the pro nuclear power discourse by showing that the technology has real and serious risks – they are moments that cannot simply be incorporated into the pro nuclear power discourse and that threaten its hegemony. Large-scale accidents have forced the proponents of nuclear power to at least partly acknowledge risks, to explicitly develop arguments in favor of nuclear power, and to reform regulation and security measures. In this paper we present a discourse-theoretical analysis (Carpentier & De Cleen, 2007) of the political struggle over nuclear power in Belgium in the wake of the nuclear disaster of Chernobyl. After the disaster the media attention for nuclear power soared. Media were important both as an arena of discursive competition between proponents and opponents of nuclear energy, and as an important voice in the struggle over nuclear power. Our empirical data consists of the coverage of four Belgian broadsheets (De Standaard, De Morgen, Le Soir and La Libre Belgique), two business-oriented weeklies (Trends and Trends-Tendances), and two independent, leftist and progressive magazines (La Revue Nouvelle and Journaal). Our analysis shows how the proponents attempted to protect the hegemony of the nuclear discourse. A comparison of the analyses of the Chernobyl debate with the one after the 1979 Three Mile Island (TMI) accident reveals both similar and more case-specific hegemonic strategies. We show how the proponents attempted to defend nuclear power by referring to particular inadequacies in the Chernobyl reactor design, thus minimizing the risks inherent to nuclear power per se – a strategy also used after TMI. In the context of the Cold War, they also attempted to limit the dislocatory effect of the accident by interpreting Chernobyl as a result of Soviet problems – a lacking safety culture and a failing communication of the Soviet authorities – rather than as a structural problem. Moreover, the proponents used the authority of experts to accuse journalists and critical voices of incompetence and intentional scaremongering. With the realization of the worst conceivable nuclear accident, the critics gained much credibility. They stressed the structural risks of nuclear power, and criticized the lack of transparency in Western nations in the immediate aftermath of the disaster. The critics also drew on scientific authority and focused on the rift in the scientific community concerning short- and long-term consequences of nuclear power. The discursive struggle over nuclear power continues today, and many of the strategies found in the Chernobyl debate are still used today. Much can therefore still be learnt today from the Chernobyl case.

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# Local News Media and the Environment: Local News People Perceptions of Ecosystem Services and NATURA 2000 Network in Crete

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Local journalists deal with local environmental issues that are of the greatest interest for the audience at the given time (regardless their specialization or personal interest), however literature contradicts the assumption that local media coverage helps to highlight policy problems within communities. In Greece, the island of Crete has 53 NATURA 2000 sites that consist of natural, rural and urban landscapes. One of the most significant deductions of conservation work has been the ignorance of a vast majority of the public on the utility and financial potential of the NATURA 2000 network and still many people in Crete believe that residing in a NATURA 2000 area excludes them from the development opportunities of the rest of the island or specific EU rural funds. In this regard, this paper explores if the local news media in Crete contribute to and upholds the NATURA 2000 network in Crete. In particular, we conducted a survey of local news media people and local residents to explore individual perceptions of the ecological, social and economic value of ecosystem services in NATURA 2000 areas in Crete. This study offers important insights about the people behind the mediated messages that local people in Crete get about the ecosystem services, NATURA 2000 network and other environmental policy tools, in parallel on how local people follow current environmental policy affairs. Results indicate that participants recognize the environmental benefits of the NATURA 2000 network but seem overall reluctant to acknowledge the economic and social benefits that could come from the network in parallel with the protection of the natural environment. We discuss the implications of these findings on the role of local news media in directing the popular discussion about environmental issues.



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## Transmedia Communication as a Tool to Create and Consolidate a Community of Environmental Volunteers

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Life + Respira is a research project whose main objective is to analyze and improve urban air quality. It takes place in the city of Pamplona (Spain), as a pilot experience that later can be extrapolated to other cities. It started in June 2014 with funding from the Life + program of the European Union, with an expected duration of three years. The research is carried out using a pollution sensors specially designed for the project, which are carried by a large group of volunteers on their travels cycling around the city. The project is designed in such a way that citizens are key players in research, in addition to benefiting from the results. It is therefore necessary to create and build a community around the project, which includes several audience groups: an interdisciplinary team of 32 researchers; 150 volunteers (citizens of Pamplona), who participate in the research, transporting small pollution sensors on their bikes; and, finally, the local community, specially ecologically aware people. The characteristics of the research and the way it is conducted make communication one of the key elements of the project, since it is crucial to inform and raise awareness among the various target audiences. As a result, an ambitious transmedia communication strategy has been designed and implemented, which includes more than one hundred actions, over the three years of research, developed by an interdisciplinary team of specialists in environmental communication, advertising, marketing, social networking and audiovisual production, in which the participation of the different audiences is essential and indispensable to achieve an effective communication. Since the volunteers are key players in this project, the aim of the paper is to analyze the effectiveness of the transmedia communication campaign, which combines traditional and social media, in order to build a community of environmental volunteers, who are engaged in the project and play a fundamental role in the research. We explore to what extent is a transmedia communication campaign effective to create a community of environmental volunteers, what types of communication actions are more effective to create it and how do volunteers use conventional and social media to receive information and participate in the project. We have used a combination of quantitative and qualitative methods, including a survey to the volunteers and a focus group. Preliminary results indicate that traditional media are more effective to create the community, whereas volunteers find social media more useful for the consolidation stage, where engagement and participation are key elements.

PP 704

## Mediated Care Politics: (Un-)Certain Activism and Primate Research

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This paper explores the entanglement of narratives of care and certainty, in a high profile controversy surrounding the construction of a new primate laboratory at Oxford University (2003–2008). To examine these narratives, it combines conceptualisations of scientific uncertainty (as articulated within science and technology studies, e.g. Star, 1985, 1987) with research from communications studies, which has focused on the relationship between activism, mediation, and the construction of critical counter-narratives (e.g. Cammaerts, Mattoni and McCurdy; Ruiz, 2015). In doing so, the paper elaborates upon recent work that has examined how uncertainties that seem routine for researchers can be used to support specific political and ethical ends (e.g. Hollin and Pearce, 2015). The primate research controversy illustrates, however, that discourses of care can be used for similarly instrumental purposes. The paper reconstructs dominant narratives surrounding the controversy into nonhuman primate research (NHP) in Oxford through a critical reading of sources that include activist printed and web-based materials; ethnographic research with activist groups; research papers focused on primate care in this experimental context; and mass media representations of the controversy (including 75 newspaper articles and a 2007 documentary, *Monkeys, Rats and Me*). Through analysing these materials it explores how – as NHP research was articulated in different ways by the different actors involved – what emerged was not a clear-cut dichotomy between appeals to emotion on the part of activists and appeals to scientific progress on the part of researchers. Instead groups simultaneously drew specific ethical and physiological comparisons between species whilst contesting others. On the part of activists, for instance, NHPs were both evoked as being of comparable moral standing to humans, and as too physiologically different for research to be effective. On the part of researchers, moral differences and physiological similarities were emphasised. Yet these narratives were complicated by tactics wherein interlocutors on different 'sides' of the debate drew on tactics more commonly associated with their opposing partners. Care for laboratory animals was emphasised by researchers to challenge activists' ethics, whilst activists drew on peer-reviewed articles to make epistemic claims about uncertainties in neuroscience research. These instrumental uses of care are especially significant in light of a recent body of work within science and technology studies to move from understanding socio-political issues as 'matters of concern' (Latour, 2004) to 'matters of care' (Puig de la Bellacasa, 2011). A caring approach to knowledge production, from this perspective, can be generative of new forms of ethical responsibility. Through relating theories of care to the context of political activism, and examining the mediation of care-narratives by different interlocutors, the paper complicates assertions about care's ethical potentials. Care in this context, does not guarantee new modes of responsibility but is leveraged to undergird political discourses with pre-defined ethical and epistemic commitments.

PP 705

## Meat Meets Media – Public Participation in the Environmental News Discourse

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Challenges caused by climate change are among the most pressing issues in contemporary societies. Climate change constitutes a complex global environmental risk caused by a number of factors, many of them linked to political decisions and human behaviour and choices we make in our everyday life. We are increasingly worried about what we have done to nature and are grappling with the identification of the most pertinent risks, and actions that can minimize them. The notion of risk is thus closely connected to the ambition of controlling the future and the concern for safety. The handling of risks has become an evermore present feature in the daily lives of people and it has been argued that this heightened awareness is especially evident in relation to the consumption of food. The aim of this paper is to identify and analyse conceptions and roles of 'the public' in Swedish environmental news discourses about meat production and consumption. The purpose is also to discuss how this is related to how citizens engage with the meat issue and what possibilities there is for reaching the goal of sustainable politics in our everyday choices. Meat holds a prominent position in Western culture diets, and consumption continues to increase, despite warnings of potential detrimental environmental consequences. The Swedish meat market has for example been declared environmentally unsustainable due to the high levels of consumption and the adverse environmental effects of its production. Production and consumption of meat are influenced by political decisions, as well as of the choices consumers make on a daily basis. We start from the premise that public participation is a fundamental part of managing environmental risks, and that media could work as one vital arena and moderator for public participation and engagement. The notion of the public in relation to media-centred late-modern societies and its struggles with environmental problems is still an underdeveloped research area. Participation includes at least some level of agency and is often equalled to concepts like involvement and engagement. In relation to this, mediated participation can be seen as either indirect, involving the public e.g. in terms of representation (e.g. journalists speaking of the public opinion), or direct, engaging the public through interaction and co-production (e.g. in readers comments and letters-to-the-editor). In this paper we analyse different forms of participation and roles for the public/citizens in news media and how citizens engage with media material in constructing discourses (or counter-discourses) concerning meat consumption as an environmental problem. The method and empirical material consists of a) content analyses of Swedish newspapers, as well as focus group interviews (with Swedish news consumers) with reception elements. The results show that the level of mediated participation differs as citizens are presented either as an anonymous collective, passive reactive voices or active voices, and it is only in the latter case the citizens has real influence of the framing of the issue. The level of citizen participation differs between different media. We also find a complex relationship between citizen engagement and media framings.

PP 706

## After the Fire: The Role of Journalism in Post-Crisis Recovery

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This paper examines the role of journalism in post-crisis disaster recovery. It brings together and contrasts the conventional normative model of the role of journalism in democracy with citizens' and other key social actors' actual experiences of post-crisis reporting of a major environmental disaster. It draws from an in-depth analysis of what transpired in the aftermath of the worst bushfire in Australian history. On Black Saturday, 7 February, 2009, bushfires of extreme ferocity swept through the Victorian countryside near Melbourne, resulting in one of Australia's biggest natural disasters. One hundred and seventy-three people died in the fires, 500 were injured, 7,500 made homeless, 2,200 houses were destroyed, more than 450,000 hectares were burned and damage was estimated in the billions of dollars. We discuss the democratic functions of the news media in post-crisis journalism and how they are perceived and valued by citizens and other social actors. A key question is how the news media handle the crisis-induced policy-making and accountability processes after disasters. In the case of the Black Saturday, the fire provoked blame games and framing contests about whether climate change should be considered a factor in the intensity of the fires and whether burn-offs to reduce fuel had been adequate. We examine how these conflicts were addressed by the news media and how citizens and other social actors valued and made sense of the media coverage of the conflicts. A second question concerns if and how the news media contribute to crisis reconciliation and recovery. We discuss the space for victims' voices and stories in post-crisis media coverage -- as against the media's sensationalist preoccupation with human loss and suffering -- and how the collective memorization and mourning takes place through media commemorations and rituals. The empirical data consists of qualitative analyses of the news media coverage of the bushfire aftermath and recovery between 2009 and 2015 and interviews with residents in the affected areas as well as with politicians, government actors, victims associations, environmental organizations and journalists who were involved in the crisis recovery processes.

The consequences of climate change have become more and more visible all over the world. Heat waves, droughts, and intense rain events have increased in frequency during the last years. Therefore strategies for an effective protection will become more important in the future. Individuals often can make an appreciable contribution to be prepared in time for extreme weather conditions. In the case of natural catastrophes, an appropriate risk communication is very important. With our research project, we want to answer the question whether audio-visual content can generate attention and interest for risk-related topics and help to reach effects which are relevant for further action. On the one hand our theoretical foundations are based on an emotional impact of media on risk perception. This also includes influences of fear and empathy (Scherer 2001, Zillmann 2001, Shen 2010), the identification of relevant media figures (Döring 2013), and general emotional involvement (Grabe et al. 2000). On the other hand also cognitive media effects are relevant, due to the influence of persuasion, a clear presentation of figures, e.g. by the presence of animations (e.g. Petty & Cacioppo 1986, Brosius 1990, Kim et al. 2007). Of interest are mainly the effects of the individual risk perception, the perceived concern, and belief in the efficacy of the preventative measures, on which an intended action can be derived. In an experimental research design, we pursued the question how audio-visual content influences the user. Over the past two years, twelve information films for the protection of buildings against natural events have been produced in cooperation with the German Federal Office for Civil Protection and Disaster Assistance. For the associated research project, three of these videos (3–4 min.) were chosen with the topics of storm, snow and hail damage. Within a 2x2 study design, each of these three videos were systematically varied by changing the usage of emotional elements and animations. In addition to the original version, there is one version without emotional elements, one without animations and one without both of these two elements. The participants of the study took part via online survey. In a preliminary survey 1318 persons in total were interviewed in November/December 2015. Focus of this first study was the influence of the varied media elements on risk perception and the appraisal of action and self-efficacy of the protective measures against natural hazards, which are proposed in the videos. First results are already available for this purpose. In a second survey, which is currently carried out with about 2000 participants, it will be investigated to what extent the users can be motivated to search for further information on a specific website of the German Federal Office for Civil Protection and Disaster Assistance. Again, the design mentioned above with the integration of various film versions is applied to the study. In our presentation we will show how emotions are relevant factors within the audio-visual communication, and how they can cause effects for further action.

PS 034 The Role of Social Media in Reputational Crises: Metaphors Drawn Out of Practice

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The digitalization of contemporary society has triggered a paradigmatic change in the way organizations build relationships with their different stakeholders. The traditional dissemination model has evolved into a dialogue with increasingly informed, demanding and diversified publics. Organizations are challenged to manage a consistent and appealing communication that cuts through the clutter of information overload, gets attention and fosters engagement. This change has implications in the power balance between organizations and their publics. Going from transmission to conversation forces organizations to abandon their monopoly as broadcasters and to actively listen to their stakeholders. Plus, organizations have no choice but to participate in this dialogue, as digitally-empowered consumers talk about brands, products and services, whether organizations like it or not, and are elected as trustworthy sources by other consumers. In this digital environment, organizations are therefore more exposed and more vulnerable. Public Relations scholars and practitioners are therefore increasingly interested in Crisis Communication, as both research and experience have shown that the social media increase the frequency and the reach of communication crises, and also building a strong reputation has become crucial for facing digital word-of-mouth, recommendations and reviews. Our research explores the interdependency of theory and practice in Public Relations by looking into the role played by social media in communication crises using grounded theory as our method. We have studied the main reputational crises cases involving social media in the Portuguese context – including the brands Ensitel, EDP, TAP Portugal, Samsung, Sumol, Olá and Telepizza – in order to identify the role played by such digital platforms in the development of the crises (precrisis, crisis and postcrisis stages). The methods used were documental analysis, qualitative content analysis of social media platforms (mostly Facebook but occasionally involving blogs and Twitter) and in-depth interviews to PR professionals involved. Drawing from practice, we identified two axes along which the social media may play different roles in crises. One deals with crisis stages, ranging from being the trigger of the crisis to widening its reach in a posterior phase. The other deals with the nature of the impact, as the conversation on social media may intensify or mitigate the crisis. The crossing of these axes results in four metaphors that we propose as a way of categorizing the role played by social media in reputational crises: the thermometer, the bomb, the megaphone, the bonfire, the fire extinguisher and the magic wand. Hence, our work comes full-circle by suggesting a theoretical categorization inspired in practice and applicable to other scenarios and contexts, aiming to develop a useful tool for practitioners.

PS 035 Cultural Discontinuity in Crisis Communication: Developing a Cross-National Taxonomy of Stakeholder Crisis Response Preferences

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Since the 1970's as the study of crisis communication has developed into an increasingly formalized and recognized field, many studies have been published. However, the field has a very narrow understanding of the role of stakeholder cultural background in crisis management (Falkheimer & Heide, 2006; Lee, Woeste, & Heath, 2007). Crisis communication theory is primarily based on a Western-oriented paradigm with little reference to its cross-cultural aspects (Haruta & Hallahan, 2009). In recent years, there has been an increased recognition that national identity matters in crisis response (Chen, 2009; Mollada, Connolly-Ahern, & Quinn, 2005; Rovisco, 2010). This suggests we must look beyond case analyses in individual nations to better understand crisis response in a global communication environment because culture and crisis communication are likely linked at all levels from the decisions about what to communicate to the content of the messages communicated (Marra, 1998). Thus, the implications of existent limitations within crisis communication literature is that theory falls short of effectively informing practitioners on how to protect their organization during and after a crisis (Kim, et al, 2009). In light of the increasing managerial importance of crisis communication in protecting organizational reputations, such gap needs to be addressed by academic research (Ulmer & Sellnow, 2000). More directly, in a review of 268 crisis articles, theory, and case studies from 1973 to 2015, the overwhelming majority of these case studies were American-centric (n = 230) and there were only eight direct cross-cultural comparisons of crisis response in any capacity. Therefore, the purpose of this study is to build a multi-cultural cross-industry comparative assessment of the impacts of issues/crises and preferred response strategies to be able to better design, understand, and predict public stakeholder reactions to crises and issues emerging in the public view comparing Chinese, Indonesian, Malaysian, Czech, and British reactions to the crisis, organizational response, and its implications for the relationships between the organization and stakeholders.

PS 036 Local Government and Citizen Engagement in Environmental Activism in Spanish and English Cities

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In the last 50 years environmental issues have played a part in citizens' concerns and protests and these issues have played a greater role in political agendas (Levy and Zint, 2013; Dalton, Recchia and Rohrschneider, 2003). In 2013 citizens in Istanbul, led by Taksim Solidarity group, organised various protests to save Gezi Park from corporate and government speculation (The Guardian, 2014) [1]. Activism and protest were the response of citizens to the politicians' attitude to this environmental issue. This research aims to investigate how city councils are dealing with environmental issues such as green spaces. We also propose to demonstrate how citizens use public relations strategies to influence local government's commitment to these concerns. To carry out this study we will analyse and compare two campaigns by European citizens happening now in Malaga (Spain) and Sheffield (England, UK). In Malaga citizens are demanding the local government to redesign an abandoned space to create an open and green park in one of the most populated suburbs, instead



of the idea of building more apartments blocks (La Opinión de Málaga, 2016) [2], with only 0,16 tree per resident in 2015 (Noticias21.es, 2015) [3]. In Sheffield, one of the greenest cities in Europe with four trees for every person (The Independent, 2015) [4], people are trying to save trees from city council's cuts and corporation's desire to make profit (BBC, 2016) [5]. Following the approach of issues management and environmental activism, and considering public relations as a social activity (Ihlen, Fredriksson & van Ruler, 2009), we will use a methodology that combines the case study method and an interpretative analysis of different communication techniques. The main corpus comprises social media posts, news and interviews. The results will show whether or not local governments are using issues management 'to reduce friction and increase harmony between organisations and their public in the public policy arena' (Heath, 2005, p.460). We investigate how public relations are empowering and engaging citizens to play an active role in their cities' destiny. Related Links: 1. <http://www.theguardian.com/world/2014/may/29/gezi-park-year-after-protests-seeds-new-turkey>. 2. <http://www.laopinion-demalaga.es/malaga/2016/01/20/presentaremos-autoridades-proyecto-palpable-parque/822872.html>. 3. <http://noticias21.es/Blogueros/ficha/143294/Malaga,-el-paraiso-que-no-tenia-arboles.html>. 4. <http://www.independent.co.uk/environment/sheffield-residents-in-bitter-row-with-council-over-tree-felling-proposals-a6698471.html>. 5. <http://www.bbc.co.uk/news/uk-england-south-yorkshire-35542110>. <http://www.bbc.co.uk/news/uk-england-south-yorkshire-35542110>.

PS 037

## Deliberation and Moralization in Financial Blogging: A Case Study on Blog Communication During the Financial Crisis 2008

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We aim to present the findings of an empirical study on blog communication during the European financial crisis in 2008 with the focus on crisis-related processes of (re)thematizing, (re)negotiating and the communicative construction of norms, morals and ethics. The analysis is based on 83 postings of four selected German financial blogs (two blogs affiliated to media institutions and two private media amateur blogs) and their related 643 readers' comments. Hence, the sample integrates different types of blogs with various emphases on guiding concepts of public communication criteria like information, objectivity or advocacy. The qualitative contents analysis (via MaxQDA, cf. Kuckartz 2014; Mayring 2010) focuses on practices of communication, namely deliberation and moralization. Contrarily to previous research we consider both, deliberation research in the tradition of Habermas (cf. Bächtiger/Wyss 2013) and moralization research in the tradition of Luckmanns' social constructivism (cf. Bergmann/Luckmann 1999) in our theoretical, methodological and categorical framework (cf. Authors 2015). It is to stress, that blog communication is not exclusively a critical engagement with questions of causes of the crisis with simple moralization or scandalization. Rather, it is also a critical engagement with and the negotiation of 'appropriate' public (crisis) communication. So we find hints that blog communication in elite blogs of financial experts (including their readers' comments) has to be understood as the output of heterogeneous 'collectivities of debate' related to a certain media ensemble which at least share a topic (the financial crisis) and some relevant mundane norms of communication (which can be infringed, of course). Our analysis reveals meta-communicative elements in both, posts as well as in the readers' comments, by which communication- and process-orientated norms like objectivity, transparency, verity, veracity or authenticity are openly demanded and thereby constructed as normative criteria for 'good' communication. Hence, we show that the qualification of a sequence as 'deliberation' has not only to be thought of as an argumentative structure concerning a certain topic (cf. for argumentative patterns in mass media coverage of the Lehman crisis see Quiring et al. 2013). Rather, deliberation has to be seen in the light of practices of meta-communication by the bloggers and commentators: As our material shows, they comment on, explain and problematize communication practices. Contrary to that, moralization practices are not equally self-reflexive. Our findings underline: It is not possible to describe debates on blogs only via the mode of deliberation (ideal-typical conceptualized as argumentation) or only via the mode of moralization (ideal-typical conceptualized as social evaluation) as this produces artificial findings. We have to handle intermediary processes between moralization and deliberation or: a continuum. Authors (2015) Bächtiger A./Wyss, D. (2013): Empirische Deliberationsforschung – eine systematische Übersicht. Zeitschrift für Vergleichende Politikwissenschaft, 2(2), 155–181. Bergmann, J./Luckmann, T. (1999) (eds.): Kommunikative Konstruktion von Moral, Bd.1. Opladen, S. 13–38. Kuckartz, U. (2014): Qualitative Inhaltsanalyse: Methoden, Praxis, Computerunterstützung. 2<sup>nd</sup>. ed. Weinheim, Basel. Mayring, P. (2010): Qualitative Inhaltsanalyse. Grundlagen und Techniken. 10<sup>th</sup> ed. Weinheim, Basel. Quiring, O./Kepplinger H. M./Weber, M./Geiß, S. (eds.) (2013): Lehman Brothers und die Folgen. Berichterstattung zu wirtschaftlichen Interventionen des Staates. Wiesbaden.

Friday, November 11  
14:30 – 16:00

Discourses associated to socialist television have been invariably contained within consensual narratives wherein the East would be undeniably opposed to the West (pre-89) or alternatively, the East would irrevocably aspire to the West (post-89). These narratives have reiterated the interpretative framework of the Cold War, attesting de Certeau's arguments that history as a narrative is linked to the legitimization of political power (1988:287). This has been conducive to 'grand narratives of success' and 'histories of the great men' to the detriment of narratives of discontinuity, contradiction and failure. Such consensual narratives fit the rationalist framework of institutionalized histories, without giving way to the 'free-floating', unfixed' and 'discontinuous' historical narratives that remain loyal to the lived past (Hodder, 1986). This has produced 'modes of knowledge' that exist rather as a whole and do not do justice to the complexity of discursive and institutional relations that are marked equally by breaks and ruptures as well as by consensus and unity (Foucault, 1972). These unified and consensual modes of knowledge have produced a manageable past that has reinforced discourses of the powerful and the successful Western media at the expense of the submissive and downgraded East. This paper goes to the core of these issues and proposes alternative ways of looking into socialist television histories, so as to relieve them from the consensual interpretative frameworks wherein the binary oppositions between the East and the West remain unchallenged. Pleading for a shift from the 'written cultures' of television's past, embedded within institutionalized and archived histories, to a shift towards 'unwritten forms' of television cultures, accessible through what remains 'unarchived' and subject to 'incidental encounter', the paper will look into broadcast architecture as a 'signifier of absence' (Buchli, 1999) that unveils contradictions and discontinuities in Romanian television history. The paper focuses on the construction of the Television Centre in Bucharest and its architect Tiberiu Ricci's ambivalent relations with power. Drawing upon the architectural plans of the Television Centre, interviews with TV employees and written documents from the Securitate Archives in Bucharest, the paper will point out to the complex, at times contradictory and disruptive narratives behind the construction of the Romanian Television Centre. Bringing together a material culture approach, Bourdieu's theory of practice and Attfield's design theory, the paper dives into the 'unvoiced' or 'silenced' uses, users and meanings (Miller, 1998), which have been inscribed within the materiality of the Television Centre's form, function and language, and which challenge Romanian television's confinement within the East-versus-West discourse. References: Attfield, J. (2000) *Wild Things. The Material Culture of Everyday Life*, Oxford: Berg Bourdieu, P. (1977) *Outline of a Theory of Practice*, Cambridge: Cambridge University Press Buchli, V. (1999) *An Archaeology of Socialism*, Oxford: Berg de Certeau, M. (1984) *The Practice of Everyday Life*, California: University of California Press Foucault, M. (1969) *Archaeology of Knowledge*, New York: Pantheon Books Hodder I. (eds. 1987), *The Archaeology of Contextual Meanings*, Cambridge: Cambridge University Press Miller, D. (eds. 1998), *Material Cultures. Why Some Things Matter*, London: University College London Press

Television is a significant mediator of past and historical events in modern media systems. In this paper, I present results from my dissertation *Doing History, Creating Memory: Representing the Past in Documentary and Archive-Based Television Programmes within a Multi-Platform Landscape* (defended in January 2016), in which I have studied practices of representing the past on Dutch television as a multi-platform phenomenon. Dynamic screen practices such as broadcasting, cross-media platforms, digital thematic channels and online television archives provide access to a wide range of audio-visual materials. By exploring how television's convergence with new media technologies has affected its role as a mediator of the past, this study reflects on how contemporary representations of history contribute to the construction of cultural memory. Specifically, the poetics of doing history in archive-based and documentary programming are analysed from 2000 onwards, when television professionals in the Netherlands seized the opportunity to experiment with storytelling practices made possible by the increased digitisation of archival collections and the presence of online and digital platforms. This study is founded on a textual analysis of audio-visual cases to reveal processes of meaning making, and a production studies approach to gain insight into creators' strategies of broadcasting and multi-platform storytelling in relation to historical events. In this context, theoretical work from the areas of cultural studies, memory studies, narratology, media theory and (television) historiography has also been collected and critically interpreted, to address history and memory as processes of discursive struggle. Such an approach reveals distinct textual, cultural-historical and institutional aims, strategies and conventions for doing history on television, bringing power relations to the surface. In this paper, I will pay specific attention to the case of the long-running Dutch archive-based history programme *Andere Tijden* [Different Times, VPRO/NPS/NTR, 2000-present], in which the re-use of archival footage in relation to topical events, as well as a cross-media approach, play a prominent role in the audio-visual representation of events from the past by television programme makers. This study demonstrates, first, how the selection and circulation of historical narratives and audio-visual archive materials in new contexts of television works in relation to processes of mediation, hybridity and curation, and second, how such practices help to search, preserve and perform individual and collective cultural memories. Televised histories connect viewers/users with the past and provide necessary contextual frameworks through cross-media and transmedia storytelling, demonstrating the continuing importance of stories and memories produced through televisual practices – challenging accepted versions of history. Furthermore, this paper presents suggestions for follow-up research, based on a recent pilot study. In this follow-up study, I situate my interest in audio-visual representations of the past in a wider European and comparative context, to interrogate how past and historical events are represented through audio-visual materials in different political, economic, cultural and ideological national contexts in Europe. To do so, I have developed a comparative research model to study specific cases of audio-visual representations of the past in different countries in Europe, organized around a set of common questions, themes, and methodological reflections.

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Contemporary protest is often intertextual, and references to protests in other places and times have become essential features of activist repertoires. Protesters in Hong Kong, for example, raised their voices in 2014 not just to call for democracy, but also to sing an anthem from *Les Misérables* that demonstrated a kinship with the 19<sup>th</sup> century revolution immortalized by Hugo. The historical Guy Fawkes figure has been a regular participant in protests across the globe ever since the allegorically masked revolutionary was first seen masterminding a mobilisation against a fascist British state in *V for Vendetta*. The uprising represented as spectator sport is a trope that runs through popular culture from *Spartacus* to *The Hunger Games*. The screen is a common denominator in all such accounts, with films like these ending up on television, disseminated in the same flow as news reports, in entanglements of commemoration and remembering. This phenomenon is the point of departure for the paper proposed here. It presents one component of a larger project comparing televisual narratives of dissent across time, space, media culture and genre. The project as a whole seeks to observe and reflect on the semiotic seepage between what can be thought of as media discourses of 'today' (global television news), 'yesteryear' (media coverage of protests throughout the past century) and 'elsewhere' (the imaginative renditions of the political purveyed by popular culture). Television is understood here in its broadest sense, as a phenomenon that is public broadcaster (be it traditional European programming or global outlet), streaming service (such as television-drama award-winners Netflix and Amazon Prime) and digital archive (Youtube serving as a platform both for professional television journalists and audiences who share digitised versions of favourite films). The paper addresses this jostling of the new and the old, and of elite and grassroots accounts of protest on television. Narrative scholarship provides both the theoretical foundation and methodological approach. The comparative analysis (between representations of protest in different genres and different historical periods) is structured by categories borrowed from Labov & Waletzky (1967) and by an operationalisation of Chatman's notion of 'discours' (Chatman 1978, 1990). It is argued that the study of popular cultural representations of protest can provide insights into how well television has met the challenge of representing the people who feel that political representation and professional journalism has failed them - the protesters who take to the streets, and screens, of the world. The characterization and narrative settings of popular cultural narratives, it is suggested, provide tools for understanding complex political situations that news reports of protest cannot. Historical comparison of such narratives, moreover - and not least the study of remakes - sheds light on how political and social change has been understood in different historical periods.

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The studies on broadcasting history and television history focusing on radio and television programs and broadcasting policy are usually restricted within the scope of institutional history (Scannel, 2004); therefore social history and cultural aspect are kept in background. Socio-cultural history of the media points out the production, using and owning the television, and acknowledges television as an entity in everyday life. Addressing the television as a social and cultural device just like the other pioneer technologies makes the everyday life observable (Williams, 2001; 2003). This study offers a double reading on the history of everyday life that the inclusion of the media into the society goes along with the history of the media itself. This double reading process lets us explain the discontinuities on the everyday life routines based on the television. Becoming part of the everyday life, television creates its own space both in social life and at homes. Television, as forming domestic spaces at homes, creates a production area and also becomes a "symbolic field of production" (Bourdieu, 1993) in both cultural and material sense. Television's cultural production is based on its programming and its material production is based on the other materials, furniture and so on that television caused to be consumed. In this study a socio-cultural analysis of the first years of Turkish television in the late 1960's and early 1970's and a double reading process is applied on the everyday life of the first terms of television and the history of television that participating as a cultural device of the everyday life. Within the scope of the study personal memories on television are collected through in-depth interviews to figure out how television became as a lived experienced. The study figured out the inclusion of television to the social life of Turkey, introducing with the television, starting to use the television, competing with the technology, becoming audiences, composing the public and private spheres as in area television watched. As a result, the study presents that in Turkey, audiences since they first met the television fell under scene's spell, and the programs that popular culture criticisms based on then. This interest on television also becomes long lasting that shaped the life style of audiences as they plan the daily routines and form the in/out door areas according to TV. Also television becomes as a welcomed communication technology and marking tangible capital.

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The construction of liveness or the creation of a sense of shared experience has been one of the most important features of television since its inception. On the one side, it is a strategic element of television programming and on the other, it provides an aesthetic value to programs that seek to highlight their supposed live nature or the presence of its audience (Bolin, 2005, Bourdon, 2000, Couldry, 2003, Gripsud, 1998, Levine, 2008, Ytreberg, 2009). However, in the post-broadcast era it is difficult to define how traditional broadcasters encourage liveness. Changing consumption habits and the redefinition of the relationship between audiences and texts pose challenges to broadcasters, which must balance their efforts in maintaining the liveness of their programming flow and, at the same time, strengthen the shared experience of the content available on stock. In that sense, many broadcasters rely on audience participation to generate those spaces that maintain the liveness of its programs (Deller, 2011). Twitter and Facebook have proven to be important partners

in the development of these initiatives, which have materialized differently depending on the observed television genres. Through a comparative content analysis of the programming on mainstream television in Spain between 2010 and 2014, this research analyses the evolution of the invitational strategies (Ross, 2008) of its six main television channels (La 1, La 2, Antena 3, Cuatro, Telecinco, LaSexta), focusing on the promotion of liveness in different television genres. The aim of this paper is to describe the role of audience participation in the construction of liveness in television. Results are presented taking into account the following variables: synchrony or asynchrony of participatory features, live or recorded broadcast, and genre of the programs. Results show that, for instance, audience comments have served to sustain liveness in television in the era of audience fragmentation and multiplicity of devices and distribution channels. Whether real or symbolic, participation does create a sense of liveness and helps when creating a closer relationship between audiences and texts. On the one hand, liveness generated by participation has helped recorded programs to simulate a fake live broadcast and to generate shared viewing experiences. On the other, it has amplified the experience of major live events, such as sports broadcasts and reality shows. Data gives us the opportunity to identify and interpret the similarities and differences in the way liveness is being constructed through participation in various television genres.



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Over the past decade and a half, the field of television history has undergone a number of transformations. Along with other communication and media scholars, television historians sought to tackle the inherent nationalist bias of their work, and move beyond the taken-for-granted national frameworks of research and interpretation. Aligned with this was a push to abandon the west-centrism of existing research, and seek to develop television histories that were truly global in scope. Comparative approaches have gained in momentum, too, and so did research interested in the transnational circuits of television personnel, technology, knowhow, and programmes. These changes have given rise to a number of different methodological and theoretical proposals, which are rarely scrutinised alongside one another. This panel seeks to review recent developments in the field of television history and engender a conversation about different approaches to the history of television, and their relative strengths and weaknesses. It brings together both established and early career scholars with different regional specialisms, and from a number of different disciplinary backgrounds. Each contribution seeks to present one distinct approach to transnational or global television history, and demonstrates its usefulness using a number of examples. The contributions also invite reflection on what the recent diversification of television history means for the way we theorise television more generally. Many of the classic theories of television have been developed with western examples in mind, and indeed most often based on research conducted exclusively in the UK and the US. The growing awareness of the diverse historical trajectories of television around the world means that these classic theories may need revising, too.

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### The Global Formatting of the Audience: The Rise of the Peoplemeter in the 1980s and the 1990s

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Our paper will retrace and explain the rise of a tool that has changed the way television professionals perceive their audiences: the peoplemeter (PM). The paper relies on first-hand research by the authors in France and Israel and on secondary research in eight other major television markets. Between the mid-1980s, when the peoplemeter was conceived and slowly introduced in the UK and in Italy, up to this day when at least 90 countries have introduced the device, the peoplemeter has become the (yet) uncontested “state of the art” technology for television audience measurement. In addition, in most countries, the PM was managed by a committee of (public and private) broadcasters and advertisers, mostly known (from the UK) as a “Joint Industry Committee”, the US being a notable exception. While the globalization of television in the same period has been much studied, mainly around the circulation of genres, formats, and programming strategies, this new “formatting of the audience” has not been considered, or has been approached only on a national basis. Our paper is based on Actor-Network-Theory and suggests that the PM was introduced as “state of the art” technology not because of any “intrinsic” qualities which made it the “best” tool (as opposed, say, to Viewing Diaries), but because it could enroll many allies. Most obvious is the alliance between the (mostly) new private broadcasters and the advertisers, both eager to remove audience measurement from the control of public broadcasters and move to a system which would allow much faster feedback, on an individual basis. However, tensions emerged between private broadcasters and advertisers about the financing of the system and its implementation. In some countries, public broadcasters kept more influence, which affected the composition of the JIC and measurement conventions. Finally, the State did not disappear from measurement. As regulator, it encouraged the unification of the system, which would allow for fast individual measurement, the peoplemeter. For all the problems raised by the transformation of television and the rise of the net, no state-of-the-art technology has been proposed around the stable “peoplemeter coalition” which emerged in the 1980s and the 1990s.

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### From Comparing Media Systems to Comparing Media Cultures: Understanding Communist Television

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The Cold War coincided with the rise of a new mass medium that came to occupy a central place in everyday lives of citizens on both sides of the Iron Curtain. While the historical growth and social impact of television in the west has attracted substantial scholarly attention, research on the medium’s trajectory in the communist world is still rather limited. This paper draws on the results of the Screening Socialism project, financed by the Leverhulme Trust (2013–2016), which developed the first transnational, comparative history of television beyond the Iron Curtain, ranging from the Soviet Union to Yugoslavia. The project relied on a wealth of archival and oral history data from across Eastern Europe and beyond, as well as schedule and programme analysis, thereby bringing to light not only the policies and elite perspectives on the medium, but also offering unique insight into television programming and how the medium was viewed by citizens themselves. The focus of the paper is on the analytical framework developed for the purpose of the project. This framework offers a novel form of comparative media analysis, which shifts the focus from media systems to media cultures, and investigates how power is exercised through the mediation of particular cultural ideals and narratives and by structuring everyday practices and routines. This analytical approach is underpinned by the conviction that politically significant communication extends well beyond the traditional domains of politics, and encompasses the mediation of basic assumptions about the spatial and temporal organization of the world we inhabit: our perceptions of private and public life,

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## From World Literature to World Television? Cultural Diffusion Between the French and the Romanian Television in the 1960s

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Global television studies developed relatively late compared to global approaches in other branches of the humanities. World Literature, for instance, could offer several sources of inspiration to television historians. Franco Moretti (2000, 2005), notably, puts to the test two effective concepts: interference (by direct and indirect loans) and diffusion (of models from the core to the periphery). Broadly speaking, the same cultural dynamics can be documented in literature and television as global phenomena: in both cases, there are centres that influence the periphery. In both cases, we witness interference and diffusion in the same way: a format is borrowed by a periphery (it “diffuses”) and impregnated with a local “style”. While I remain indebted to the conceptual frame sketched by Moretti, my paper will focus nevertheless more on differences permitting to render it effective in the field of television history. Unlike World Literature, television does not originate from the era of the Enlightenment. The diffusion of television has been much more rapid than literary diffusion, and it also became involved with the Cold War. Obviously, television history is also much shorter and economic and political agencies weighed on it much more. Much of the recent research conducted on European television history has tried to convey national television histories in the context of two broader regional histories. On the one hand, West European television history has been investigated, separately from socialist television (Bourdon, 2011). On the other hand, historians of socialist television have been striving to mobilise evidence of a European transnational television web active across the Iron Curtain (Bignell and Fickers, 2008, Chalaby, 2009, Imre, Havens and Lustyik, 2012, Mihelj, 2014). While being aware of the political role of television during the Cold War (Badenoch, Fickers and Henrich-Franke, 2013), I would like to emphasise the role played by longer-running and deeper cultural and historical transnational links in Cold War Europe. Diffusion and interference, in television history, inherits from a deeper cultural configuration than that of the Cold War, the era when national European televisions were born and were growing. Our aim is to apply those two concepts for two cases in point: the French (as the representative of the core) and the Romanian (as the representative of the periphery) State Televisions during their key stage of development, during the 1960s and the 1970s. On the one hand, we shall assess the importance of historical convergence between French and Romanian political models at the beginning of the 60s, trying to show that in both cases television was assigned a similar place within the national project (see Bourdon, 1990 and passim, and Mustata 2013, 2014; Matei, 2012, 2015). On the other hand, we shall consider how formats of French television “diffused” in Romanian Television’s programmes and “interfered” with local cultural and political grids.

## PP 451 Concentration, Conglomeration and Global Format Trade: Continuities and Disruptions in National TV Production

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Since the 1990s, two drastic and interrelated changes have affected television production all over the world. First, as a result of increasing concentration and conglomeration, the main players in the media industry have become fewer, and these few are exerting their ownership across the multitude of media industries. In Finland, which is a small television market in the European scale, independent production companies started to emerge only in the late 1980s after the establishment of the third terrestrial television channel. Now, all the major production companies have been turned into local arms of international media conglomerates and renamed as Shine Finland, Zodiak Finland, Banijay Finland, etc. Even the entertainment department of the main commercial broadcaster, MTV3, was sold to Pearson Television and is now known as FremantleMedia Finland. Second, international trade in finished programmes has been largely replaced by the licensing of television formats. The globalisation of format trade can also be seen in Finnish television as format adaptations are increasingly conquering prime-time schedules, thus superseding both original domestic programming and imported finished shows. As the multinational production companies mainly focus on selling and producing formats from their own catalogues, these changes concern television, both as a cultural and economic institution, and affect television production at the global and local scale. My paper will explore the effects of concentration, conglomeration and global format trade on Finnish television production. Drawing from media industry research, the study analyses the structures, agencies and practices of the television industry. According to the structuration theory by Anthony Giddens (1984), structures simultaneously restrict and enable individual agencies by creating both rules and resources. Structure thus refers to the structuring properties that make it possible for discernibly similar social practices to exist across varying spans of time and space. What are the structuring properties of Finnish television production? How do they define individual agency? What are the repetitive practices that contribute to maintaining these structures? Are these structures, agencies and practices promoting disruptions or continuities? My paper aims to answer these questions not only by covering the various levels of the television industry over a long time span, but also by combining qualitative and quantitative methods. As there are no figures of format import available, I will conduct a preliminary quantitative analysis of programming on the main television channels in Finland in four years – 1988, 1996, 2004 and 2012 – to estimate the extent of format adaptations. This will be completed with a desk analysis on the development of the independent production sector in Finland. The continuities and disruptions indicated by these analyses will be further discussed by analysing 15 interviews conducted with people working in television production and, especially, with television formats.

## PP 452 Selling Location – Reaching Audiences: The Example of Deutschland 83

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When RTL's flagship production and quality series Deutschland 83 'failed' in audience ratings in late 2015, a shockwave ran through the national media business. The series that has been praised by critics and the creative industry enthusiastically faced a lack of audience interest that was not expected at all – especially after RTL decided for an innovative distribution strategy and left it to Sundance TV to premiere the series in the USA before showing it on the domestic market. In the US market, on the other hand, the series can be considered as a success, following other relatively successful foreign TV drama such as *The Returned* (France) or *Gran Hotel* (Spain). The question of local and global appeal has been widely discussed within research (e.g. Esser 2013, Oren & Shahaf (eds.) 2012, Straubhaar 2007), however usually with regards of the flow from "big nation" and "languages of advantages" towards other regions. The counter flow – the flow from small nations into the global world – is a recent development that came as a surprise for many (research on this: e.g. Bondebjerg & Redvall 2015, McElroy & Cairtirona 2016). This paper will follow two lines of argument: It looks at textual strategies that emphasize the local – the specific historical and local setting of Germany during the cold war – and in a more specific sense the locality of Berlin (the "mediated" Berlin) being an imagined place, "injected" with narrative meaning Reijnders (2011). This narrative meaning is created by many aspects, such as Berlin's reputation as a party place or an artists' place, its specific history as split city, but also by the numerous mediated images of Berlin (e.g. "Metropolis", "Berlin Alexanderplatz", "Berlin, Berlin", "Berlin Station" or "Homeland") that all stage Berlin as location, thus adding to the imagined, fictional image of Berlin. As has been argued elsewhere (Eichner & Waade 2015), the location image (and the local theme as such) can turn into a commodity that entails a global appeal. But the domestic audience ratings did not meet the producer's expectations, nor was it anticipated by the overwhelming positive critiques that Deutschland 83 could "fail" to reach a big audience within Germany. Can the reason for this be traced back to textual questions? In a second line of argument the perspective is turned towards television as a medium in transition and its complicated relationship with old and new audiences. The focus here will be the self-concept of RTL as a (classic) television broadcaster and its innovative distribution strategy on the one hand, and its traditional marketing strategy within the domestic market on the other. The underlying hypothesis is that RTL might have failed to reach the series' core audience due to a lack of adequate communication tools and strategy (such as a stronger emphasize on online- and social media).

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# They Do It as They Used to Do It: Resistance and Compliance to Crossmedia Production Practices in Public Service Broadcasting Television

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The recent debate around the transformation of television that in the last decade has gradually embraced a multiplatform approach (Bardoel, 2007; Bennett and Strange, 2008; Raviola and Gade, 2009; Doyle, 2010; Evans, 2011). This has brought new concepts like crossmedia (Davidson 2010; Ibrus and Scolari, 2013) and transmedia storytelling (Jenkins, 2006; Scolari 2009; Dena, 2010) to both academic and industry vocabulary. However, these new concepts have not yet managed to define the new paradigms of television productions today and as Bolin (2010) notes, for success, those need to challenge our understanding of work, text, programme and audience engagement. These challenges are vital for public service broadcasting as due to their statutes, following the fragmenting of the audience and meeting them in the participatory media platforms for meaningful engagement is often considered vital to meet the challenges of the market. This empirically focussed project takes a critical view of current television production practices and analysis the work of two teams who in search of fragment audiences have looked towards crossmediatic practices as a new way of making television. The study focuses on the tensions between old and new practices of making television. The clash between the old and new can best be seen between the hegemonic positioning of the production team supported by claims of professionalism and the need of opening up to inclusive practices characteristic of participatory media. The empirical work consists of a set of in-depth semi-structured interviews carried out with the creative teams of Puoli Seitsemän (Half Past Six, daily magazine type of evening entertainment non-fictional programme), produced by YLE, Finnish public broadcasting services, and of Eesti Laul (Estonian Song, singing competition aimed at selecting the representative of Estonia for Eurovision song contest, including three concerts/episodes broadcast live from TV), produced by Estonian public broadcasting services ERR. Using a methodology of thematic analysis fifteen interviews were examined in order to understand how the production team involved understands the new television and how they have resolved the tension between producing a traditional TV programme vs a multiplatform entity. The article suggests that despite the many changes in the production of media both in distribution and narratological strategies, the approach of media professionals towards production practices has remained similar to pre-internet and pre-participatory time. It is within this frame that the inclusive role of public service media clashes with existing models of an established working culture. Creative teams still privilege the one to many approach rather than the many to many and despite the possible good will they often tend to relegate participation, crossmedia and transmedia to mere slogans.

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# Perceived Influences and Institutional Trust Among Spanish Broadcast Journalists

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This paper analyses the level of trust in political institutions and the perceived influences among Spanish broadcast journalists. It also examines the differences between television professionals and those working in other types of media, as far as the structure of television industry has always been considered more hierarchical (Cook, 1998), which would affect the relationship of journalists with their superiors (Skovsgaard, 2014). Finally, we compare the perceptions of those working in private commercial broadcast media and the ones working in public channels, because the first ones are considered to have less autonomy (Duval, 2005). We carried out a survey to a representative sample of 390 Spanish journalists (95% confidence) during 2014 and 2015. 70 of them were broadcast journalists. This research is part of the international comparative project Worlds of Journalism Study (WJS) which main goal is studying the journalistic cultures around the globe. This paper includes a longitudinal analysis in order to compare our data collected in 2014 and 2015 with the results obtained during the first wave of the project (2007–2008), when empirical demonstrations (Hanitzsch & Berganza, 2012) could not confirm some theoretical assumptions, as professionals linked to private media have less trust in political institutions than those who work in public channels (McManus, 1994) We found that broadcast reporters working in private commercial media had significant higher levels of trust in the Government than those who work in public television; and that broadcast journalists were more influenced by political and organizational dimensions than those working for other media. Moreover, data show that broadcast reporters in private media perceive more economical and group of reference influences than those of public television. In all cases, professional and organizational influences (closer to journalists everyday dynamics) were higher than political, economical and group of reference ones. These findings are consistent with the results found in other countries in both the first and the second wave of data of WJS (Hanitzsch et al., 2010). We discuss how media type and ownership are related to journalists' perceptions of their own work and the professional routines. Finally, more theoretical efforts are suggested in order to build models that explain journalists' perceived influences and trust in the television environment.



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Industrial reflexivity and splintered production processes have been connected to degeneration in mass production-based television (TV) work (Caldwell 2008). On the other hand, distributed cognition and retrospective sense making are also celebrated as promising innovation strategies for media management and production (Küng 2008). This study investigates how the possibilities of distributed cognition have been realised and utilised through co-creation with the audience. There are convincing reasons for a new research focus when searching for journalistic innovations in audiovisual media in the process of transition. In the latest generation working life under the co-creation theme, products and services are produced through constant interactions among the user, the producer and the product (Victor & Boynton, 1998). Furthermore, in the light of the new innovation thinking, utilising diversity in encounters is an essential approach for obtaining alternative viewpoints, leading to innovative results (von Hippel 2005; Van de Ven, Rogers, Bechara & Sun 2008). Thus, the crucial research questions ask about the quality of interactions among the participants of the co-creative audiovisual production process and whether there is a place for response and reflection in the participants' encounters (Shaw 2002). This paper presents the first results of the ongoing case studies, which apply the new research design to two pioneering productions for Finnish public service television in 2015 and 2016. In these cases the research focus is on worker-driven innovations. Considered subjects of their own work, television professionals (producers, scriptwriters, TV directors) were asked about their own interests and the possibilities in planning and making the new innovative products and how they perceived their co-creation partners. The other research focus is on 'multivoiceness' – how co-creation was especially encouraged in building the televisualised mode of expression. In both cases, the prominent question is how the documentary means were used in co-creation. Empirically, the studies draw on ethnographic interviews, where the TV professionals described their respective work processes and solutions in detail. In both cases, the interviews with the professionals were conducted in authentic surroundings and step-by-step during the TV production process. The data also includes correspondence with the participating citizens. The end products are a popular music entertainment series featuring ordinary people as presenters, who were also ready to share their life stories, and a documentary on a world-famous Finnish band's global fans who were shooting their video stories for the TV documentary and its accompanying Web series. The products were analysed by using qualitative discourse analysis and used as visual stimuli when the professionals evaluate their own success in reaching their aims. The research method has turned out to be productive and sensitive in revealing tacit knowledge among visual professionals. The developmental objective of the research is to reflect the data creatively with the participating professionals so as to challenge the self-evidence of industrial reflections. Key literature concerning the method: Küng, L. (2008). *Strategic management in the media*. London: Sage. Shaw, P. (2002). *Changing conversations in organizations*. London: Routledge.

PP 539 The Earlier Mad Men: Advertising Copywriters in Classic Hollywood

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During the golden age of advertising in the US (the 1950s and 1960s), a large number of Hollywood comedies recreated the world of the so-called 'ad men', as the Madison Avenue copywriters were nicknamed then. Five decades later, (M)ad Men casts a retrospective glance on a period characterized by change, when American society was timidly waking up from the American dream of the 1950s and entering the 1960s "age of anxiety". Created by Matthew Weiner, the TV series follows the lives of Sterling Cooper's creative copywriters —the shapers of the American Way of Life and experts in selling the happiness which, paradoxically enough, they are unable to achieve themselves. The present paper compares the contemporary portrayal provided by the Hollywood comedies that depicted the heyday of advertising and consumerism during those golden years with Mad Men's reenactment of that period from a 21<sup>st</sup>-century perspective. By analyzing the distinct discourses respectively underlying the TV series and the Hollywood movies, we shall assess the extent to which the recreation of a specific age and a particular narrative context may differ as a result of the historical period in which such a recreation is being performed. For the purpose of contrasting Mad Men with the above-mentioned Hollywood comedies, our analysis will more specifically focus on the following five films: Will Success Spoil Rock Hunter? (Frank Tashlin, 1957), Lover Come Back (Delbert Mann, 1961), The Thrill of It All (Norman Jewison, 1963), Good Neighbor Sam (David Swift, 1964) and How to Succeed in Business Without Really Trying (David Swift, 1967). Most of these films were produced at a time when America was going through a sort of "age of innocence" which the country would not wake up from until the escalating violence that took place in the aftermath of JFK's murder in 1963, while Mad Men was born in a period characterized by a widespread crisis that ultimately undermined the American dream as a collective aspiration —a fact that is reflected in the series' wistful and pessimistic tone. On the other hand, the retrospective glance taken by the series furnishes us, fifty years on, with a sounder perspective and a far more nuanced understanding of a major watershed in American history (and mentality): one which the strictly contemporary portrayal of the Hollywood movies would have hardly grasped in its full depth. Mad Men presents both the changing world of the 1960s and the America of the 1950s that was being left behind. By contrast, the majority of the Hollywood comedies continued to reflect the spirit of the "age of innocence". In those days it would have been impossible to broadcast a show like Mad Men, which unveils the simulacrum of the "American Way of Life", since America was at the time a society of advertising believers: a society that was just as enthusiastic as it was naïve.

PP 540 Contesting Frames in Serial TV: Plotting the Pasts, Presents and Transmedia Futures of Mad Men

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John Ellis has described television as a medium that tends to 'mull over' a status quo and 'work through' a 'problematic' until it is exhausted, while closed forms of narration, like film, tend to transform a state of affairs into a new order. My paper explores how this structural logic can be further explained and analyzed through a model of serial plotting derived from cognitive narratology. Narratological units and dimensions of analysis, such as the event and tellability, generally focus on narratives that fundamentally transform their storyworlds. However, these concepts can also be adapted to explore the serial event as a shift in perspective that leads to the evaluation of a more or less stable state of affairs in a new light. As I will argue, this type of event, achieved through the evocation of contesting frames of evaluation, can be considered as perhaps the most basic operation of serial plotting. In this way, serial television creates moments that are perceived as surprising, illuminating, and interesting without the type of transformative change that defines other modes of narration. Instead, this mode of narration draws attention to and negotiates between different evaluative perspectives—or different 'presents'—creating complex relationships between different character-based perspectives and different contextual norms. Mad Men offers an outstanding example for this type of plotting through the juxtaposition of and negotiation between at least five different historical dimensions: (1) the show remediates existing footage in its portrayal of historical events, but also (2) invents fictional histories for its characters. This creates important present-day contexts of evaluation for the unfolding story. Furthermore, (3) an intratextual history evolves over the course of the seasons. But most importantly, (4) Mad Men's presents and pasts are evaluated from the future standpoint of contemporary creators and audiences, framing the historical period and the fictional storyworld through lenses of scandalization and nostalgia. Last but not least, (5) Mad Men's pasts and presents are juxtaposed with contemporary cultural contexts in the professional and fan-based transmedia practices surrounding the show—that is, when the characters and the historical norms created by the show are evoked in advertising campaigns for Banana Republic, as personas on Twitter, or in real-life costume parties. In a case study focusing on the close reading of a few selected examples, my paper will explore the serial plotting and thus, the structural and cultural logic of Mad Men, as a series of re-framings and re-evaluations across these levels of textual organization, cultural contextualization, and transmedia appropriation.

PP 541 The Peripheral Counter-Flow of Danish TV Drama and the Reasons Behind It: A Non-Anglophone Turn in Global Television?

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Lately, Danish public broadcaster DR has not only become a true global exporter of audio-visual drama with series such as *Forbrydelsen* and *Borgen*, it is also setting creative trends within the international television industry. As such, a public broadcaster from a relatively small nation with a language spoken by only 5.6 million people at the Northern periphery of Europe has created what we could indeed term a peripheral counter-flow. It is a counter-flow that is peripheral in many senses. Firstly, it is peripheral in a geographic sense. Denmark is on the geographic periphery of if not the entire world, then at least the Global North. Secondly, Danish is also far from being a world language commanded by larger parts of the world population. Thirdly, the counter-flow is originating in a public broadcaster in a market dominated by the public broadcasting sector, which also goes contrary to existing theories within the field

of media economics that emphasises competitive and commercial media market structures as more fertile grounds for successful exports. Finally, the counter-flow is creative. Danish series – together with other Nordic dramas – seem to have created a virtual ideas-based counter-flow, impacting on the production, themes, narration and aesthetics of series originating elsewhere. This combination of a peripheral, non-commercial and creative counter-flow indicating the global distribution of audio-visual content is undergoing changes that beckon us to modify our understanding of the chains of connections and associations that have accompanied the import/export of content thus far. The global success of Danish television drama is part of a general non-Anglophone turn in global television, in which content from a previously insignificant public broadcaster on the outskirts of Europe can become an international industry trendsetter and speak to audiences that are culturally, linguistically and geographically remote; something which was not possible only a decade ago. Via interviews with viewers, buyers and distributors of Danish TV dramas and an analysis of similar trends in other non-Anglophone markets, this paper proposes a number of interconnecting factors that offer parts of the explanation as to why this is possible, the first of which is the exponential growth in channels, platforms and other services providing audio-visual content to more and more niche-oriented audiences. This may very well mean that there is now a demand for good stories no matter where they are from. Consequently, the increasing competition may also mean that there is a higher demand for stories and content that set one competitor aside from the next. The global rise of format adaptation within the last two decades may also have allowed for much larger interconnectivity between peripheral markets and the centre. This likely has opened the eyes of buyers to other suppliers of content and subtly accustomed audiences to content from other parts of the world. Finally, following the introduction of commercial broadcasting sectors and streaming services in most territories; audio-visual markets around the world are increasingly alike, which means that what goes in one market may very well go in another.

PP 542

### Mediated Affects in Global Reality TV Formats and Matters of Belonging

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While until now research on reality TV has primarily explored issues of economic, ethical, and ideological criticism, the 'affective turn' and the affiliated question of the programs' affective dimensions and their relevance for the construction of audiences as user communities, still has raised little attention in media and communication studies (Wetherell 2012; Gregg/Seigworth 2010; Massumi 2002). Accordingly the social and cultural study of affects and emotions in reality TV formats in particular has only recently begun. Working on the attraction of current forms of reality TV, we would like to fill this gap in theory building and show how contemporary discourse of affect theory helps to expand the relation between globalized media products and affects and emotions. This theoretical frame enables us to understand the affective dimensions of sociality and matters of belonging. To begin with, we will present our theoretical concept of emotion repertoires and offer an approach of relational affectivity to be adopted for further research in media and communication studies. Understanding reality TV as a mediatized arena for affects and emotions it serves as an example to reflect upon the question of how media and communication practices are involved in processes of affective relatedness – referring to the interrelation between media production, the media text, and its audiences. In order to meet the demands of viewers worldwide, allegedly universal emotions like pride, shame, schadenfreude, or love – are produced in audiovisual content. Through the transnational distribution of these formats on a massive scale, these performances of emotional practices and experiences circulate globally, while likewise local adaptations attempt to integrate these repertoires into existing emotional orders (Aslama/Panttii, 2006). In this sense, the success of these formats might be ascribed to their ability to address a culturally diverse audience. At the same time, – and this is the guiding line of our paper – the growing appearance of performers with migrant background, specifically in German reality TV (Lünenborg/Fürsich 2014), possibly provides the ground for the emergence of hybrid emotional repertoires, thereby producing transcultural affective shifts. Thus questions arise about supposedly transcultural emotions and affects and how they contribute to notions of cultural belonging. Therefore our focus is especially on modes of transcultural communication in popular TV program and its impact for construing belonging. Finally we will conclude with analytic reflections on the commodification and transnational mediation of affects and emotions and the question how to understand 'being at home' in mobile and culturally diverse societies. References Aslama, M./Pantti, M. (2006): Talking alone: Reality TV, Emotions and Authenticity. *European Journal of Cultural Studies* 9(2): 167–184 Gregg, M./Seigworth, G. J. (2010) (Eds.): *The Affect Theory Reader*. Durham, NC: Duke University Press. Lünenborg, M./Fürsich, E. (2014): Media and the Intersectional Other: The Complex Negotiation of Migration, Gender, and Class on German Television. *Feminist Media Studies* 14(6): 959–975 Massumi, B. (2002): *Parables for the Virtual: Movement, Affect, Sensation*. Durham, NC: Duke University Press. Wetherell, M. (2012): *Affect and Emotion: A New Social Science Understanding*. Los Angeles, London: SAGE Publications Ltd.

PP 543

### Watching Reality from a Distance: Class, Genre and Reality Television

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The cultural significance of reality television is based on its claim to represent social reality. On the level of genre, we might argue that reality television constructs a modern day panorama of the social world and its inhabitants and that it thus, in the words of Nick Couldry, 'makes populations appear' (Couldry, 2011). In constructing this supposed window onto social reality, television programmes cannot avoid questions of social class (Wood and Skeggs, 2011). Accordingly, the genre has received a great deal of critical attention for the way it represents and ritualistically reproduces class divisions (Couldry and Littler, 2011; Ouellette and Hay, 2008). The purpose of this paper is to deepen our understanding of the cultural and ideological dimensions of reality television as a genre, and to give a more detailed picture of the imaginaries of class in this form of television. In this paper, we analyse the genre of reality television, as expressed in a specific television landscape (Sweden) at a specific moment in time (2015). This study includes about 2000 hours of television material and over 1000 participants in reality television. We use a methodological approach that we, drawing on literary scholar Franco Moretti (2009) and his distant reading, labels distant viewing. Our research questions concern four common claims about reality television. First, we ask whether there is any difference between reality television and other televisual genres in the foregrounding of classed identities and classed relationships. Second, we investigate

whether reality television is a stage for ordinary people. Third, we ask if reality television gives a voice to working-class participants or if, on the contrary, working-class participants are limited to roles in which they are being talked to, rather than being allowed to speak for themselves. Finally, we address the issue of the relationship between the genre and neoliberal themes of individualization and responsabilization. Some of our findings confirm or strengthen previous assumptions about reality television. However, the results of this study also bring new knowledge about the reality television genre and modify or revise assumptions from previous studies. Most importantly, we show that upper-class people and people belonging to the social elite are strongly over-represented in the genre and appear much more commonly in reality television than in other televisual genres. This result opens up a re-evaluation of the cultural and ideological dimensions of the reality television genre. In the conclusion, we also discuss in what ways the method used in this analysis (distant viewing) can be used within and in relation to the critical and qualitative mainstream work in studies of reality television and in many television and cultural studies in general. We argue that neither of the two approaches is sufficient on its own for the analytical work, but that the two approaches prove useful in combination. This claim is backed up by the study reported here, and we argue that this study provides insights into the genre of reality television that have been missing or understated in previous work in this field.



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This panel turns its attention to a consideration of Netflix, arguably the most influential video streaming service in the world today. The recent announcement that the video streaming service will be available in 130 countries testifies to its considerable power and reach. Scholars have to date devoted critical attention to understanding how the company's emergence, along with the arrival of other video streaming platforms, has challenged established production and consumption models in film and television (Tryon 2013). Others note how Netflix represents the increasing dominance of "algorithmic culture" (Hallinan and Striphas 2016) as a determining factor in how user's access and experience audiovisual texts. Finally, there are those scholars who note the changing forms of media consumption habits, such as "binge watching", that streaming services promote (Jenner 2014; Matrix 2014). In this panel we build upon that literature to grapple with some of the cultural effects of Netflix on a number of different issues. These range from aesthetic matters (is there such a thing as a "Netflix-type" program?), policy matters (will governments or regulatory agencies need to create rules to govern how the company will operate in different places?), and infrastructural concerns (such as geo-blocking, copyright, and net neutrality). It is the goal of this panel to provide insights into how different cultural contexts "domesticate" what is widely known as a "disruptive" technology. Recognizing the ways that Netflix has brought the temporal, spatial, and regulatory aspects of film and television into relief, this panel turns its attention to a variety of case studies to see how the ways different people access, govern, and make use of the streaming platform. Ira Wagman explores the battles between Netflix and Canada's broadcasting regulator as symptomatic of what Tarleton Gillespie calls "the politics of 'platforms'" that place new media companies at odds with rules and regulations that once applied to what we now call "legacy media". Dom Holdaway shows how Netflix plays a role in circulating Italian films in different ways than traditional media forms. Luca Barra explores the role of "hype" in bringing Netflix to Italian audiences. Finally Jessica Izquierdo Castillo explores how Netflix and other streaming platforms in Spain raise questions about the concept of net neutrality. It will be clear from the papers presented in this panel that understanding the implications of Netflix for local, national, and regional media cultures will require insights from a variety of methodological perspectives, from production studies to policy analysis and studies of cultural adaptation.

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#### Netflix and the Cultural Politics of Platforms in Canada

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Netflix has been enormously successful in Canada. The company recently claimed that 4.6 million people subscribe to its Canadian service. A study by a local software company estimated that somewhere between 30–40% of downstream traffic in peak hours belongs to Netflix. In addition, a large number (one report claims up to 35%) of Netflix subscribers access the U.S. version of the site through VPNs, watching shows like *Louie* or films like *American Psycho* that are unavailable on the Canadian service for rights reasons. The company's success has come at the direct expense of Canada's major broadcasters and its cable and service providers (many of whom are owned by the same company). Many Canadians are cancelling their cable subscriptions in favour of the considerably cheaper streaming alternatives, a phenomenon known as "cord cutting". In this paper I explore the ways that Netflix engages with Canada's highly regulated media environment. The country's broadcasters are subject to heavy regulations that force them to broadcast a percentage of Canadian content television programming and to contribute a percentage of their revenues to funds that support the production of Canadian programming. Netflix has been immune to those regulations because they have successfully claimed that they are not "broadcasters" and thus not subject to the same rules as other domestic services. Some broadcasters have reacted angrily, suggesting that the government needs to get tougher on Netflix while at the same time rolling out competing services in search of gaining market advantage in the Canadian streaming market. Some have even suggested a "Netflix tax" be imposed on Internet service providers. But what has been striking is the company's relative absence from the policy discussion. In one celebrated example, the company appearance before Canada's broadcasting regulator as part of a review of the country's television services was deleted from the public record because the company refused to provide subscriber data on the grounds that the regulator did not have the jurisdiction to ask for them. This example from Canada reveals what Tarleton Gillespie (2010) has called the politics of platforms, about the ways that new technology companies offer slippery and vague accounts of how they characterize their services so that they are able to work to their regulatory advantage in different settings. In this paper I point to the conflicting place of streaming services in national contexts by showing that such services appear to be immune to the kind of nationalist rhetoric that buttressed the development of cultural and national media policies in Canada in the past. Indeed, I will show that the Canadian experience with Netflix shows how new media services position themselves along logics which equate policy interventions as matters of consumer sovereignty, rather than national independence. It is hoped that a focus on Netflix in the Canadian context can be useful for studying the relationship between digital media companies and the nation-state.

PN 285

#### On Demand Isn't Built in a Day: Hype, Promotion, and the Difficult Challenges of Netflix's Arrival in Italy

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In the days surrounding Netflix's landing in the Italian market, a lot of different media outlets (newspapers, magazines, websites, radio, television itself) presented the new platform as a revolution, a game-changer, a threat for established broadcasters, and so on. After a long wait, with an hype increased and multiplied by the news coming from the US, the arrival in other European markets and the strengths of the first branded productions (as *House of Cards* and *Orange Is the New Black*), since October 22, 2015, also the Italian TV audience has been able to access to Netflix's rich library and original series. On the one hand, Netflix collected the results of its effort to establish and increase a long-term promotional discourse in Italy: first with the local repercussions of its international publicity; later with an early announcement, in Spring 2015, of the birth of an Italian Netflix – the creation of social media official profiles was

accompanied by the creation of an hashtag, #ciaoNetflix; lastly with a carefully prepared launch, which included interviews and press conferences, photo opportunities with international actors from its flagship series, an exclusive party, and as usual an important one-month-for-free commercial offer for new subscribers. On the other hand, however, at the same time Netflix's late arrival was inserted into a complex media scenario, in constant transformation, and into an already established on-demand national market, with both telcos and broadcasters already operating their own services, with some differences in their approaches to library and business models: TIMvision (operated by Telecom Italia/Tim), Infinity and Premium On Demand (part of the Berlusconi-owned Mediaset galaxy), and Sky Online and Sky On Demand (stemmed from pay-tv operator Sky Italia) were already in service and provided some perks of non-linear programming to a small but loyal customer base. Mainly adopting a media industries and production studies approach, the contribution reconstructs a single case history, Netflix's arrival in the Italian media scenario, focusing both on the promotional discourse and its rhetoric and on the technical and industrial challenges for the service. On one side, the analysis will be made on direct actions from Netflix (i.e. social media, advertising campaigns, PR and communication), as well as on the indirect discourses developed by Italian media outlets, in search of advertising logics and trade rituals. On the other side, an overview of the complexities of the Italian market, despite the revolution rhetoric, will be made: i.e. an already established competition, a limited customer base, the film and TV series distribution licenses already sold by majors and the subsequent limitations in the Italian catalogue. Therefore, the speech intends to give a more deep and complex view of the Netflix phenomenon in the Italian media and television system, highlighting the hype and praise, while at the same time revealing how such a point of view intends to hide and "forget" other important characteristics of the service, as well as of national media industry and TV audience.

PN 286

### Battle for the Leadership on the On-line Video Business: The Case of Netflix and Movistar in the Spanish Market

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Streaming has changed the video business. On line content distribution is becoming the most powerful unit in the value chain and digital players are competing to get the best position in the market. This market encompasses worldwide and competition is getting more difficult as very different factors are involved. In this scenario, new players become leaders with disruptive models. It is the case of Netflix, which dominates both domestic and international markets, with its business model. This is focused on three key areas: its monetization formula, the use of big data applied to business and content production. Meanwhile, old players tried to preserve their business model based on analogic structures, no longer valid for audiences in the convergent scenario. So many of them have jumped into the on line logic and present strong competition to new players as Netflix. This competition concerns, however, leading with interdependency and synergic relationship among competitors. But it also opens a field of discussion about the lack of regulation for on line market development. This paper analyse this phenomenon on the case study of Netflix and Movistar (Telefonica) in the Spanish market. The election of the case study is motivated by its singularities: (a) the later incorporation of Netflix into the Spanish market, which let Movistar consolidate its position as a strong competitor; (b) the hegemonic position of Movistar as the main Internet Service Provider in the country; (c) the difficulty of consolidation in a context characterized by strong piracy consumption and a reduced market for paid content. Methodology combines literature revision and qualitative and quantitative data provided by secondary sources. The results try to devise the course of action for a market consolidation, attending to the main conflicts of interest. These conflicts are gathered as negotiations for supplying content and, mainly, as net neutrality issues derived from the traffic data.

PN 287

### National Cinemas and SVOD Services: The Case of Netflix in UK and Italy

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The purpose of this paper is to analyse the ways in which the question of national screen production emerges in SVOD services, looking in particular at the case of Netflix in UK and Italy. In 2010 Netflix began to offer its streaming services internationally, starting with Canada, in a series of expansions necessary to meet a business plan based on the constant growth of the consumers base as it is evident from 2010 communications with its shareholders. One of the first issues of the expansion regarded the need to offer a catalogue able to meet the demand of different Countries, in particular non-English speaking ones. Based on these premises, our paper will look at the different categorisation of the online catalogue of Netflix in UK and Italy in order to discuss the different ways in which the question of "national" emerges in the different markets, thus allowing to renew the reflection on the hegemonic nature of US productions in different distribution venues and the minor albeit still crucial role played by national cinema as cultural identifier. Finally, our presentation will discuss how the question of "national" emerges in different SVOD services available in the same country. Looking, for instance at the Italian context, the paper will compare Netflix's catalogue with the online offer provided to the Italian audience by other main SVOD platforms such as Infinity and Sky Online.

PP 679

## YouTube Tutorial as a New "Televisual" Genre Between Innovation and Crossmediality

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Tutorials on YouTube seem to be a paradigmatic case of the contemporary crossmediality marking both discontinuity and continuity with the past. Actually, they are a new genre but television still has a great importance in setting codes and rules. The research showed that tutorials emerged as a new and a codified genre that evolved during time. If, at first, they had a very simple editing using a spontaneous style, the latest videos are organized in a professional way, with several influences from television language. Most elaborated ones have theme song, introduction, voice over comments, post-production graphics and editing. Data showed also that the more the channel is old and known, the more the expertise of the YouTuber is high. Amateurs become pro-am (Leadbeater, Miller 2004) not only because they show a deep knowledge in their field, but also because they become always more capable to promote their channels and their name as they were brands, performing micro-celebrity strategies (Marwick, boyd 2011). As signs of continuity, the research found that "interaction with media content" (Carpentier 2011) comes here to a meta-level in which producers (Bruns 2008) incorporate the dynamics of mass media production creating new forms of media genre and putting creativity into specific codes. Some tutorialists participated also "in media production" (Carpentier 2011) being taken as protagonists of new television shows. Television culture (and especially lifestyle TV shows) emerges, then, both as an "incorporated" language that stands as a reference point (above all for beauty and fashion, cooking, and cake design tutorials) and as a mean of legitimation of YouTubers' experts or celebrity status. However, and it is a sign of discontinuity, YouTube tutorials maintain specific features typical of a context organized in a disintermediated way, like direct interaction with their public, predominance of self-taught experts, and the presence of plenty of "real" life markers like the house setting (Marwick, boyd 2011). All these traits let YouTubers to build (and maintain) strong relationships around their channels, creating new forms of ad hoc meritocracies (Bruns 2008) and exposing directly themselves in communicative practices (Page, 2013; Tolson, 2010). We might define these as performances of authenticity that mediate the ambivalences between spontaneity and expertise, the market and the community, the self and online self branding (Banet-Weiser 2012), in order to earn credibility and trust within the community and keep them during the process, leading from amateurs to pro-am and from social media to broadcast television. Data are taken from a qualitative research that investigated the phenomenon of Italian YouTube tutorials with a female target. The research analysed 154 Italian UGC YouTube Channels and 308 videos in 2013, about wedding, cooking, cake design, fashion and beauty, house maintenance, fitness, DIY, parenting, and gardening. The channels were examined identifying general data (number of subscribers, number of published videos, links, etc.) and the kind of producer. Two videos for each channel were analysed with a semiotic grid aimed at comprehending the communicative strategies enacted (visual, auditory, and graphical codes, mise-en-scene, storytelling, genre).

PP 680

## Public Service Television in a Multi-Channel System

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This paper will present the preliminary results of a PhD project that investigates how a public service broadcaster seeks to meet the challenges caused by the technological development and media convergence through its television programming strategies. The television medium is going through a substantial transition these years, which influences both private and public broadcasters. For the public service broadcasters the new media landscape does not only mean increased competition, it also brings their *raison d'être* into question when the audience is fragmented and a wide variety of channels offer all sorts of content including genres that earlier was found only on public service channels. The project deals with the largest Danish public service media institution DR (Danish Broadcasting Corporation), which is politically independent and financed solely by license fee. From 2005 to 2015, the period scrutinised in this project, DR went from having two television channels to six and an online streaming platform. Over the past years several scholars have focused on the challenges of public service media when they go online (Brevini 2013; Moe 2011; Lowe & Bardoel 2007), but not much attention has been paid to the programming activity on the television channels. None the less flow television still dominates the television viewing in Denmark: 81% of the 2 hours and 52 minutes the average Danish television viewer watches each day are on traditional television channels (DR Media Research 2016). The project seeks to answer what happens to the programming activity when the channel portfolio is expanded from just a few to a multi channel system by addressing three aspects: The programme output on a yearly basis, how the scheduling of the television channels is done, and the strategies of channel portfolio including the creation of brands and universes (Johnson 2012) the past ten years. The focus of this paper is the potential consequences it has when a public service broadcaster divides its portfolio into a main and several niche channels regarding the programme output, the scheduling strategies and the market position. In February 2016 interviews with the heads of the television channels was carried out to shed light on the profiling of the main and niche channels. These interviews revealed that DR has a strong belief in the television medium and the traditional qualities of television such as 'liveness' (Ellis 2000; Ellis 1982; Williams 1974) and the ability to create cohesion and shared experiences among the citizens (Scannell 1989). But the many channels of DR directed at different age and interest groups can also be said to contribute to a development where the shared television experiences are becoming still more rare. Therefore this paper wishes to discuss if the public service broadcaster, in the broader perspective, risks undermining its own legitimacy in the transition from broadcast to digital media and from a few to a multi-channel system. Key words Public service television, programming strategies, multi-channel system, Danish Broadcasting Corporation.

PP 681

## From One Screen to Another; from One Country to Others. Migration and Transnational Continuities of National Television Consumption Through New TV Technologies

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Research on TV History has increased the comparative analysis perspective within Europe. Different research has facilitated the development of projects which internationally relate the evolution of television, such as TV Systems, popular productions, formats, Public Service TV models and also how TV was used for political propaganda in the contexts of several dictatorships. At the same time, audience research studies have opened a new field of focus, which lies in the concept of television memory. That is, what the audience remembers about their experiences as television viewers. In the European context the evolution of the TV audiences (and their memories) has been influenced by the migration movements. This Diaspora has significantly influenced how certain audiences have received TV broadcasts abroad. Well before satellite or Internet technologies allowed for the creation of transnational channels, the emigrant populations were the first in becoming multiple or international publics. Their experiences mixed their memories of TV in their native countries with the routines as minority audiences abroad. In this trend, emigration was a phenomenon that would become crucially intertwined with first television during the 60's. And this mass emigration of Spanish citizens for economic reasons coincided in great part with the beginning of another process: the arrival of population from a host of European countries who settled since then in different Spanish regions. The aim of this paper is to present the main results of a research project untitled "Audiences abroad. Television memory and reception habits of Spanish emigrants and European migrants in Spain" (2013–2016). It is focused on these two migratory realities and wants to analyse how television is consumed by these mature viewers: citizens who have spent decades living abroad. The analysis (based on a qualitative methodology) touches on both Spaniards emigrated to other European countries and European seniors living in Spain. Their experiences abroad as "displaced audiences" allow us to compare their trajectories, to reflect on the notion of audiences pioneering the "globalisation of television reception", and also to think about their early and permanent adoptions of new TV technologies. The research is based on qualitative focus-group interviews among members, on one hand, of the Spanish communities who still live abroad in several European countries (including Switzerland, Germany or Netherlands) and also Australia, and, on the other hand, among these long-term European residents in Spain. Despite their different origins, both communities share generational coincidences in their relationship with TV. They had been affected since the 80's by the introduction of satellite signals, the creation of global television channels, the development of digital technologies and the new uses of TV via Internet. They also share the desire of having access to their home country broadcasts, as well as the possibility of establish strong emotional links with television programs or messages that appeal to their national identities.

PP 682

## The Future of Television in the Era of Streamed Content

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The advancing digitalization and media convergence demands TV broadcasting companies to adjust their content to various platforms and distribution channels. The Internet, as convergent carrier medium, is increasingly taking on a central role for additional media. Classical linear TV is still important, but for some audiences it has been developing from a primary medium to a secondary medium. Owing to the growing melding of classical-linear TV contents with online offerings (e.g. Web-TV, media libraries or HbbTV), a great dynamic can be seen which has triggered numerous discussions about the future of TV for some time now. With regards to the digitalization of the transmission networks and the expansion of the transmission capacities, the market for television content is becoming fragmented: Platform operators and network operators are playing an ever-greater role as producers and suppliers of new content. For the players in the TV industry, the convergence processes will increasingly influence both the existing business models and value-chains in television production. This includes, among others, innovations in the areas of distribution channels and reception devices, and new digital business models (revenue model). Also a fragmented audience is using television content on a multiple digital platforms. The article will summarize various convergence processes and levels in the television sector, and examine market data and structures. Furthermore the article will summarize the results of different audience studies that I have conducted during the past two years. Film and television shows are meanwhile distributed online via Video-on-Demand platforms such as Netflix or Amazon Prime Video. The first audience study has dealt with the use of VoD-platforms in Germany investigating user rituals, user motivation to watch films and TV shows on online platforms, and the meaning of VoD in everyday life. Most of the participants in this study reported that they mainly watch TV drama series at Netflix or Amazon Prime. Therefore the second audience study has focussed the online use of television drama series of individuals and couples elaborating the phenomenon of binge watching. In relating the audience practice to the new structures of the television market the article will shed light on the future of television.



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In this panel we want to explore current contributions within the field of advertising research. The aim is to shed some light on their respective thematic scope and methodological basis. The different presentations cover a wide spectrum of theoretical and methodological approaches and thus give a good overview over different topics and trends within the field of advertising research. The presentations of this panel will show how advertising research can be related to other research fields and how advertising expands to other areas in society such as business, ecology, entertainment and ethical questions. Starting with Guido Zurstiege's and Uta Müller's presentation, ethical challenges of advertising in a digital media world will be discussed. In their presentation Guido Zurstiege and Uta Müller will present the results of a qualitative study investigating how advertising practitioners claim responsibility. Nuria Barahona will continue with presenting a typology of advertising award shows. In her presentation she will reflect about the awards given to creative advertising and how creativity can be measured. Markus Feiks and Aleksandra Prica will, then, focus in their presentation on the discourse on 'programmatically advertising'. This discourse, they will show, is wrapped in narratives and advertised through speech acts that have traits in common with prophetic discourses. The self-confident rhetoric concerning „programmatically advertising“ simultaneously reveals a struggle with the uncertainty of future knowledge and with the question of how to establish confidence in an event that has not yet happened. In her presentation Ana Duarte will discuss how consumers and society have appropriated advertising discourses. Such practices subvert advertising capital to re-orient advertising messages in what has been conventionally called subvertising as a part of participatory culture. In her presentation on „Advertising beyond Consumption“ Sara Balonas, stresses the importance of recognizing advertising as an actor with real potential in the citizenship. The presentations will help us to reflect about the relation of advertising and society.

PN 313

## Between Strategy and Tactics. How Advertising Practitioners Take Ethical Responsibility in Moralized Markets

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Advertising affects our lives. Therefore, we should care about the professional ethics of those who affect advertising. In Advertising ethical problems have significantly increased over the past 30 years. Among other factors digitalization plays an important role. Privacy issues, of course, are prevalent given the fact that digital media facilitate what the business models of advertising-funded media have always aspired to, namely, the most accurate identification of the feelings, compassions, secret wishes, desires, thematic preferences, mental maps and real addresses of the consumer. Due to what has been coined "participatory surveillance" (M. Poster) advertisers, too, are constantly monitored by hypercritical audiences. Thus, the moralization of markets increasingly presents a challenge to advertisers. Has the discussion about ethical problems in advertising gained relevance in the past 30 years, especially in the wake of digitalization and media change? How much ethical self-restraint do advertising practitioners have, and how do they take ethical responsibility? In our paper we will try to give answers to these questions by presenting the results of 30 qualitative interviews with advertising practitioners in businesses, media companies, and advertising agencies. These interviews show that the different practitioners in the field of advertising take responsibility in different forms varying between a more strategic, long term, strongly internalized approach on the one hand and a more tactical, short term, from case to case approach on the other hand.

PN 314

## Proposal of a Typology of Advertising Award Shows

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Advertising award shows are very important for the advertising industry, especially for agencies and creative departments. Advertising awards are said to provide a leading measure of creativity for advertising campaigns. In spite of that, a review of the literature reveals that little research has been conducted to deepen our understanding of their logics and logistics. This research aims to shed some light on these issues by studying and comparing 60 local, regional, and international advertising award shows that took place in 2013. The investigation focuses on the following points: Organiser of the show, mission, geographic limits, number of editions, entries, registered delegates and registration systems, speciality of the awards, themes and categories and the criteria behind them, fees, jury, decision criteria followed by the judges, awards, participation of students and young agency workers in creativity, as well as talks, guests and other events in the shows. Out of the comparison of all these spheres, this study will provide a typology of shows which may be of use for both academic analysis and professional practice.

## PN 315 Confidence in the Unknown? Prophetic Foretelling in Programmatic Advertising

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The so-called practice of 'programmatic advertising' (also 'programmatic buying' or 'real-time bidding') seems to be the "hottest" trend in today's online advertising. The term describes a process of fully automated online-marketing, based on highly personalized user data that are captured and applied in real-time. This practice is better understood as an auction, where algorithms handle the selling and the distribution as well as the displaying of banner ads. The advantage seems obvious: tailored advertisements meet consumer needs and cause the most welcome side effect of reducing advertising costs. The advertising industry has welcomed programmatic buying as a solution for current economic difficulties and demands like for example growth pressure. At the core of the matter lies the suggestion that programmatic buying is a handy and easily applicable tool to boost economic prosperity and thereby increase the general economic wellbeing. However, a closer look shows that the effectiveness of the technique is wrapped in narratives and advertised through speech acts that have traits in common with prophetic discourses. Our assumption is that the seemingly self-confident rhetoric of programmatic advertising simultaneously reveals a struggle with the uncertainty of future knowledge and with the question of how to establish confidence in an event that has not yet happened. In order to carve out the specifics of these prophetic tendencies of programmatic advertising we will conduct a qualitative content analysis of articles from different advertising industry magazines that address this advertising practice. By focusing on the tension between the suggestion of a reliable technique and the fact of an open future we seek to characterize programmatic advertising as a form of salvation narrative that closes the horizon of expectation and possibility rather than to open it.

## PN 316 Subvertising Greenvertising: An Incursion into Advertising Counter Power Dynamics

*A. Duarte Melo<sup>1</sup>*

<sup>1</sup> *University of Minho, Braga, Portugal*

Sustainability has been used in recent years as an argument for adding value to brands in the context of complex and integrated advertising strategies, associated with both the conceptual constraints and legal obligations of social responsibility. Being sustainable has become not only fashionable but also a moral and operational imperative. Nevertheless the current communicational paradigm, with multiple communication flows and stakeholders, – including a more conscious and proactive, as well as more organised and therefore more empowered consumer – provides unparalleled conditions to expose flaws and inconsistencies in advertising messages, consequently opening credibility holes in the system, the so-called "greenwashing". In this paper we will focus on how consumer's and civil society, in more or less organised initiatives, have been appropriating advertising discourse and strategies to expose unclear, misleading or even illegal rhetoric and practices, being the Volkswagen (2015) case one of the most mediated. Such practices subvert advertising capital to re-orient advertising messages in what has been conventionally called subvertising (Melo, 2011) and can be conceptually framed as participatory culture (Carpentier, 2009; Deuze, 2008; Midgley, 1986), culture jamming, advertising pranking or even as a specific form of activism – subactivism (Bakardjieva, 2009) – having an impact on the citizens everyday. Using case studies to illustrate such occurrences we intend to reflect on how this movements contribute to occupy traditional advertising space and dynamics, restoring the factual truth or at least an alternative version of reality, contributing to a balance of power in the face of brands and corporations hegemony in the media sphere, and therefore setting up a voice to an advertising counter power.

## PN 317 Advertising Beyond Consumption-Changing Mindsets

*S. Balonas<sup>1</sup>*

<sup>1</sup> *University of Minho, Communication and Society Research Centre, Braga, Portugal*

In this paper we propose a discussion about the role of advertising in society. We start from a currently recognized advertising vision, focused on consumption in order to, progressively, seek clues towards the reconfiguration of its social role, focusing, in particular, on possible contributions towards a better quality of life and through a citizenship perspective. Previous findings (Balonas, 2007, 2011, 2013, 2014) provided us a set of sufficient reliable data, allowing us to recommend the reconfiguration of advertising at two main levels: a new legislation and a new definition for advertising. The theoretical approach is focused in the understanding of four dimensions – citizens, civil society, the business world and social marketing (as an increasing intervention area in social change) – in its relation with society and with advertising. Four frames of reality that provided the substantial clues to understand social causes advertising evolution. Above all, this paper stresses the importance of recognizing advertising as an actor with real potential in the sphere of citizenship, bringing new clues. This idea only gains consistency if a mindset change occurs in the various actors that influence the futures of our societies.

*P. Núñez<sup>1</sup>*

<sup>1</sup> *Complutense University of Madrid, Madrid, Spain*

In this panel we want to explore current contributions within the field of advertising research. The aim is to shed some light on their respective thematic scope and methodological basis. The different presentations cover a wide spectrum of theoretical and methodological approaches and thus give a good overview over different topics and trends within the field of advertising research. In the first presentation Ramón Martín and José Fernández Cavia will present research on the question how media agencies are reacting to the new media ecosystem and how new business models are growing in the field of advertising. Their insights are qualitative and based on a Delphi-method approach. The second presentation by Nils S. Borchers is theoretical and will focus on Mimicry as an analytical category in critical advertising research. The presentation will show that mimicry can serve as an adequate concept for analyzing and criticizing the use of hybrid advertising formats. In the third presentation of this panel Maren Beaufort presents her research on the impact of product placement in films. Her research focuses on the behaviour of children in real viewing and shopping situations. The fourth presentation by Michaela Dehling and Rebecca Preß focuses on testimonials in advertising. On the basis of a longitudinal content analyses they will discuss the increasing importance of male sport-testimonials in advertising. Using an exploratory case study methodology, finally, Isidoro Arroyo Almaraz and Miguel González Baños will analyse in the fifth presentation of this panel digital tactics with which organizations try to become viral using branded content, narrative, transmedia or digital signage.

PN 338

### The Future of Advertising Companies: Media Agencies in the Digital Ecosystem

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The advertising industry is currently facing a dramatic change due to structural reasons (Hull, 2009). One of the most powerful drivers for this change is technology. Media agencies have to cope with this challenge and reconsider not only their work procedures, but also the professionals needed and the business model (Pérez Latre, 2007). To understand how media agencies are reacting and adapting to this new media ecosystem (Scolari, 2012), a Delphi method was deployed (Dickinson- Delaporte & Kerr, 2014). The sample consisted of 30 professionals and experts working in creative advertising agencies, digital agencies, advertiser companies, and media agencies, among others. Countries like Spain, Portugal, United States, Argentina, Chile, Brazil, Colombia, Peru and Mexico were represented. Results show that the traditional media paradigm evolves to a cross-platform and transmedia scenario where the consumer actively seeks the contents he desires. In this sense, mass communication evolves towards personalized communication and marketing 4.0, characterized by the ability to predict and anticipate consumer needs. Besides, experts predict a future in which new contact points derived from mobility marketing, social media and web interactivity will take the lead and reflect the changing patterns of social interaction. Finally, a new media ecosystem will force a new media agency model in which professionals will have to develop different skills and roles.

PN 339

### Mimicry as Analytical Category in Critical Advertising Research

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In the face of high ad skepticism and high levels of advertising literacy, marketers have increasingly started to rely on non-traditional advertising formats. Among these formats, hybrid formats like advertorials, product placements or endorsement of popular YouTubers enjoy particular popularity. Hybrid formats obscure the borders to their environments to prevent targets from activating advertising-specific reception strategies which usually result in persuasion resistance. This way, hybrid formats can motivate consumers to take decisions which they would not have taken if they had been aware of the message's persuasive intention. As has been frequently argued in advertising ethics, hybrid formats can therefore be harmful to the individual consumer who invests time and money to acquire the product. However, their negative effects exceed the individual level. On the social macro-level, hybrid formats (1) cause social dysfunctions since they erode the willingness to trust in the corrupted communication formats (e.g. journalistic reviews; online reviews); and (2) they undermine modern society's legitimizing foundations by fostering forms of sham rationality. The contribution develops the theoretical concept of mimicry and positions it as analytical category in critical advertising studies. It demonstrates how mimicry can serve as a more adequate concept for analyzing and, subsequently, criticizing the use of hybrid advertising formats. Theoretical contribution. Despite numerous empirical studies, there is hardly any attempt to theorize hybrid formats. This contribution seeks to uncover the structures which motivate the use of mimicry strategies on the grounds of a macro-level theory of advertising communication. Critical impetus. Criticism of hybrid formats has mainly focused on their consequences on individual consumers' decision making. This article takes the discussion of mimicry strategies' negative impacts further by also considering possible long-term effects on society.

PN 340

## The Impact of Product Placements in Films on Food Choices and Buying Behavior of Young Children in a Real-Life Setting

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Answering the call for real-world settings, an empirical study has been performed that provides first-ever findings on how food placements in films influence children's selection and buying behaviour in real-life viewing and shopping scenarios. Regarding the evaluation of possible effects of competing influences, the maximization of external validity helped to determine under what conditions food placement effects found in laboratory settings hold true in a natural scenario. Moreover, the underlying effect mechanisms were analyzed and the role of additional influencing factors, until now largely unexamined or disputed, were investigated. For the first time, kindergarten-aged children were incorporated into the research. A field experiment has been performed in real viewing and shopping situations: Children of two age groups (three to five and six to eight) were shown a film (in its entirety to simulate a realistic reception scenario), that contained food placements (control group: without placements). They then selected products in a nearby supermarket, where they were confronted with all the typical competing influences. Concerning the independent nature of recall, attitude and behaviour effects, the most relevant: – natural, intuitive, and revealing – behaviour of the participants was measured. Moderation and mediation analyses were used for evaluation. The findings show that children are remarkably susceptible to product placements – despite all competing influences, including the availability of comparable products in large numbers – and indicate a largely unconscious, implicit elaboration process that leads to unreflective behaviour impulses. The risk of choosing a placed product was more than eight times as high in the treatment group as in the control group. A highly significant age effect was present. An additional analysis of other influencing factors revealed that neither gender nor candy consumption habits have a moderating effect.

PN 341

## A Content Analyses of Athletes in Advertising: A Longitudinal Analyses

*R. Preß*<sup>1</sup>, *M. Dehling*<sup>2</sup>

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<sup>2</sup> Otto-Friedrich-University of Bamberg, Bamberg, Germany

David Beckham smiling in H&M underwear, George Clooney and Jack Black drinking Nespresso and Heidi Klum dancing for guitar hero. Many prominent faces are decorating commercials. But it is not just a phenomenon of nowadays, even in the 19<sup>th</sup> century images of famous people like Prince Bismarck or Napoleon were displayed on products. In 1924 Unilever started engaging female US film stars for their product Lux Soap. Marlene Dietrich, was the first German actress who was casted for Lux Soap in the 1940's. Besides film stars, especially athletes seem to be extremely popular because they are representing strength, performance and success. Recipients should associate these attributes with the advertised products. The long tradition of celebrities in advertising leads to our research questions: How are celebrities, especially sportswomen and sportsmen, exposed in print advertising? Were there any changes over time? Hence, based on Schaaf's study (2010), we conducted content analyses from the German magazine Der Stern from 1970 to 2014. Our results show an increase of sport testimonials in advertisement. Moreover, more male than female athletes exist in print ads. Young male footballers who are still active players are performing in advertising across various sectors of business. Franz Beckenbauer, former football player and trainer of the German national team, is the most illustrated sportsman in our study. Future research should focus on different kinds of magazines.



*Z. Perusko<sup>1</sup>*

<sup>1</sup> *University of Zagreb, Zagreb, Croatia*

What is the state of the discipline of communication and media studies in CEE today? What are the topics, theories and research methods that predominate? More than a quarter century after democratic changes, communication and media studies in Central and Eastern Europe are a growing field, starting to be recognized across Europe. While the impact of CEE scholars is still small, and their work hardly visible in the European or international academic arena, the academic community of communication and media scholars is starting to focus on itself to study and understand its history and contemporary areas of research focus, supported to a great degree by the CEECOM conference and the ECREA CEE Network. While media institutions and journalistic practices developed in the CEE Europe in comparable historical times, albeit influenced by a different political and economic framework, the academic discipline did not develop under socialism in all the countries equally, as some communist regimes were more restrictive than others in allowing development of social sciences. Thus in some CEE countries, the discipline started to develop, or to communicate with the accumulated disciplinary knowledge, only after 1990. With this Round Table, we wish to focus our attention and discussion on disciplinary developments in CEE academia both in terms of its contemporary interests and research practices in terms of the institutional and cognitive histories of communication and media studies, including journalism studies, in socialist and post-socialist times.

PN 149

## Stepping Out of the Shadow: Internationalizing Communication Research in CEE

*V. Štětka<sup>1</sup>*

<sup>1</sup> *Loughborough University, Loughborough, United Kingdom*

While Central and Eastern Europe has been getting increasingly more visible on the map of international media and communication scholarship in the recent years, academic research originating in this region is still characterized by a notable structural gap when compared with the West, particularly when it comes to the ability of CEE scholars to break into the top-ranked academic journals in the field. My presentation will try to shed more light on this issue by elaborating on a pilot study of the publication output of CEE-based authors in communication journals indexed in the Web of Science over the last decade, with particular respect to genres and topics of articles, types of methodologies and forms of authorship. Based on this preliminary analysis, I will further discuss the existing publication challenges faced by the CEE authors as well as some more promising trends and strategies with the potential to bridge the gap and increase the international impact of CEE communication research in the future.

PN 150

## Communication and Media Research in Poland

*M. Winiarska-Brodowska<sup>1</sup>*

<sup>1</sup> *Jagiellonian University, Krakow, Poland*

The purpose of this paper is to present the development of media and communication studies in most important academic centres in Poland. Taking into account the specific political and economic circumstances it describes the process of establishing the foundations of the Polish media and communication research and its traditions. The presentation aims at analyzing the role of Polish institutions such as the Press Research Centre in Krakow in the exchange of ideas among researchers from Central and Eastern Europe as well as their contribution to the flow of theoretical and methodological concepts between the countries of the East and the West. It examines institutional changes in the field throughout last decades, especially concentrating on the period after 1989. The paper introduces different trends and research orientations in Polish academia. It also discusses contemporary challenges that need to be faced by researchers who explore press, radio, television and internet in Poland.

PN 151

## Russian Journalism and Media Studies: Moving to Global Academia

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The paper is aimed to summarize the changes in academic approaches to the journalism and media in Russia in 1990s-2010s, to discuss trends in transition of media studies within the Russian academia and to analyze specific features of the national media research school. The transformation of post-Soviet journalism and media studies had been a very complex and uneasy process. The core problem was a clash of ideological and instrumental nature of the Soviet propaganda, professional standards adopted from the Western journalism by new generations of media professionals and development of media as a part of Russian hybrid market-state economy. Theories imported from the Western discourses became the most influential factor in changing media landscape at the first stage of transformation in early 1990s. The second stage, in the late 1990s, has been characterized by national contextualization of imported concepts and methodologies. It was also characterized by the growing importance of applied research inspired by the growth of media industry and advertising market. From the early 2000s, the national school of media studies began to converge 'Western' influences, local reflections and national sociocultural traditions. Currently, in 2010s, Russian media research enters a new phase of shaping modern vectors of national media studies by integrating the global and the national, the new and the old and by trying to establish new paradigms of analysis for a hybrid media system and convergent journalism.

PN 152

## Researching Journalism in Socialist and Post-Socialist Croatia

*Z. Peruško<sup>1</sup>, D. Vozab<sup>1</sup>, D. Majstorović<sup>1</sup>*

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How has academic research of journalism changed with the demise of socialism? How has the role of journalism, viewed through the academic optic, changed through time and different political systems? We wish to approach the answer to this question by the analysis of academic articles on communication and media studies in Croatia in the past +50 years. The present paper builds on the traces of intellectual history and present of the communication and media studies and its thematic and paradigmatic foci on the basis of content analysis of articles dealing with communication topics in social scientific and communication/media journals published in Croatia between 1969 and 2011 (Peruško & Vozab, 2013, 2014). The sample includes 481 articles, constructed from all full original articles published in odd years starting in 1969, dealing with communication and media topics in the most important Croatian social scientific journals all full original articles in the academic journals devoted exclusively to media and communication studies (all of them established after 1990). While the articles relating to journalism increased significantly after 2000 (to become the most frequent topic), articles on media content and production appeared also in the socialist period. Employing thematic analysis we aim to supplement our earlier findings, and contribute to better understanding of the changes in the perceived role of journalism and its scholarly understanding in Croatia.

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Populism, nationalism and right-wing extremism are seeing a resurgence in a number of states across Europe, with consequences on the decision-making process in the European Union. As it became a very familiar narrative in recent years, this phenomenon creates severe discontinuities from the previous EU communication paradigm. The dangers associated with populism in the political discourse is that in order to meet the increasingly Eurosceptic public opinion, the European leaders, in most cases, choose an antagonistic approach on the national interest as opposed to EU's interest. Populist tendencies are worth exploring in the light of EU's multiple difficulties, the immigrant crisis being only the latest one. Multifaceted theoretical approaches have been assigned in the last decades to the concept of "populism". In an attempt to extract and isolate its unique characteristics, scholars have tried to understand it in terms of expressed ideas, manifested style and formal organization. As proofs of European populist behaviour have never stopped being invoked both by the literature and by the media, further contextualization is not only explainable, but also welcome. The popular mobilization that far right parties (through political figures like Le Pen in France, Jobbik in Hungary or Berlusconi in Italy) have successfully determined adds new perspectives to the concept of populism. Searching for the lowest common denominator (Rooduijn, 2013) of these movements, Euroscepticism comes to the forefront of the national action. Populism of the recent years, or the "new populism" (Canovan, 2006), finds in Euroscepticism one of the strongest arguments. The opposition towards the EU has become the playground for populist actors, and the playground is getting larger with every missed step in action and communication made by the EU institutions. In this context, the goal of the panel organised by the ECREA TWG "Communication and the European Public Sphere" is to encourage quality debate and reflection on key discursive practices employed by political actors and the media when discussing about the European Union and its multiple crises.

PN 142

## The Making of a Populist Heartland – Data from PEGIDA's Facebook Profile Page

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Social media provide the scholar of ideologies with an unprecedentedly rich source material documenting the political notions and sentiments of 'ordinary citizens'. Especially studies in populism can gain enormously from this source. Populists claim to lend their voice to the authentic will of the people. Social media allow for a glimpse at how this idealised 'heartland' (Taggart) is imagined and conceptualized by their supporters. More precisely, on Web 2.0 sites the scholar can receive an impression how the 'heartland' is construed and negotiated in actu in the interactions between the populist and their supporters. On a more abstract level, the style of communication typical of social media resonates with key features of populist communication (e.g. in terms of proximity, immediacy or allegedly spontaneous collective phenomena). The paper presents original research on the German case of the so-called 'Patriotische Europäer gegen die Islamisierung des Abendlandes' (PEGIDA). Since October 2014, PEGIDA has been organizing weekly rallies in Dresden, attended by several thousands. Besides a host of franchisees in other cities in Germany and abroad, PEGIDA is networking with right-wing populist parties throughout Europe. While openly xenophobic and anti-muslim, PEGIDA also acts as a projection screen for various resentments against the 'establishment' and an asserted 'leftist zeitgeist'. An essential part of PEGIDA, beside the rallies and their coverage by mass media, takes place on Facebook. The social network site serves as an organising tool and a means for cultivating 'affective economies' (Ahmed), but it is also the place where more than 100k users partake in shaping the ideological blend which characterises PEGIDA. There is already a number of studies available which focus on the rallies. In contrast, research on PEGIDA's social media communication is still in its infancy – all the more when it comes to interpreting the data in the light of the theory of populism. The paper tackles this desideratum. After outlining a framework for semantic and metadata analysis, it discusses data from PEGIDA's Facebook page in terms of populist communication. Especially, it focusses on how the exchange between the organising staff and supporters nurtures a particular, cognitive and affective notion of 'heartland' and democracy.

PN 143

## Populism as a Corrupted Democracy

J. Niznik<sup>1</sup>

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Observing democratic principles is clearly not enough to stop populism. The paper is aimed to answer the question "Why is it so"? After brief overview and criticism of definitions of populism used most often I argue for an understanding of this phenomenon as an instruments of manipulation applied to a political discourse by extremists politicians, becoming their style of making politics. Although democratic procedures can be used by such politicians to obtain high positions in politics, their further activities usually violate at least some of them. Further arguments of the paper show that behind the democratic surface populism as a style of making politics is simply a form of corrupted democracy.

PN 144

## The Role of National Media in Building a Narrative of De-Europeanization

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Growing Euroscepticism has been repeatedly documented by research carried out around referenda on different EU topics and, also, in the context of European elections (see, for example, Shuck and de Vreese, 2006; de Vreese and Tobiasen, 2007; Elgun and Tillman, 2007). The “crisis of the European Union” (Habermas, 2012) has unequivocally deepened the gap between the EU and its citizens “mainly by way of national governments” (Armingeon and Ceka, 2013), which reveals that the national context significantly shapes citizens’ attitudes towards the EU. Nowadays, the controversial “Refugees Crisis” seems to further fuel citizens’ anti-European feelings, illustrating nothing but what research has already proven – that negative attitudes towards others (due to racial, national and religious differences) are strong predictors of Euroscepticism (Christin and Trechsel, 2002; Elgun and Tillman, 2007; McLaren, 2007; De Vries and van Keerbergen, 2007; van Spanje and de Vreese, 2011). In this context, we might witness a phenomenon of “de-europeanization” of the national arenas, with a long-term negative impact on the European project at such. Building on H.-J. Trezz’s narratives of Europeanization – as variants of affirmation or disruption, and the extraordinary and the ordinary, respectively – our paper aims to identify and analyze the key narratives of Europeanization employed by the media in the context of the refugees crisis. We hypothesize that, under the pressure of populism, political actors and national media are currently building a de-europeanization rhetoric, with serious – yet difficult to quantify – consequences.

PN 145

## Representations of Europe in Online Media Discourse About Migration. A Comparative Approach

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Contemporary Europe struggles with an entire set of economic, political or social crises. Although the migrant crisis seems the latest to step in, it might be considered a turning point in the European project’s evolution, redefining its very basis and challenging its very existence. The migrant crisis has been largely covered by the online media from all the European countries. The online media coverage oscillates between emotional approach and relevant analyses. It emphasizes both the humanitarian challenge and the social and political consequences this unprecedented migrant wave will have especially at the level of the European Union. In this context, our interest is to question the way Europe (specifically, both the European continent and the European Union) is represented in the online media discourse about migration. Thus, we propose a comparative approach, focusing on a corpus of online media articles from France (Le Monde) and Romania (Adevarul). Our paper stems from the LEMEL (L’Europe dans les médias en ligne) international research project, whose aim is to compare the representations of Europe in the online media from eight European countries. Within this project, the abovementioned online journals have been monitored during one month, i.e. from 19<sup>th</sup> October to 16<sup>th</sup> November 2015. Particularly drawing on critical discourse analysis (Fairclough, 1989; Wodak, 1989; Van Dijk, 1991), we want to advance a two-step qualitative analysis. First, we propose a textual analysis of the selected corpus of articles. From this point of view, our objective is three-fold: a) to find out the main themes in relation with Europe; b) to identify the particular perspectives from which they are represented; c) to identify the main actions/objects/characteristics Europe is associated with. Second, we rely on critical discourse analysis, seeking to question the main ideologies and attitudes towards Europe. Main findings show that the representations of Europe vary from the promised land (coveted by the people outside its borders, or, in the case of the European Union, by the nationals of less economically developed member states) to the bad mother (dismissed as such by the same categories of people, who, once their goal reached, discover that the promised land is anything but the ideal space they represented). Moreover, the attitudes towards Europe are ranging from positive (i.e., the wishful attitude of the immigrants to reach its shores or that of the people from Eastern European countries who desire to move to the Western ones in search for a better life) to negative (i.e., the attitude of the wealthy countries’ representatives, giving a side glance at the European leaders’ decisions). Finally, by means of this comparative approach, we also want to find an answer regarding the concept of European homogeneity. More specifically, we are particularly interested in discovering if a) Europe and the European Union are represented from the same point of view and/or b) online media cover the migrant crisis from mainly European or national perspectives.



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Media education is a broad field of research as well as educational practice that is focussed on the debates about children's media use, the potential risks and opportunities they are confronted with as well as the challenges for adults that arise therefrom. Particularly with regards to the recent developments of ICTs it gets more and more relevant also from the perspective of media and communication research with the promotion of media literacy taking centre stage in European discourse. The open panel of the TWG Children and Media gives an insight into actual research and debates in the field of media education. Starting with Lucie Stastná's and Marketa Zezulková's presentation the challenge of mapping and assessing media literacy will be discussed. They will present a research project that is a mandate of the Czech Council for Radio and Television Broadcasting which expects an assessment of media literacy among the Czech population. Their focus will be on the tension between the demand of media literacy measurements by regulatory bodies and the field of media education and audience research where a holistic view on the media worlds and experiences of young people have more importance than a standardised testing of knowledge and skills. Lana Ciboci, Renee Hobbs and Igor Kanižaj will continue with the questioning of the mother tongue media education model that is common among various European countries. Based on the example of the Croatian educational system and a study conducted among Croatian teachers they will discuss if an integration of media education in mother tongue classes provides a sufficient environment for promoting media literacy. By giving an insight on recent discussions in the scientific community of the German language area Niels Brügggen, Isabel Zorn and Valentin Dander will focus on the challenge of so called 'big data' collection and their consequences for the field of media education. They believe that the promotion of media literacy is not enough with regards to the challenge of the permanent collection of private data by digital service providers and other institutions. Therefore, they will stress the importance of promoting critical participation and citizenship as a main task for today's media education. Marije Nouwen, Sofie Vandoninck and Bieke Zaman will give an insight into the media educational aspects of usability research. They will present a research project that aims to support the development of embedded tools and apps for parents and teachers that encourage active involvement and participation of adults in children's digital activities in the sense of active mediation. The panel will conclude with Isabel Froes' suggestion of introducing the concept of 'media penmanship' in the sense of an alternative or additional approach of media education at schools that is more skills based and more focussed on the use of digital tools than the concept of media literacy. The presentations will illuminate the field of media education and media literacy research from diverse – in part almost contradictory – perspectives that lets us expect a stimulating discussion.

PN 024

## Mapping Media Literacy or Exploring Children's Media Experience? Case of the Czech Republic

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While many of media literacy national studies have moved away from assessing media literacy, including Ofcom that has renamed its media literacy surveys as media attitudes reports (Ofcom, 2015), the Czech Council for Radio and Television Broadcasting (that holds similar responsibilities in the field of media literacy as Ofcom does) had recently offered a research fund for 'Mapping media literacy among the Czech population'. A CEMES research team co-lead by Necas, Stastná and Zezulková have won the call and they are currently working on its two phases – with the first being a survey with 'adults' over 15 years old and the second being a photo-elicitation group interviews with 'children' and 'young people' under 15 years of age – that need to be finalised and published as two reports by August 2016. This paper will discuss the second phase and although it will highlight its design and findings, the main focus will be on the ongoing tension between policy and regulatory bodies demanding media literacy measurement and media learning research with children and young people as well as media education that puts exploring and nurturing their holistic media experiences above the everlasting quest for standardised testing of their knowledge and skills. The field research will be conducted with groups of 4–6 members in three kindergartens with 4–6 yrs olds, in three primary schools with 8–10 yrs olds and three secondary schools with 12–14 yrs olds. The group interviews (GI) will begin with 'media characters' cards (e.g. Elsa from Frozen and Taylor Swift), allowing children and young people to express their complex and varied media experience that might not be bordered by separated media platforms (Woodfall & Zezulková, 2016). The 'media platforms' cards (e.g. TV, gaming consoles, and smartphones) will then be all brought at once, allowing the conversation to move flexibly from one platform to another. 'Media technologies' cards (e.g. camera) will accompany media platforms later on, stimulating a discussion that is more focused on production. The fourth set of cards 'content providers' (e.g. Czech Television and Czech Radio) will allow us to further fulfil our commitment to the original research call. The first part of GI is therefore highly focused on children complex, varied and fluid media experiences, whereas the second part will bring into discussion samples of print, audiovisual and online media, 'testing' children's media literacy skills and knowledge in, for example, identifying commercial content, navigating media search and working with information, whilst once again trying to address the Council's demand. This 'juggling' between two approaches and worldviews will be reflected upon in the talk. As a way of illustration, the presentation will include photographs and participants' quotes.

PN 025

## Questioning the Mother Tongue Media Education Model – The Teacher's Perspective

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While in some countries media education is present in the education system from the earliest age of children, in most countries media education starts in primary schools through various models of media education (Emedus, 2014, ANR TRANSLIT COST, 2014). Len Masterman (1994) highlights four key models of media education in European education systems: media education as a separate subject; media education as a part of diverse subjects such as history, geography, languages; media education as a leisure activity and media education as a part of an existing subject, usually the mother tongue. The European Media Literacy Education Study (EMEDUS), conducted in 2014 in 27 Member States of the European Union (Croatia as the newest member of the European Union was not involved in the study), showed that media education is a part of the mother tongue in 22 countries. However, in many countries, children learn about the media within other subjects such as Visual or Plastics Arts, Social Studies, History or Languages (Emedus, 2014). In Croatia, just like in most of the other EU countries, in formal curricula children learn about media through media culture module, within the mother tongue. Therefore, the schoolteachers (from 1<sup>st</sup> to 4<sup>th</sup> grade) and teachers of the Croatian language (from 5<sup>th</sup> to 8<sup>th</sup> grade) are the most important actors responsible for media education in primary schools. In the same time in Croatia there is still no official policy on media education. Even on the level of academic education the system is not providing teachers with adequate knowledge about the media, in order to be able to teach about the media in schools, according to curricula. This will be shown based on a detailed analysis of study programmes of teaching faculties in Croatia. The authors will also analyse the views about this model of media education from the perspective of teachers, who are responsible for media education in Croatian schools from first to fourth grade. The research was carried out on 150 primary school teachers. The results showed that 78.7% of schoolteachers think that they did not acquire sufficient knowledge about the media during their college education. We shall analyse the strengths and weaknesses of that model, and how teachers themselves assess their own level of media knowledge and media competences. The results indicate that 83.3% of schoolteachers consider that the existing program of media culture is not sufficient for the acquisition of general knowledge about the media. Furthermore, 62.5% of schoolteachers disagreed with the statement that the existing model of media culture in Croatian schools fully prepares children for the critical use of media messages. Nevertheless, only 36.7% of schoolteachers considered that in primary schools a separate subject on media education of children should be introduced. After the quantitative survey among primary school teachers, the method of semi-structured interviews among 10 schoolteachers will provide a detailed analysis of how teachers themselves use the media in their classes and how they encourage students to use them, but also to create their own content.

PN 026

## A Media Education Position on Big Data Analytics

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Media education is challenged to respond to the progressive datafication of our society, commonly referred to under the buzz phrase 'big data'. As members of a temporary working group of the 'German Association for Media Education and Communication Culture' (GMK) and the media education alliance 'Keine Bildung ohne Medien' (KboM), we would like to contribute to a pan European discussion about media education and media literacy in this context. The working group is preparing a position paper that covers a brief lay out of the technological basis, which is coined in the term 'big data'. The paper addresses societal challenges, which seem relevant from a media education point of view, and discusses the need for action within the media education community. In that ongoing work, we identify limitations within media educational approaches that focus on awareness raising of individuals (e.g. "Think before you post!"). Concepts like 'informational self-determination' come to their limits when confronted with automated data collection in mediatized lifeworlds. Media education will have to put more emphasis on fostering political participation to support societal dialogue on new technologies of data analytics and their regulation. Furthermore, media education will have to think about getting involved and raise our voice in technology development, adopting the idea of quality online content for children in addressing the challenges of big data with the notion of quality in technology. Whilst 'big data' is the buzz phrase most commonly used in the news media, we prefer a focus on 'big data analytics'. By that notion we understand the analytical means and strategies that powerful computer technologies apply to evaluate (meaning to 'analyze' and to 'extract value') immense data collections, too large, fluid and heterogeneous to be processed by conventional means. Yet, smaller data volumes can be analyzed using these technologies, too. Therefore the analytic features are more relevant than the scale of the data analyzed. The application of these analytic features restricts self-determination within an almost pervasively datafied lifeworld. But still it is people who design these technologies with certain interests, which illustrates that it is not all about technology, but about frameworks of thinking and future expectations for societies, that have to be addressed. At its current version, the position paper identifies six main challenges. They support the argument that media education needs to reflect increasing limitations of self-determination in mediatized lifeworlds. This might lead media education to a paradigm shift from raising users' literacy (self-reflected media use) to a more generalized approach. This would strengthen the aspect of critical appropriation and participation, not only as users but as political actors – a notion some concepts of media literacy resp. 'Medienkompetenz' already articulate. The paper will report on the discourse on Big Data and media education in the D-A-CH region and suggest six main fields of future work and research.

PN 027

## MeToDi: Methodological Toolkit for Publishers and Developers of Digital Educational Content and Services

*M. Nouwen<sup>1</sup>, S. van Doninck<sup>1</sup>, B. Zaman<sup>1</sup>*<sup>1</sup> *University of Leuven, Leuven, Belgium*

In many European countries (including Belgium) children are 'protected by restrictions', which means that parents prefer restrictive practices to mediate their children's online activities. A restrictive mediation approach may, however, reduce children's opportunities to explore and learn in digital environments (Helsper et al., 2013). Currently, many parental tools focus on controls and restrictions, leaving the potential for facilitating active mediation and co-use underexplored (Zaman et al., 2016). In school context, teachers still experience several thresholds for the implementation of digital devices in class. Many teachers worry about how to connect the digital activities with the official curriculum (Montrieux et al., 2014). In the MeToDi project, we want to support the development of embedded tools or apps for parents and teachers that encourage active involvement and participation of parents in children's digital activities. Fostering active mediation practices at home and at school, we believe that parents, teachers and children may benefit more from online opportunities for both entertainment and learning. Inspired by our previous experiences with the development of tools and apps (e.g. iMinds-MiX-WANAGOGO, iMinds-MiX-RAGASI), and the expertise of our research team in terms of online risks and opportunities for children (e.g. EU Kids Online, Net Children go Mobile), we established a collaboration with partners from industry (publishers, developers) and social-profit organizations (e.g. safer internet centre). The aim of the MeToDi project is to develop a methodological toolkit that provides support on a systematic basis to publishers or developers of digital content for children. More specifically, the toolkit will incorporate concrete guidelines on how to implement a set of functionalities that helps parents and teachers to engage in mediation practices that maximize learning opportunities and minimize online risks for children. In this panel, we will discuss the outcomes of the user research, and how we implemented these insights in a preliminary version of the methodological toolkit. Alongside, we will reflect on challenges and difficulties we encountered during this process, how we move on towards the development of the selected use cases, the realization of the toolkit, and how we will deal with issues of sustainability and conflicting interests among the different stakeholders in the field of digital media education. In the MeToDi project we selected two use cases, one that focuses on family context and one on school context. In the family case, we will focus more on opportunities for entertainment and informal (mutual) learning, while the school case will pay more attention to formal learning and assessment. In the build-up to the actual development of the toolkit, we have set up a SWOT-analysis, using qualitative data from interviews, focus groups and observations. This helped us to map parents' and teachers' perceptions and beliefs about the use of digital materials at home and at school, and was the basis for creating personas and organizing ideation sessions. In a next step, these research activities will yield future scenarios on the use of parental and teacher tools, which will be used in the development of the use cases and the final toolkit.

PN 028

## Digital Media, Learning and Evaluating Methods: Assessing Existing and Forthcoming Skills of Media Penmanship in Schools

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Nowadays Danish schoolbooks have websites and digital counterparts to be used concomitantly, either as support or as additional material towards learning activities (see for example <http://gyldendal-uddannelse.dk/grundskolen/dansk/digitale-materialer>). Teachers engage the students in learning using a wide media range, which sometimes involves digital media production, such as creating stories and films about various subjects with the help of digital tools. As already exposed in the recent European e-Skills Manifesto (<http://www.eun.org/publications/detail?publicationID=761>), despite the adoption of technologies towards the development of pupils' e-skills, teachers' own development is overlooked and it is not uncommon for teachers to be sometimes behind their students when dealing with current digital media advances. Beyond the actual technical skills, teachers need to be equipped with a wide range of media knowledge, from film narrative genres to social networks, in order to be able to critically analyse and discuss them, preparing their students to do the same. This requires teachers to be able to teach how to become an augmented digital media user - in other words users who are able to critically assess the use and production of various media, being able to see and develop themselves with the help of digital tools beyond their digital media routines. Just as coding has been incorporated in schools curricula in some countries (ibid. pp.69), should competences in digital media production and consumption also join this initiative? In order to teach such competences, we are required to look at how devices are being currently used in classrooms across Europe. We would like to propose the concept of media penmanship instead of the more traditional of media literacy (Livingstone, 2007; Marsh, 2004; S Weber et al., 2010), the choice of the term is due to the skill set experience that goes beyond the artefact (in Danish schools it is mostly tablets), so it would be unfair to limit the term to tabletmanship or to broaden it so widely as media literacy. Instead keeping a known term, such as penmanship, defined in the Collins dictionary as the skill of writing by hand. The writing, which pre-requires reading, should be taken as a metaphor for the current and future skills required in the use of digital media tools. These tools bring a set of key questions that need to be debated, such as what is the present form(s) of media penmanship? How do we engage teachers in learning about media penmanship? When making use of digital media for content production at schools, how is the production then assessed and evaluated? Which skills are required to achieve satisfactory media penmanship? How does this fit with standardised testing environments? These questions should guide not only further research, but also debates leading to possible reforms of educational structures.

Temporary Working Group

## Towards a Rights-Based Self-Regulatory Framework: Assessing the Responsibility of Social Media Companies Against Bullying and Privacy Violations

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Social media companies play an important role in child protection and empowerment, yet how the companies' policies ensure children's rights is a significantly less understood issue (Livingstone & Bulger, 2013). By focusing on the mechanisms that these companies have in place to address bullying and regulate commercial data collection from children, this panel examines the effectiveness of industry self-regulation, compares available policy mechanisms in the European Union against the United States, and proposes a rights-based framework for corporate social responsibility. The focus on bullying on the one hand and privacy in commercial context on the other, allows for comparison between two areas that have different degrees of legislative involvement. In the European Union but also in the United States, there are no legally prescribed, obligatory minimum standards regarding the mechanisms that every social media company needs to develop to address bullying. While these minimum standards emerge nonetheless through the process of self-regulation they are merely advisory, not mandatory. Nor are there minimum legally prescribed standards of effectiveness that these mechanisms need to meet. Independent evaluations tend to be rare and are not conducted continuously and never from children's perspective, leaving it difficult for caregivers, educators and regulators to know if the self-regulatory system is indeed working for children. However, unlike cyberbullying, for which self-regulation is the preferred framework, the companies' responsibility for complying with obligations related to the processing of personal data generally falls under traditional regulatory mechanisms: The European Data Protection Directive in the EU and Children's Online Privacy Protection Act (COPPA) in the United States. This issue is acquiring a new and yet to be researched dimension with a growing development of wearable technologies and the internet of things. This panel examines the effectiveness of the European Commission's proposed changes in the draft General Data Protection Regulation in respect to establishing the minimum age for children's access to social networks and compares them to measures provided by COPPA. Whereas social media companies need to abide by the laws in the countries where they operate, they generally rely on their private policies to specify the behavior that is not allowed on their platforms. In respect to both bullying and commercial data collection, the companies' official policies tend to be, to a degree at least, written on their websites, yet they do not always reflect the more nuanced operations that take place within these corporations. Children tend not to read the policies and they are typically written in a language that is not easy for them to understand. Based on its members' research and with a rights-based framework in mind, this panel provides a rare insight into the effectiveness of platforms' efforts to both protect and empower children.

PN 073

## Corporate Social Responsibility for Social Network Site Providers: Advancing Children's Rights by Creating and Implementing a Corporate Social Agenda

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This contribution considers how evolving insights into Corporate Social Responsibility (CSR) and its interplay with human rights can provide a framework for devising strategies that benefit both social network site providers and children and young people in their daily engagement with these networks. Back in 1953, Howard Bowen (1953, p. 6) defined 'the social responsibilities of the businessman' as "the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". More than half a century later, in 2011, the European Commission adopted "A renewed EU strategy 2011–14 for Corporate Social Responsibility". In this strategy it is emphasised that human rights are an increasingly significant element in CSR and that companies should implement "a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders, with the aim of: maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large; and identifying, preventing and mitigating their possible adverse impacts" (European Commission, 2011c, p. 6). More specifically, the 2013 UN "Children's rights and business principles" require businesses not only to prevent harm but also to take steps to safeguard children's interests, for instance by ensuring that products and services are safe and aiming to support children's rights through them. For social network site providers this could for instance entail the (further) development of reporting mechanisms with a fast and supportive follow-up, the provision of clear and age-appropriate information in a transparent manner through innovatively designed Terms of Use and privacy policies (Wauters, Lievens and Valcke, 2014) or the implementation of participatory strategies to involve young users in the improvement and identification of elements that should be included in the CSR strategy. Against this background, this contribution will analyse (1) traditional incentives for businesses to adopt corporate social agendas (such as moral obligations, sustainability, license to operate, reputation, and shared value), (2) recent discourse concerning CSR at United Nations and European Union level and (3) current CSR practices in the ICT sector. This will result in a proposal for the identification of key requirements of CSR strategies for social network site providers that are tailored to their specific features and advance the rights of a significant proportion of their current and future users.



PN 074

## Social Media Companies' Responsibility for Protecting Children's Privacy from Commercial Data Collection

*K. Montgomery<sup>1</sup>*

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As digital marketing and data collection practices continue to grow and diversify, protecting children's right to privacy in respect to commercial data collection is becoming an increasingly important, yet insufficiently discussed aspect of children's rights (Montgomery, 2015). Academic studies and think tank surveys have helped promote our understanding of the nature and extent of information that young people post, as well as their perceptions of risk. However, children's privacy cannot be fully understood or adequately addressed without taking into account the broader market trends that are shaping the digital media system and young people's involvement in it. Its core business model relies on continuous data collection and monitoring of online behavior patterns in order to target individual users. Thus, marketing and privacy are inextricably intertwined. This integration has become even deeper in recent years. With the growing influence of "Big Data," social media platforms are now part of an evolving integrated, ubiquitous media environment, where content, culture, and commerce are highly interconnected, reaching and engaging users across the Web, on mobile devices, and in the real world. A new generation of sophisticated analytics and measurement systems enables unprecedented profiling and targeting. These systems operate under the surface of social media platforms, without visibility or disclosure to users. Their implications are particularly important for teens, who spend considerable time engaging with social media. Curating personal profiles, communicating with online friends, and expressing opinions and emotions have become routine and commonplace behaviors for young people. Many of these activities tap into core developmental needs of growing up—especially through the tween and teen years—including identity exploration, peer relationships, and individual expression. Social media marketers design their data collection, analytics, and targeting strategies to take advantage of the special relationship that adolescents have to social media platforms. A growing body of research suggests that biological and psychosocial attributes of adolescence may make them vulnerable to such data collection-based marketing techniques. This contribution provides an overview of current regulatory regimes that specify intermediary liability for commercial data collection in the United States and Europe, and examines them against the international principles for protecting children's rights. It argues for the development of safeguards that make distinctions between practices directed at younger children and those used with adolescents, drawing from the developmental literature on each of these stages of childhood. For example, teenagers are at a stage in their lives when they need to establish autonomy for themselves, and to seek opportunities for exploring their own unique identities, forging and defining friendships, and finding their voice in the broader social and political discourse. Social media privacy and marketing protections for teens should not restrict their access to these important participatory digital platforms.

PN 075

## Paper by Tijana Milosevic

*T. Milosevic<sup>1</sup>*

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This study examines relative effectiveness of policies and enforcement mechanisms that social media companies have against cyberbullying on their platforms. It relies on two theoretical frameworks: the one on privatization of digital public sphere which signals the increasing role of intermediary platforms in managing online speech (DeNardis, 2014; van Dijck, 2013) and on EU Kids Online model on risks and opportunities for children online (Livingstone, Mascheroni, & Staksrud, 2015). The role of these platforms in addressing cyberbullying is under-researched and previous studies do not examine it at this scope (Bazon, 2013; Mathias et al., 2015). By "cyberbullying policies" the author refers to self-regulatory mechanisms (McLaughlin, 2013) that social media companies develop within their corporate social responsibility to intervene in existing cyberbullying incidents and prevent future ones. These mechanisms include, but are not limited to: reporting tools; blocking and filtering software; geofencing, any forms of human or automated moderation systems such as supervised machine learning; as well as anti-bullying educational materials. Hence they include both intervention and prevention mechanisms. Based on my dissertation research, the study is a qualitative analysis of fourteen social media companies' corporate documents that contain provisions against cyberbullying. The author also conducted twenty-seven in-depth interviews with representatives of these companies, as well as with representatives of e-safety NGOs in Europe and the United States who work with social media companies on designing the mechanisms and policies. The author signals concerns regarding transparency and accountability and explains the process through which these policies develop and influence the perceptions of regulators as to what constitutes a safe platform. The results explain the following: What companies describe as "advanced policies and mechanisms," shift the responsibility for incidents from the companies and onto the users; while the companies characterize advanced policies as "effective," and as "empowering users" they tend not to provide evidence that users find them effective; the policies that companies consider as "effective" also help the companies handle their cases more efficiently yet the companies do not discuss how this choice of policies affect their business models.

PN 076

## Paper by Elisabeth Staksrud

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The EU self-regulatory action line for protecting children online can be seen in relation to the self-regulatory framework advocated by the Council Recommendation on Protections of Minors and Human Dignity in 1998 (European Council, 1998). In this recommendation, indicative guidelines are presented for the national implementation of a self-regulatory framework for the protection of minors and human dignity in online audiovisual and information services. The purpose was "... to foster a climate of confidence in the on-line audiovisual and information services industry by ensuring broad consistency, at Community level, in the development, by the businesses and other parties concerned, of national self-regulation frameworks for the protection of minors and human dignity (page 52)". Thus, E-safety non-governmental organizations are given an important role in the multi-stakeholder self-regulatory system of child protection in the European Union (Staksrud, 2013). Yet numerous aspects of their work remain insufficiently transparent to the public. For instance, many influential NGOs do not reveal the nature and the details behind their financial relationships with the industry, nor with government bodies. Under

such circumstances it can be difficult for the regulators and the public to understand to what extent the advice that these e-safety NGOs provide to caregivers and educators can be considered as impartial and independent. In this paper, the relationship between industry and NGOs are discussed, reviewing how many of the self-regulatory schemes relating to the Internet, as well as other areas, draw their legitimacy from having NGOs as third-party experts, evaluators and guarantees of the appropriateness and effectiveness of the self-regulatory commitment. NGOs, as well as independent experts, are members of advisory boards, evaluation teams or publicly endorse the industry efforts. This is often a tit-for-tat exchange of logos and endorsement: the NGO endorses the self-regulation and the industry players or their umbrella organizations support, usually financially, the work of the NGO. For instance, Inhope, the network of hotlines, listed Microsoft as its 'principal industry partner' and is also sponsored by Telefonica, Vodafone and GSMA. These four industry stakeholders also made up the Inhope advisory board, in addition to Interpol and Children's Charities' Coalition on Internet Safety. Publicizing the relationships between the NGO sector and the industry is also important for understanding how the debates on appropriateness of command-and-control regulation vs. self-regulation are being shaped by these actors. Situating this discussion into the context of Beck's Individualization theory (Beck & Beck-Gernsheim, 2001) this contribution addresses the implications of this rarely examined aspect of the self-regulatory process, based on the author's research.

*M. Harnischmacher<sup>1</sup>*

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This workshop is aiming to bring together people from all kinds of professional media education backgrounds (be it journalism, PR, Marketing, media management. . .) to discuss the question how we can design programs and curricula that are able to react to changes in the media market. This question has become evident as one of the central issues over the course of the last two years this Temporary Working Group has been active. Especially within the tight framework of the Bologna Process, the much needed flexibility to be able to incorporate new media developments – and sometimes seismic shifts in the media and job markets – into the curriculum can be a serious problem. Frequent redesigns of media and communication programs and a growing number of choices between highly specialized programs at universities is one of the results. The workshop will pick up the theme of the TWG's 2016 conference in Pamplona in May, "Serving or Innovating the Profession?" and deal with the question, how we can institutionalize mechanisms for change and innovation in our curricula, making sure our programs stay fit for a changing media sector. Three distinguished colleagues from different European universities and different subject backgrounds who have just recently redesigned their own programs will give short introductory statements to identify the key issues they faced in their restructuring processes, followed by small-group discussions and a concluding roundtable discussion.

**PN 037** Contribution by Thomas Knieper

*T. Knieper<sup>1</sup>*

<sup>1</sup> *University of Passau, Passau, Germany*

This contribution will deal with restructuring professional media education programs.

**PN 038** Contribution by Carlos Barrera

*C. Barrera<sup>1</sup>*

<sup>1</sup> *University of Navarra, Pamplona, Spain*

The contribution will deal with restructuring professional media education programs.

**PN 039** Contribution by Nico Drok

*N. Drok<sup>1</sup>*

<sup>1</sup> *European Journalism Training Association, Windesheim, Netherlands*

The contribution will deal with restructuring professional media education programs.

*S. Ridell*<sup>1</sup>

<sup>1</sup> *University of Tampere, Tampere, Finland*

In this panel we will share experiences and exchange views of teaching 'media and the city' in four different educational contexts, including the ECREA Summer School 2015 in Bremen and intermediate or MA level courses recently introduced and taught on a yearly basis in three European universities (University of Zagreb, University of Tampere and University of Ljubljana). The presenters will outline the position of their course in the given institutional structure and consider its place and role in the syllabus as well as highlight their pedagogic objectives and more concrete takes on how to teach the topic. A key focus in the panel is to spot differences and similarities between the courses in terms of organizational arrangements, areas of interest, theoretical and methodological approaches as well as teaching methods and philosophies. In this way, we probe shared ground for developing pedagogic practices and for advancing collaboration in teaching the subject area. Furthermore, based on the individual examples, we will discuss the tensions and challenges that teaching the interdisciplinary topic of 'media and the city' faces. These range from increasing pressures to effectiveness created by the ongoing structural transformation of universities to managing the multiplicity and diversity of relevant research traditions to dealing with the social dynamics and differences in students' knowledge base and skills in the often very heterogeneous groups of participants. A major issue to discuss concerns the relations of the subject area – and the implicit suggestion of an emerging subfield of urban media studies (UMS) – to the previous scholarly traditions of communication and media research. The question is that if we insist UMS should be institutionalized, is there any way to avoid involvement in the endless identity wrestling that has kept scholars in the field agonizing from early on.

PN 029

Urban (Media) Ethnography for Busy People – Introducing ECREA Summer School Students to the Ethnographic Approach

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Teaching the ethnographic approach is a challenging effort in higher education, due to the increasing time constraints that characterize contemporary academia. A discussion on how to teach ethnography is therefore particularly urgent. In our presentation, we contribute to this broader debate by introducing a practical exercise, first tested at the ECREA 2015 Summer School in Bremen. The method we employed in our teaching is based on taking pictures of media practices, texts and technologies in urban public spaces. The mediation of the camera allows students to engage 'hands-on' with the field and at the same time to experiment with the 'denaturalizing' take that generally characterizes ethnographic approaches to media use and consumption. This reflexive stance is further fostered by a classroom discussion on the practice of observation and on the materials produced. Overall, the exercise aims at an acceptable balance (and a research ethical compromise) between the reduced time available for teaching and the advantages of letting the students to personally experience and experiment with the practicalities of method. In our presentation, we also illuminate the ECREA's summer school as a context for teaching urban (media) ethnography, and discuss how to apply our experiences in other pedagogic contexts.

PN 030

Pedagogic Challenges of Bifocality – 'Media and the City' Course at the University of Zagreb

*Z. Krajina*<sup>1</sup>

<sup>1</sup> *University of Zagreb, Zagreb, Croatia*

In this presentation, I reflect on the development of the optional graduate course Media and the City, which I have convened at the University of Zagreb since 2011. Intended for (both Croatian and international) students specialising in media and journalism, the course faced a challenging requirement from the start, in terms of both teaching and learning: a sound engagement with issues usually taught elsewhere, within urban studies, architecture and anthropology. At all points of the pedagogic process (teaching, seminar workshops, providing course materials, assessment), issues like representation, identity, and technology were made into central approaches to the understanding of phenomena such as ornamented façades, neighbourhood soundscapes, and the infrastructure of global cities. In turn, by not only reviewing the relevant canons, but also engaging students in the production of audiovisual coursework and embarking on 'urban walks', usual notions of 'media' – and 'the city' – were not merely juxtaposed but transformed, beginning to provide a multidimensional depth of field.



PN 031

## Pros and Cons of Multidisciplinarity in Teaching 'Media and the City' – Experiences from the School of Communication, Media and Theatre, University of Tampere

*M. Kytö<sup>1</sup>*

<sup>1</sup> *University of Tampere, Tampere, Finland*

As part of a larger institutional reform in 2010, the University of Tampere changed its BA degree programs from discipline-oriented studies to multidisciplinary study programs. This has meant that several courses are now organized to provide understanding in broad thematic issues through conceptual perspectives rather than being based on single core subjects. In my presentation, I will reflect teaching one such course on mediated urban space in the School of Communication, Media and Theatre. The group in question consisted of second-year students to ones almost finishing their master's degree (the number of participants being about 20). The background of the students, coming from Finland and abroad, ranged from literary studies, photojournalism, social work, urban engineering, speech communication and music studies. As this was not an introductory course but an intermediate level seminar cum workshop, my primary challenge as a teacher was to create an encouraging atmosphere, and provide means, for the students to engage in a multidisciplinary dialogue, a task even many academics find challenging. I will illuminate the expectations and reactions of the course participants to the study syllabus and course texts, analyse methods of dialogic teaching and discuss how to support and enhance the students' argumentative skills. A central problem and challenge during this particular course was that the students lacked shared concepts and joint research paradigms. Based on observations made during the course, one of my key arguments is that while teaching inherently manifold topics such as 'media and the city' necessitates an approach that draws from multiple scholarly directions, we also need a sharper focus on the proposed objective of studies. Otherwise, there is a significant risk that amidst the deep structural transformations presently shaping universities, multidisciplinary study programs place the students in a disadvantaged position to begin with.

PN 032

## Image of a City as an Image of the Field – Disciplinary Boundaries and »City and Image« Course at Faculty of Social Sciences, University of Ljubljana

*I. Tomanič-Trivundžič<sup>1</sup>*

<sup>1</sup> *University of Ljubljana, Ljubljana, Slovenia*

The presentation is a reflection of teaching a course on media and the city in a Master's programme of Media and Communication Studies at the Faculty of Social Sciences, University of Ljubljana. The introduction of this elective course in 2012 was spurred by an explicit hope to bring the course structure in line with the latest developments within the field of media studies. There was also an implicit desire to gain competitive advantage in the light of increased competition for enrolment of MA level students. The two tendencies, however, have proved hard to reconcile. This is because the tendency to reflect current developments of the field emphasises the need for interdisciplinary and transdisciplinary approaches, while the competitiveness aspect advocates the need of clearly demarcating the boundaries of the field. The tensions created by these competing tendencies are clearly visible in the course City and image. While the course is a highly welcomed (by both students and staff) expansion of media studies within my institution, it is at the same time a specific narrowing-down of the subject of study, limiting itself to the mediated aspects of urbanity. My argument in the presentation is that this is not an idiosyncratic case but bespeaks of the state of our field. Media and communication studies have been for long torn between proclamations of being an autonomous field and lamentations that we are "merely" an intersection between proper disciplines. The emerging urban media studies (or media studies of urbanity) cannot escape this controversy but will need to face it openly and provide a clear answer to it in the process of its (potential) institutionalisation.

Thursday, November 10  
09:00 – 10:30

G. Aiello<sup>1</sup>

<sup>1</sup> University of Leeds, Leeds, United Kingdom

The panel focuses on how to conceptualise and investigate forms and practices of urban communication in an age of pervasive digital mediation, smart mobiles and networked mobilities. At the same time, we direct attention to the city itself as a spatially multilayered yet palpably material and multisensory environment of communication and (inter)action. Our aim is to illustrate the variety of methods used in this burgeoning field of study and to call for a more systematic discussion concerning related methodologies and their implications. Based on the dual focus of urban communication activities, on the one hand, and of the city as a material medium, on the other hand, we highlight the epistemological commitments of different methodological takes. Moreover, we illustrate what concrete methods have been and could be used in investigating, for example, spatial urban rhetoric, mediated modes of urban interaction and self-presentation, uses of mobile and ambient media in urban space and people's activities as urban audiences, publics or activists. By way of comparison and joint reflection, we hope to expose major methodological challenges and discuss the fruitfulness of diverse approaches in the study of urban communication in all its contemporary mediated diversity. With regard to enhancing methodological self-reflection and elaborating sensitive methods for urban communication research, our panel expresses a dialogical orientation towards several other disciplines or disciplinary fields. Among the most pertinent are urban geography, urban sociology, urban anthropology, mobility studies and science and technology studies (STS). While emphasising the necessity and potentials of multi- and interdisciplinarity, we also seek to address the intricacies that crossing disciplinary borders entail.

PN 082

### Decentering Media Studies for the Analysis of Urban Audience Activities

S. Ridell<sup>1</sup>, S. Tosoni<sup>2</sup>

<sup>1</sup> University of Tampere, Tampere, Finland

<sup>2</sup> Università Cattolica del Sacro Cuore, Milan, Italy

Media studies scholars are ever more forcefully invited to address the pervasive digital mediation and its consequences in contemporary cities, together with researchers from human geography, urban studies, science and technology studies, and mobility studies. Current studies of people's uses of media in urban space, in particular, could play a central role in shedding light on the mediatedness of urban daily life. Drawing on a review of research that focuses on media use within the broader field of "urban media studies," we argue in our presentation that participation of media studies scholars in the interdisciplinary endeavor runs the risk of being hindered by overly media-centric methodological procedures. Their restrictive implications are most problematic in the taken-for-granted employment of "urban audience" and "urban media user" as key concepts in the study of how people relate to the digitalised urban environs and how they use media in urban space. What we propose instead is to demarcate the research object by proceeding from the primary importance of urban practices. This methodological decentering of media necessitates the "verbing" of the notion of audience, thereby shifting the research focus to the activity of "audiencing" (media-related or not) and its interrelations with other urban activities. Conceiving of 'audience' as one specific mode of urban activity, in turn, affords us to better capture the simultaneous diversity and power-relatedness of public life in contemporary multispatial cities.

PN 083

### Near and Far: Recalibrating Ethnographies of Urban Media

S. Rodgers<sup>1</sup>

<sup>1</sup> University of London, London, United Kingdom

Recent research on media and cities has become firmly anchored on the turn to studying media as situated experience, or practices. Such a shift in focus – where media research moves on from discrete media (i.e. texts, forms, technologies) towards exploring the mediated ensembles of everyday practical situations – has invited renewed and reimagined urban media ethnographies. Studying urban media, it seems, is now almost axiomatically about studying the experience of "technological environments rather than individual artefacts" (Gunkel and Taylor, 2014, p. 2). This paper applauds such a shift. Yet it also sounds a cautionary note regarding its most apparent methodological blind spot: an implicit prioritization of 'ordinary,' 'everyday,' 'routine' media uses. The problem with such a methodological prioritization is that urban spaces are more than complex media environments for daily experience. They are also environments constituted by the layered agencies of organizations, professions, technical systems, codes and infrastructures. A city is not a singular machine, but can be seen as a constantly mutating 'mechanosphere' (Amin and Thrift, 2002: 78) that is both fragmented, distributed and unpredictable as well as organized, ordered and strategic. This paper argues for a recalibration of ethnographic approaches to urban media and mediation, so as to find new ways to think about the urban settings of media production in particular. Media production is more than just the origin of media experienced elsewhere. It is a form of media experience in its own right, as generative of the urban 'mechanosphere' as everyday motilities of media-in-use, meriting its own ethnographic attention. But such a recalibration implies more than a demand for added ethnographic attention to urban media production sites. It suggests an expanded and retuned form of ethnography able to not only provide rich accounts of that which is 'near' – the fine grain of situated urban media environments – but also that which is 'far' – the dispersed social and technical spaces brought into play through such practical environments. Drawing on a recent small-scale study, I provide a modest example of what such a near and far urban media ethnography might involve. In summer 2015, I conducted four walking-whilst-talking interviews with 'hyperlocal' media practitioners, whose experiments with location-based media had been funded within the first round of UK charity Nesta's Destination Local programme. In each case, we conversed during a walk through the local area related to their project, and after a subsequent seated conversation, I retraced the walk alone, taking photos and making reflective notes. Before and after these walking interviews, I undertook extensive desk-based research into a substantial volume of reports, studies, blog commentaries, social media contributions and video related to Destination Local, and conducted in-depth interviews with programme consultants and managers. I will highlight how, in combining intimate with more remote ethnography, I was to provide an account of urban media production as not only consisting in tacitly experienced or explicitly named place, but also a geographically-dispersed and technological-layered UK hyperlocal media space.

PN 084

## Methodological Challenges in the Study of Augmented Urban Protest

T. Lokot<sup>1</sup>

<sup>1</sup> *University of Maryland, Washington, USA*

Bennett and Segerberg (2012) suggest that the use of digital networked media by activists and protesters leads to a shift from collective to connective action, and a new organizational pattern of action networks, where digitally enabled personal connections supplant established political organizations and institutions. This kind of protest communication can connect a wider range of individuals and offer opportunities for more ephemeral, flexible connections and mediated modes of activist engagement. These augmented communication networks often rest on or wrap around existing urban practices, embedding themselves in the city's structures and simultaneously creating new connective tissue between urban hubs of activity, organizations or individuals. This new communicative reality demands that we combine the study of digitally augmented protest organization, action, and identity construction with the study of the city itself as a spatially multiple yet material environment that also affects urban protest communication and activity. Such a dilemma requires that we cross-pollinate between existing methods of protest studies, approaches to the study of digital media and communication, and urban studies. Moreover, it is in the dialogue of diverse methodological takes that we can find productive methods for the study of the urban mediated protest. Such an emergent set of methodologies requires that we not only account for the various objects and subjects of our study, but also consider them as a whole instead of separate entities. What we wish to study is how people living increasingly mediated lives in cities get engaged and are able to participate in protest activity, and how that activity both shapes and is shaped by their urban mediated environment. We therefore draw on urban sociology, urban anthropology and urban media studies, as well as fields such as social construction of technology to inform our research methods. The key methodological challenge we face is that urban activists and protesters today are at once online, offline and moving in the city. In other words, while studying their activities, we need to take into account at the outset both the urban environment as a digitally mediated spatial context and the platforms and devices that afford protest communication in the contemporary multispatial cities. We must therefore arrive at a set of methods that combine human interaction and conversations with protesters (e.g., interviews or focus groups); collection and analysis of media and digital content generated by and around the protest (content analysis, social network analysis); and gathering evidence of the city's transformation as a site for dissent (observation, recording visual data, location and mobility studies, mapping). These methods can then be triangulated to illuminate the complexities of the augmented urban protest as a comprehensive phenomenon.

PN 085

## Playful Disruptions: Research in the Urban Wild

J. Holopainen<sup>1</sup>

<sup>1</sup> *Royal Melbourne Institute of Technology Europe, Barcelona, Spain*

'Research in the wild' approach (Benford & Giannachi 2011, 8–12) has raised widespread interest in the area of interaction design, due to the ubiquitous role that information technology has gained in our everyday lives. The notion of 'research in the wild' implies that the focus is on the design, staging and study of playful disruptions in urban context. In my presentation, I discuss this interdisciplinary approach by paying attention, among other things, to how theory, practice and field studies iteratively inform each other during a specific project. To begin with, the design of the disruptions is based on play theory, game design knowledge, game technologies, architecture, urban planning, and social and psychological insights into the use of urban media. More concretely, designing and staging playful disruptions in public urban environments are seen to act as 'Trojan horses'. The Trojan horses have immediate benefit for their audience in the short term but in the longer term they may act as a wedge for engaging with 'dark matter' – the legal, policy, business and other less visible systems which greatly influence people's lives (cf. Hill 2014). The studies of the playful disruptions contain two complementary evaluative approaches. In the first of them, focus is on understanding the user (or participant) experience of a designed intervention when staged in the wild. These studies are informed by the explicit goals for the particular intervention, and use a range of data collection methods including both qualitative and quantitative measures in order to assess whether an intervention actually addresses the issue that it is geared towards. The studies are carried out 'in the wild', and for prolonged periods of time (length depending on the nature of the intervention). The second type of studies evaluates the disruptions from the perspective of social impact. While social impact is a long-term effect, there are models developed within the tourism sector (Fredline et al. 2003) that can be used to assess the impact of singular events. More comprehensive taxonomies from the social impact assessment field (Vanday 2002) as well as methods for community based assessment (Becker et al. 2003) are used as well. My argument in the presentation is that through the iterative cycles of theory, provocative playful disruptions, and their empirical exploration, it is possible not only to make visible how urban disruptions are experienced but also to gain deeper insight into people's routinized relations with everyday urban media.

Thursday, November 10  
11:00 – 12:30

PN 086

## Blue Skies, Black Squares: STS-Informed Methods in the Study of Urban Environmental Risk Communication in Beijing

*M. Tarantino*<sup>1</sup>

<sup>1</sup> *Confucius Institute University of Geneva, Geneva, Switzerland*

Information about mundane urban environmental risk notably air pollution, informs socio-spatial practices ranging from mobility choices, to policy-making, to house prices and so on. This paper examines how Air Quality Information is communicated in Beijing, consistently ranked as one of the most polluted cities in the world, and how these information flows are designed to intertwine with everyday practices. In Beijing, multiple air quality indexes from multiple sources (including the official Beijing Environmental Protection Bureau, the US Embassy, and others), calculated through different methods, are communicated to the public via a plethora of websites and mobile applications. The public is, to a large extent, left to pick and choose which numbers to trust to inform its own practices – a somewhat significant departure from China's image as an authoritarian state with strict control over information. As a case study, we unpack the sociotechnical choices shaping the three releases of the “Blue Sky” (Weilan Ditu) mobile app, produced by one of China's main environmental NGOs. We examine in particular how the application transforms AQI numbers into “recommendations” for daily practices (going out, wearing masks, washing cars etc.). Through STS-informed methods (ethnography and code studies), we reconstruct the urban audience inscribed into the software, and examine how it fits within the fragmented situation described above.



K. Lundby<sup>1</sup>

<sup>1</sup> University of Oslo, Oslo, Norway

This panel illuminates interrelations between changes in religion and changes in the media environment with cases from across Europe. All five papers concern religion in public life. The contexts vary from television news and documentary as part of a wider public sphere, to small arenas in digital games. Thus, the papers cover a span of media environments from mass media to personal media. On subject matter, the papers cover a range from terrorism and scandals related to religion, via a “frozen conflict”, to religious dialogue with media. In the panel, first, there is a long-term cross-national analysis of religious coverage in main evening news comparing Europe with other continents. The “frozen conflict” comes up with a controversial television series featuring ethnic minority youth. A third paper analyses the reactions in the press over the introduction of Islamic Studies in a traditional Orthodox country. A fourth paper discusses digital media as tools for inter-religious dialogue among young people. Finally, there is a paper on the influence of religion on digital games and vice versa. The title of this last paper illustrates the idea behind the panel: that the media environment may contribute to the formatting of religion and, on the contrary, that changes in religion play back into the media environment. Such interplay between media change and changes in religion as part of culture and society can be understood with mediatization theory. Mediatization implies long-term transformations that may also be observed during significant moments of change. The contributors to this panel relate more or less directly to specific conceptions of mediatization of religion.

PN 114

### Challenging a Frozen Conflict: Planning Public Debate on Controversial Issues

M. Pape Rosenfeldt<sup>1</sup>, S. Hjarvard<sup>1</sup>

<sup>1</sup> University of Copenhagen, Copenhagen, Denmark

This paper is concerned with the Danish public service broadcaster DR's TV-documentary series *Oprør fra Ghettoen* (Rebellion from the Ghetto, 2015), and its influence on public discussions concerning religion. The documentary tells the stories of four ethnic minority youth and their relation to the cultural and religious norms of their parent generation. The documentary generated public debate across various media platforms, focusing on controversial topics raised in the documentary, such as concealed love affairs and homosexuality, as well as broader, generic debates concerning the role of minorities and minority religion in Danish society. The aim of the empirical case study is twofold: Through interviews with key persons involved in the production and marketing of the documentary series we examine the intention and strategies of the public service broadcaster and the commissioned production company Plus Pictures to generate and moderate public debates about religious and cultural problems. Secondly, we analyze the actual online and offline debates in order to shed light on the potential transformative character of the debate and how generic and ad-hoc framings of religion enter and influence the discussion. The analysis demonstrates the important role of forward planning of the debate if the intention is to move beyond existing framings of controversial issues and give voice to experiences of immigrants who usually do not play a prominent part in public discussions on these issues. Existing public debates concerning Islam have been highly contentious and may to some extent be characterized as a frozen conflict upheld by stereotypical framings and fixed political positions. By consciously downplaying the role of ‘religion’ and framing conflicts in terms of personal experiences and cultural conflicts the documentary series managed to set the scene for a debate in which second generation immigrants’ experiences were given authority to engage with contentious issues and thereby transgressing the usual ‘us-them’, ‘majority-minority’ framing of these issues. Methodologically, the study is based on qualitative and semi-structured research interviews (Kvale, 1996) and textual framing analysis (Entman, 1993) of the debate in public accessible media. Theoretically, the analysis builds on a typology of mediatized conflicts (Hjarvard et al., 2015) that highlights the role of media for framing and co-structuring conflicts. In the case of *Oprør fra Ghettoen*, the mediated debate did not only involve particular framings of religious and cultural conflicts, but conscious efforts by the producers to take into account already existing public framings of contentious issues enabled them to co-structure the debate in ways that potentially broke the ice in a frozen conflict.

PN 115

### Islamic Studies in a Traditional Orthodox Country: The Press Towards the Establishment of Islamic Studies Division in the School of Theology, Aristotle University of Thessaloniki

S. Karekla<sup>1</sup>

<sup>1</sup> Aristotle University of Thessaloniki, Thessaloniki, Greece

Islam is more than ever deep into the mass media context. The deadly terrorist attacks in Paris last November and the latest in Brussels by the Islamic State (DAISH, ISIS), but also the continuous flow of migrants from Syria, Afghanistan, Iraq, Iran and Pakistan – predominantly Muslim states – to Europe have put Islam into the everyday mass media agenda. Though a creed with more than one and a half billion believers worldwide, Islam does not include a (global) hierarchy in antithesis with Christianity. In many cases this makes it difficult for journalists since they cannot find official sources and voices so as to derive valid information concerning the Islamic positions. In other cases Journalists representations about Islam are tied and depending by the national and religious identities of their own countries. In Greece, where the vast majority of the population is Orthodox Christian, exists also a Muslim minority located in the region of western Thrace, fully recognized by the Greek state. The legal status and the rights of the minority are defined by international conventions, based mainly on the Lausanne Treaty (1923) when the population exchange of Muslims and Christians was agreed between Greece and Turkey. On January 2014 the Greek Ministry of Education, Research and Religious Affairs and the faculty of Theology of Aristotle University of Thessaloniki started negotiating about the establishment of an Islamic Studies Division within the School of Theology. This Department is to offer those Greek Muslim citizens who wish to

study and work as theologians of the minority schools the opportunity to receive the higher education that a state should provide. Up to now, these teachers have had to study in Turkey, Egypt and Saudi Arabia, mainly. In our paper we focus on the academic, political, theological and social reactions in the Greek public press caused by the recent approval of the Islamic Studies Division establishment. By collecting and presenting the publications of the most popular Greek newspapers, we are critically examining the position that the press has taken on the specific topic. Based on the theories of agenda setting and framing we shall attempt to highlight their approach linking it with their general political orientation. Furthermore, we are studying the sources they have used for shaping their views and whether there are undercurrents of Islam and Muslim hostility.

PN 116

## Digital Media as a Tool for Inter-Religious Dialogue for Young People in Catalonia

A. Sabaté Gauachs<sup>1</sup>

<sup>1</sup> Ramon Llull University, Barcelona, Spain

Catalonia hosts people from a wide range of different cultures and religions while a third of its population is between 15 and 34 years. In this context, almost 90% of the population owns digital devices. Our project focuses on Catalan youth from all over the country, only young people from the city of Barcelona are excluded for being analysed in future projects. We aim to study their consumption of digital media, understanding the term as social media, apps and websites especially in religious activities. Religious apps, games, websites, online communities, as well as their participation in forums are some of the main issues we want to discover. All religions and confessions are important in our research but we want to emphasize religious minorities. We also want to unveil if these devices and systems are a tool for integration and inter-religious dialogue. For achieving our goal, we interviewed more than 1500 young people aged between 12–18 years using a previously prepared survey, available for them online or in paper support; high schools and youth organizations also contributed sending the questionnaire to their members. Social media has also been a digital space where to contact youth. A part from these interviews, our methodology included netnography; we analysed online religious communities where young people is present to compare and contrast the results with their answers. Theoretically, this research is based on previous investigations on communication and mediatization but also on sociology of religion. Important authors from all these fields are our references. Silvia Collins-Mayo, Àngel Castiñeira, Javier Elzo or Marc Regenerus are some examples. Reports carried out by institutions and governments about youth and also about technology are in our bibliography too. Results show that young people in Catalonia own new technologies and use them very frequently. Despite this, the use of these media in religious activities is not frequent. Answers show that religion is not one of the most important issues for the majority of Catalan youth. For youth from religious minorities, new technologies are an important tool and a new space to live their faith and spirituality; religious online communities are not big but are strong. We have discovered some religious games and apps as Islamhouse, Timesprayer or Muslimpro. This research is lead by Blanquerna Observatory on Media, Religion and Culture and supported by Catalan government through its Religious Issues office (Direcció General d'Afers Religiosos) and also the centre devoted to academic funds (Agència de Gestió d'Ajuts Universitaris i de Recerca).

PN 117

## The Influence of Religion on Digital Games and Vice Versa

S. Gabriel<sup>1</sup>

<sup>1</sup> Kirchliche Pädagogische Hochschule Wien/Krems, Wien, Austria

Apart from cartoons, films, books and other media one can find references to religious topics and elements in digital games as well. As computer games have become a mass phenomenon and provide interaction for the players (in contrast to books and films), they are worth taking a closer look at them. Game designers create whole worlds for players to interact in (cf. Jenkins 2004) and thus lead to complex networks of intertextual references and conversation topics which include religion or religious topics, either explicitly or implicitly (cf. Heidbrink et al. 2014, Jung 2014). Some game design companies specialize on designing games with obvious religious topics like *Left Behind 4*, *World at War* (Left Beind Games, 2011) which is based on an interpretation of the Book of Revelations. In order to reach more players, these companies also move to social networks like Facebook. The Facebook app *Journey of Jesus: the Calling* (Lightside Games 2012) is described as the first-ever video game based on the life of Jesus. Players in this quest-driven adventure game travel across locations known from the Bible. However, the game was also heavily criticised for its way of trying to make money from it (as typical for many free-to-play games). Thus, player can invest real money in order to advance faster in the game. There are many examples showing how different groups of people influence the religious contents of games. One famous game example is *BioShock Infinite* (Irrational Games, 2013) in which a game character had to be changed after the creative director discussed with people on his team with a very religious background. The game also started a heavy discussion among gamers because of one scene where players have to undergo a forced baptism. Some players even refused to play the game anymore and demanded their money back. Another example showing that games are not only seen as entertainment without any influence on people's lives, is *Faith Fighter*, a game produced by the Italian company Molleindustria (2009). The game depicts comic style versions of Jesus, Prophet Muhammad, Buddha, God, the Taoist deity Budai and the Hindu god Ganesh which are meant to fight each other in martial-arts style. After protests by the Organisation of Islamic Conference the game was temporarily taken offline. The sequel of the game comes with Muhammad's face censored and instead of fighting each other the player must bestow "love" by clicking on each religious figure in turn. As these few examples show, there are many connections between digital games and real world religions. Game designers might use religion to make their games more interesting, more realistic but also in order to "teach" players. Players, on the other hand, do not take everything they are presented within a game as mere entertainment and try to influence game designers decisions, as well. The presentation will address these issues by discussing some examples.

*J. Sumiala*<sup>1</sup>

<sup>1</sup> *University of Helsinki, Helsinki, Finland*

In 2015 Charlie Hebdo attacks, the Paris attacks in November, the European refugee crisis, the war in Syria, public videos on the beheadings by Isis, and the rise of the right wing nationalist and fascist populism in several European countries, have made massive headlines and caused heated political, cultural and religious debates in the European public sphere. In this current condition of polarized worldviews, ideologies and political pragmatism the role of the mainstream news media as well as the social media has become increasingly relevant in constituting and maintaining discourses around those conflicted debates. This panel aims at shedding light on the complex relationship between media, religion and conflict in the contemporary European context. First, the panel addresses the relationship between media, religion and conflict by analyzing this relationship against such heated topics as secularization, sacralization, laïcité principal, atheism, blasphemy, fundamentalism, multiculturalism, racism, and freedom of expression, all typically associated with media representation of religion(s) today. Second, the panelists are invited to reflect those analyses against the present day media and communication scholarship. What kind of theoretical and analytical tools this particular research field has to offer for the analysis of the interplay between media, religion and conflict. What are its blind spots and what are we missing in the analysis? How this research field should be developed to have more intellectual relevance in interpreting the polarized and contested condition in the present day Europe.

PN 118

### The Politics of Prejudice in Contemporary Britain

*A. Sreberny*<sup>1</sup>

<sup>1</sup> *SOAS University, London, United Kingdom*

It is sadly evident that both Islamophobia and anti-Semitism are growing in intensity across Europe, including in Britain. Both kinds of prejudice are readily understood under the rubric of “cultural racism” whereby these large religio-cultural categories function as lazy stereotypes. But what is also increasingly evident is that these prejudices become symbols of internal political conflict, in which the minority groups themselves rarely get to speak. The paper will address the debates around both within British domestic party politics as accusations flew before the London mayoral election and the referendum on Britain’s role in the EU. It argues that the main protagonists on mainstream media were politicians and pundits, enacting a performance of concern for the ‘other’, while the minority voices of Muslims and Jews themselves had to make do with social media to argue alternative positions, often in unison.

PN 119

### Palimpsests of Postracialism: Cartoons and Images in Transnational Media Space

*G. Titley*<sup>1</sup>

<sup>1</sup> *Maynooth University, Maynooth, Ireland*

Speaking in advance of the publication of the first edition of Charlie Hebdo since the attacks of January 7<sup>th</sup> 2015, the cartoonist Renald Luzier – ‘Luz’ – remarked that ‘This current symbolic weight is everything Charlie has always worked against: destroying symbols, knocking down taboos, setting fantasies straight’. Freighted with misunderstandings, the burden of symbolic weight compressed Charlie Hebdo into a singularity, one that could, inter alia, be made to stand for things that it was not (but also was and is). Luz’s notion invites an examination of how and why the aftermath of events in Paris produced Charlie Hebdo as a mediating object for a knot of political tensions and interpretative conflicts in a postcolonial Europe and a divided world. This talk focuses on one dimension of this aftermath; the vexed and fractious transnational debates as to whether the circulating cartoons from past editions of Charlie Hebdo were racist or not. It is not my intention to answer this question, for the argument is that it makes little sense – as many did in the aftermath – to seek to designate Charlie Hebdo as categorically racist or anti-racist, resolutely of the Left or secretly of the Right. Rather, we must begin from an analysis of the significance of its approach in the confused and polarized terrain of Left anti-racism in societies where anti-Muslim racism has become systemic. And from that, we can use a mapping of these tensions to think about the question of ‘postracialism’ in Europe: that is, the ways in which populations become defined as a problem for surveillance, correction, exclusion – racialized – in contexts of state and public commitments to official anti-racism, and public confusion as to what, in this historical conjuncture, racism is comprised of and involved, particularly in relation to questions of religious identity. Further, under conditions of intensely networked digital media cultures, the circulation of images, issues, events that instigate debate and conflict as to what constitutes racism are increasing, and this is of interest to Media Studies examinations of political voice and networked communication.

PN 120

## Diagnosing and Treating “a Cancer”? Representations of Religion, Laïcité and Muslim Neighbourhoods in the Interviews with French Intellectuals in *Le Monde* and *Libération*

*D.B. Kejanlioğlu*<sup>1</sup>

<sup>1</sup> *Giresun University, Giresun, Turkey*

The Belgian interior minister, Jan Jambon, in a recent interview with *De Standaard* (16 April 2016) has stated, “A significant section of the Muslim community danced when attacks took place.” He has also mentioned terrorists as “just a boil”, “underneath is a cancer” to be treated; “that is the real problem”. While his target seems mainly to be the Muslim-dominated neighbourhood in Brussels, Molenbeek, the problem he refers to is quite a general one, i.e., ‘the failure to integrate Muslims into the society’. This is in line with the hegemonic discourse on religion, culture and society in France, a country having the largest Muslim population in Europe and being the champion of laïcité. However, it is obvious that neither Brussels attacks in March 2016 nor Paris attacks both in January and November 2015 can be set as the issue only of Belgium and France, and of Europe when one considers the war in the Middle East and previous attacks in New York, London, Istanbul, etc. I would like to pursue a ‘logic of disintegration’ to understand where “cancer” as a group of diseases can reside and how it can be treated. In doing so, I focus on a somewhat critical representations of religion, laïcité, Muslim neighbourhoods in a socio-historical context of capitalism, terrorism and war through analysing interviews with such distinct intellectuals as Alain Badiou, Régis Debray, Alain Bertho, Gilles Kepel and Oliver Roy, published in *Le Monde* and *Libération* in the first few months of 2016.

PN 121

## The Religious Construction of the Meaning in a Crisis Situation

*M. Coman*<sup>1</sup>

<sup>1</sup> *The University of Bucharest, Bucharest, Romania*

Mass media not only transmit and interpret data on crisis, but also they offer on their new and social media pages a space for the publics to express their emotions, to submit their interpretations and to debate the crisis issues. During crisis situations the public increasingly turns to social media, and often they switch from only passive consumers of the information to possible creators of information and interpretation. In such cases religion offers one of the frames. We believe that in a crisis, the public discourse is dominated by emotions-as-frames and that media and public use frequently religious frames (archetypes, myths, religious) and ritual sequences (prayer, course, grief pilgrimages etc) to create a space of emotional dialogue through symbolical representations. Through these symbolical constructions the crisis is integrated in the categories of the collective imaginary and becomes meaningful. The aim of this paper is to demonstrate that, under certain circumstances, media achieve a religious construction of an event. Based on the heated debates raised by the Collective drama (65 people died and more than 200 were injured in a fire) we would like to show that journalists (and later the public) framed the crisis within the symbolic system specific to religious ritual and myth (the concert as a “satanic” manifesto and the absence of the priests in the morning of victims). Within this framework, meanings appear as already existing (they precede the event), and those who report the sequence of facts and their meaning appear as agents of an extra-mundane ‘truth’. The ritualization of the journalistic performance and the mythologisation of the representation of the events enables journalists to present themselves as liturgical officiates and “apostles” of the event.

PN 122

## Response by Katja Valaskivi

*K. Valaskivi*<sup>1</sup>

<sup>1</sup> *University of Tampere, Tampere Research Centre for Journalism Media and Communication (COMET), Tampere, Finland*

This contribution will be a response by Katja Valaskivi to the panel papers.



*A. Lehmuskallio*<sup>1</sup>

<sup>1</sup> *University of Tampere, Tampere, Finland*

The aim of the temporary working group is to provide a forum for discussing and developing work on visual cultures in dialogue between different disciplinary approaches. This year's panel will focus on practice-based approaches to visual cultures. We aim to address those approaches and issues which focus on the intersection between visibility and materiality. Our aim is to deepen theoretical and empirical understandings of the multiple ways in which visual cultures and material practices intertwine. This panel builds on the assumption that our understanding of images is partially based on the material practices in which they are intertwined, and that, however, these practices alone do not suffice to address all regarding the visual. Key questions that arise from this observation include: - What is the relation between those seeing and that which is seen (e.g. hierarchies, symmetries)? - What part do media (that provide images with means to become visible) play in influencing where, what, how, or who is seeing or being seen (e.g. television, cinema, photography, software)? - What kind of relations do different people develop with images and the practices surrounding them? - How are power relations articulated within visual and material means? - What is the role of image-based strategies within the practices of particular communities (e.g. in politics, urban planning, advertisements, religion)? Instead of focusing only on images made with particular technologies (such as photography, computer-generated imagery, or the like), this panel is interested in a variety of practice-based approaches to visual cultures, trying to understand the similarities and differences between uses of pictures. The TWG aims to collaborate broadly with researchers in the field, working in areas such as Media and Communication Studies, Visual Culture, Bildwissenschaft, Media, Visual and Digital Anthropology, Art History, Material Culture Studies, and Science and Technology Studies. Cooperation with other networks is envisaged, in the form of joint seminars, round-table discussions and conferences. We aim to provide a platform for scholars at various stages in their academic careers for deepening their understanding of this particular dimension of visual cultures.

PN 123 **Can Visual Literacy Be Assessed? Material Practices to Visual Education**

*J. Kedra*<sup>1</sup>

<sup>1</sup> *University of Jyväskylä, Jyväskylä, Finland*

Can visual literacy be assessed? Material practices to visual education

PN 124 **Transnational Representations of Protest in the News**

*K. Becker*<sup>1</sup>

<sup>1</sup> *Stockholm University, Stockholm, Sweden*

Transnational representations of protest in the news

PN 125 **Visual and Material Practices in Romantic Relationships: Repertoires, Uses, Meanings**

*K. Lobinger*<sup>1</sup>

<sup>1</sup> *USI - Università della Svizzera italiana, Institute for Communication Technologies, Lugano, Italy*

Visual and Material Practices in Romantic Relationships: Repertoires, Uses, Meanings

PN 126 **Together While Apart?**

*M. Schreiber*<sup>1</sup>, *P. Prieto*<sup>2</sup>

<sup>1</sup> *University of Vienna, Vienna, Austria*

<sup>2</sup> *University of Brighton, Brighton, United Kingdom*

Together While Apart?

*T. Waaramaa<sup>1</sup>*

<sup>1</sup> *University of Tampere, Tampere, Finland*

During the past years public debate on migration has become increasingly hostile across Europe. In 2015, as over 1,2 million refugees and migrants entered Europe, views of anti-immigrant hostility and narratives of violence, sexual violence and fear have increased, with affective circulation on social media. In some sectors, refugees are seen as a reserve labor force with low wages. This is regarded as an increasing burden of unemployment and economic competition. As a result, we have witnessed emergence of nationalist security patrols in the streets, refugee center attacks, hysteria and false reports. Women and children are defined as human groups with special needs in international human rights documents as they can be more vulnerable to hard living conditions. Refugee females, especially Syrian women today, experience difficulties due to their financial dependency, war trauma, including losing their husbands, the responsibility of having to look after large families and reproductive health problems including complications during pregnancy and after childbirth. They often live in isolation from the host community due to language barriers. There are reports of sexual exploitation of women and child marriages and of Syrian women entering local households as second or third wife. While marriage was an option to have stability and protection for some Syrian women, their dependency and lack of awareness on their rights and existing services often make them vulnerable to sexual exploitation and domestic violence. It is necessary to question the constructions of migrations connected to gender and make a shift away from the positivist and masculinist epistemologies as they are hegemonic and lead to multiple marginalizations of those who are neither heard nor seen. Recommendations for contributing to formulate media policies and practices sensitive to migrant women rights in international human rights documents are needed.

PP 738

**'Protected' and attacked: Women in the European migration debate**

*R. Pöyhtiäri<sup>1</sup>*

<sup>1</sup> *University of Tampere, Research Centre for Journalism, Media and Communication COMET, Tampere, Finland*

An often heard claim in European migration debate in the past decade has been that migrant men, especially if they are Muslim, form a threat to Europe and its' values, as well as to women in Europe, be the women native citizens or of a migrant origin (see e.g. Vertovec and Wessendorf 2010). The discourse has been supported by various means, e.g. by announcing selective support to possibly oppressed groups of migrant women, instead of migrants in general (which however does not imply that all such support is inherently wrong). Another example is the extensive discussion and spreading of actual and invented news and rumors on rape crimes, (claimed to be) committed by migrant men (see also e.g. Keskinen 2011 and 2012). A newer and growing trend is the online harassment including verbally and sexually abusing attacks on those women, who have voiced their tolerant opinions towards migration or migrants and other minorities in public. The group of women attacked online includes journalists, researchers, politicians, and activists, as well as other online participants (e.g. OSCE 2016). The attacks are often meant to silence women and their opinions that are deemed too tolerant. The attackers instead, as well as those opposing migration in the debates, are typically positioning themselves as protectors of the nation – and its' women and daughters, who, as is claimed, have been manipulated to believe migration is a positive phenomenon and are too naïve to protect themselves. In my presentation I will discuss how women are used and abused in the migration debate, by analysing examples especially from the Finnish media sphere, as well as by referring to experiences of various women who have been experiencing online threats when taking part to the debate. I will concentrate on the online threats and their effects to public discourse. I will also present some measures in place and examples of actively defeating these online threats. I will base my observations on my previous and ongoing research on online hatred, hate speech and migration debate, as well as the ongoing work of various European and international institutions and organisations, as well as initiatives of civil society and individuals. References: Keskinen, Suvi (2011) Borders of the Finnish Nation. Media politics and rape. Teoksessa: Eide, Elisabeth & Nikunen, Kaarina (toim.) Media in Motion: Cultural Complexity and Migration in the Nordic Region. Aldershot: Ashgate, 107–124. Keskinen, Suvi (2012) Limits to speech? The racialised politics of gendered violence in Denmark and Finland. Journal of intercultural studies 33:3, 261–274. Organization for Security and Co-operation in Europe (OSCE) (2016) New challenges to Freedom of Expression: Countering online abuse of female journalists. OSCE: Vienna. Vertovec, Steven & Wessendorf, Susan (eds.) (2010) The multiculturalism backlash. European discourses, policies and practices. London: Routledge.

PN 275

## Social Impact of Syrian Female Migration on Turkey: Media Portrayal of Co-wives

*T. Atay-Avşar<sup>1</sup>, A. Sarisakaloglu<sup>2</sup>*

<sup>1</sup> *Mustafa Kemal University, Antakya, Hatay, Turkey*

<sup>2</sup> *Gaziantep University, Gaziantep, Turkey*

As the Syrian Crisis continues its descent into a protracted civil war, its humanitarian and political dimensions remain the subject of specific attention, especially as concerns the massive displacement of Syrian citizens. However, studies have not adequately addressed the impact of this exodus on Syrian women in particular and the cultural and social problems they face as they flee the internal turmoil. This paper examines the extent of media coverage of the issue of Syrian women and young girls taking refuge in Turkey since 2011 becoming co-wives in their new host country. Informed by cultural identity and feminist theories, the paper engages in a quantitative and qualitative content analysis of news items in local, mainstream and international coverage of the issue and how women are (mis)represented. We argue that while women are already victims of a forced migration, their injustice is doubled with the co-wife institution and that the media portrayal of their predicament only serves to victimise women a third time, thus deepening the existing problem. Our findings suggest that while coverage in the international media reflect the victimization of women in terms of polygamous unions, there is very limited coverage at the local and mainstream level. We will juxtapose local and national media coverage with coverage in the international media in order to reveal what meanings are produced and reproduced by the visibility or invisibility of such news items.

PN 276

## The Discrimination of Syrian Dom Women Refugees in Turkey: The Role of Media

*K.V. Tarlan<sup>1</sup>*

<sup>1</sup> *European Sociological Association, Gaziantep, Turkey*

Issue/Problem: Following the outbreak of the conflict in Syria in 2011 According to Turkish authorities as of March 2016, the total number is estimated to have reached 3 million. The term Dom is used to refer to an ethnic minority group in the Middle East Gypsies. Among the Syrian refugees are lesser-known groups, including the Dom Gypsies, an ethnic minority group in Syria and neighbouring countries. Research has established that Dom people form a distinct linguistic group originating from India, the Dom are now predominantly sedentary living across the Middle East. Dom people have been subject to decades-long discrimination and marginalisation due to their ethnic identity and lifestyle, both in Syria and across the rest of the region. Having sought refuge in neighbouring countries following the conflict, Dom people face double discrimination due to their ethnic identity and their refugee status. There are thousands of Dom refugees from Syria in Turkey. Syrian refugee women experience further difficulties due to their financial dependency, war trauma, including losing their husbands, the responsibility of having to look after large families and reproductive health problems including complications during pregnancy and after childbirth. They often live in isolation from the host community due to language barriers. There are reports of sexual exploitation of women and child marriages and of Syrian women entering local households as second or third wife. While marriage was an option to have stability and protection for some Syrian women, their dependency and lack of awareness on their rights and existing services often make them vulnerable to sexual exploitation and domestic violence. Description: Dom women and Dom refugees in Turkey live in destitution often facing discrimination the authorities, the host community, and other Syrian refugees. They live in substandard and unsuitable accommodation, which hardly meet minimum hygiene and sanitation standards. Due to irregular employment and low wages, they cannot meet their basic needs including food and nutrition. While they can benefit from free emergency and primary healthcare service, they face difficulties in accessing other health services due to discrimination, language barriers, financial difficulties and their lack of knowledge on the health system and their rights guaranteed by the temporary protection regime. The majority of the Syrian refugees face similar problems and barriers in accessing their social and economic rights. However due to predated discrimination and prejudices against Dom the difficulties facing them are exacerbated. They have become the scapegoats of the increasing discrimination against Syrian refugees. This has been further reinforced by the reporting of the mainstream media, which portrayed these groups as "Syrian beggars" and "Syrian Gypsies" and presented their desperate situation caused by the conflict as their lifestyle.

PN 277

## The (In)Visible Half: Migrant Women and the Material Force of Categories

*V. Vendramin<sup>1</sup>*

<sup>1</sup> *Educational Research Institute, Ljubljana, Slovenia*

The general aim of the contribution is to provide conceptual tools to unsettle some of the existing frameworks of thought as regards the (re)presentation of migrations with special emphasis on gender/migrant women. Feminist epistemology is of help here as it offers the reflection on the subject and object of knowledge and puts stress on the non-innocence of knowledge claims. Furthermore, it stresses epistemic responsibility and sheds light on the marginalized subjects divested of the status of those who know (inappropriate/d others; Trinh Minh-ha, 2009). Second, starting from this background, the article with the help of discursive analysis of chosen examples from media reports and representations warns about the material force of categories, i. e. the migrants presented as homogenous category, more often than not without any specificities, let alone taking account of the marginalizations that are of intersectional character. The material force of such "blindness" to gendered dimension, which is of primary interest here, is strong. Ignorance (another concept of feminist epistemology) is not a lack but a substantive epistemic practice (and not a neglectful epistemic practice) that differentiates the dominant group (Alcoff, 2007). The authors suggest that it is necessary to question the constructions of migrations connected to gender (and other determinants along social axes) ..., make a shift away from the positivist and masculinist epistemologies and hence form generalizations that need to be fought with, as they are hegemonic and lead to multiple marginalizations of those who are neither heard nor seen.

PN 278

## Representing Migration: Analysis of Media Portrayals of Syrian Migrant Women in Turkey

T. Asrak Hasdemir<sup>1</sup>, R. Uzun<sup>1</sup>

<sup>1</sup> Gazi University, Faculty of Communication, Ankara, Turkey

As of the early 2000s, migrants from Syria were accepted as guests who would temporarily reside in Turkey. However, this notion has been changed with the increasing number of Syrian migrants residing in Turkey or trying to be transferred to other countries over Turkey. Nowadays, Syrians in Turkey have important difficulties in integrating in Turkey. Some of these problems are closely related to the demographic characteristics of the host cities or regions, including their ethnic nature. Besides, recent studies indicate that economic factors, especially regarding employment, wage levels, negatively affect host people's attitudes toward Syrian people. In some sectors, they are seen as a reserve labor force with low wages. This is regarded as an increasing burden of unemployment and economic competition. Furthermore, rising accommodation costs and prices in general in places where Syrians reside can be listed as sources of problems shaping the attitudes toward them. Depending on the density of Syrians and their poor living conditions, many host people believe they cause security problems. What's more, legal regulations have some deficiencies to provide solutions to the Syrian migrants in Turkey. Considering the legal framework, there are two main legal documents which shape the policies toward immigrants and asylum seekers in Turkey: 1934 Settlement Law, 1951 Geneva Convention and its 1967 Additional Protocol on the status of refugees. Turkey is one of the signatory countries of both document but has granted this right only to Europeans. The lack of legal regulations and consistent policies makes the issue including Syrians' trafficking and migration a daunting problem to deal with causing an increase in the vulnerabilities of the Syrians. According to the recent data, the majority of the Syrian refugees is women and children who are defined as human groups with special needs/care in international human rights documents and they can be more vulnerable to hard living conditions. Therefore, the focus of this presentation will be Syrian migrant women in Turkey. The presentation aims at exploring the representations of Syrian migrant women in the Turkish press. Newspapers' stories/photographs about this topic will be analyzed to examine how the Turkish press portray Syrian migrant women and to determine whether the press reflect the problems they face. Specifically, it also attempts to explore the differences/similarities among online newspapers in terms of editorial choices about migrant women. In order to compare the newspaper policies, research data will be collected from three Turkish online newspaper websites, *Hürriyet*, *Birgün* and *Sabah*, each of which has different editorial policy in representing migration. The findings of quantitative content analysis of the news stories regarding Syrian migrant women will provide an understanding of the relationship between gendered constructions of migration and the governmental policies. At the same time, it will also determine whether the press raises awareness about the problems of Syrian migrant women, which is the first step for the solution. The presentation concludes with further evaluations and recommendations for contributing to formulate media policies and practices sensitive to migrant women rights in international human rights documents.



*S. De Vuyst*<sup>1</sup>

<sup>1</sup> *Gent University, Gent, Belgium*

What is the role of social sciences and humanities scholars in society? How visible should findings be and how valuable is their impact on society? Nowadays, academics are facing recurring but conflicting strands of critique regarding their role in the public sphere. Many critics ask if an alleged self-sufficiency and a perceived danger of scholar losing touch with social realities stands in the way of a possible, more general purpose and relevance for society. Another line of critique states that scholars ought to observe and analyse society but that it is not theirs to comment or intervene. In this panel we address questions of whether scholars –and young scholars in particular– should aim to make their voice heard in the public, which corresponding challenges they face if they decide to do so, and what argumentative positions might highlight the necessity of being cautious or staying completely out of the public arena. The panel addresses particularities of reaching out to the public and making research heard beyond comparatively-small academic communities and journals. The panel's goals are twofold: In a more hands-on approach, the panelists provide a glimpse of their particular experiences of reaching out to the public, their interaction with media professionals, journalists or as public speakers, performers, artists and other performative or interventionist approaches. This part of the panel provides counsel for young scholars considering their first steps of communicating their research to a broader public. Scholars in attendance should receive supportive hints about what to expect, how to deal with insecurities about their own role and how to cope with potential backlash from the public. Is public visibility a way to build social capital that also translates into academic capital, or can public visibility also prove a hindrance to furthering one's academic future? How does public outreach affect your academic profile (e.g. is it harmful for your research to be associated with a clear position on certain issues)? How to decide whether you are qualified to give an answer and speak your professional opinion? Do you need to be a versed journalistic writer yourself? How to be witty and charismatic in front of a microphone? Should you seek training in rhetorics or body language, or is it enough to be authentic as a professional scholar? In addition to this hands-on "how-to" perspective, the panel's second major goal is to discuss the role of academia for and in society in more general terms. The panel will contest conceptions of how and why to breach scholars' "solitary confinement" in their ivory tower (and what about myth of the "ivory tower" itself?). Is scholars' (alleged) silence in public debate a consequence of how academic reputation is built and success is measured –in a tendentially self-referential system of impact metrics and citation indexes? Is our knowledge too vague and volatile to be publicly acknowledged? Should academia have some kind of actual activist or interventionist ambition, or is the impact and resonance of our research beyond our competence and authority?

**PN 242** Contribution by Joanna Zylińska

*J. Zylińska*<sup>1</sup>

<sup>1</sup> *University of London, Goldsmiths, London, United Kingdom*

Contribution will touch upon rethinking the (public) voice of academia.

**PN 243** Contribution by Stephan Ruß-Mohl

*S. Ruß-Mohl*<sup>1</sup>

<sup>1</sup> *Università della Svizzera Italiana Lugano, Lugano, Switzerland*

Contribution will touch upon rethinking the (public) voice of academia.

**PN 244** Contribution by Nico Carpentier

*N. Carpentier*<sup>1</sup>

<sup>1</sup> *Uppsala University, Uppsala, Sweden*

Contribution will touch upon rethinking the (public) voice of academia.

**PN 245** Contribution by Nele Heise

*N. Heise*<sup>1</sup>

<sup>1</sup> *Graduate School Media and Communication Hamburg, Hamburg, Germany*

Contribution will touch upon rethinking the (public) voice of academia.

**PN 246** Contribution by Christian Schwarzenegger

*C. Schwarzenegger*<sup>1</sup>

<sup>1</sup> *University of Augsburg, Augsburg, Germany*

Contribution will touch upon rethinking the (public) voice of academia.

*V. Štětka<sup>1</sup>*

<sup>1</sup> *Loughborough University, Loughborough, United Kingdom*

The impact of new/social media on political communication and on the changing modes of interactions between political actors and citizens has been subject of an ever increasing amount of research. However, the vast body of empirical scholarship, as well as theoretical contributions to this dynamically evolving area of study, tends to originate from countries with deep-rooted democratic traditions and long-established patterns of relationships between media and political systems. The penetration of online media and, most recently, of social networking sites, into the systems of political communication is then predominantly studied and assessed from a perspective which might not necessarily apply to countries which have only relatively recently undergone the process of democratic transition and where Western-style political communication evolved hand-in-hand with building of democratic political and media environment. This panel attempts to bridge this apparent gap and bring together scholars from the region of Central and Eastern Europe to present and debate their research on new media adoption and use by politicians and political parties in their respective countries. Three country-case studies (Slovenia, Czech Republic and Lithuania) and one comparative paper (Hungary, Poland and Slovakia) together encompass a substantial part of the region, giving thereby a good opportunity to compare similarities and differences in the role the new media currently play in politics and political participation across these new democracies in Central and Eastern Europe. At the same time, the panel will enable to discuss the extent to which some of the Western-centred theoretical concepts (e.g. professionalization of political communication), are applicable to the empirical reality of this particular region.

PN 033

## The Instrumentalisation of Politics and Politicians-as- Commodities: A Qualitative Analysis of Slovenian Parties' Understanding of Political Communication

*J. Amon Prodnik<sup>1</sup>*

<sup>1</sup> *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

The article examines current processes in institutional politics and the often discussed tendency towards the professionalisation of political communication. It relates this tendency to the instrumentalisation of political life and its adoption of the commodity logic in public communication. The study proceeds from the perspective of critical theory and the political economy of communication. It connects this theoretical basis to Slovenian institutional politics with the aim to analyse whether and in which ways instrumental reason and commodity logic have been adopted in the political communication of political parties. The study is based on semi-structured, in-depth interviews conducted with key representatives of seven parliamentary and three extra-parliamentary Slovenian parties or groups.

PN 034

## "Being Yourself" vs Being Professional: The Use of Social Media Among Czech Politicians

*J. Zápotocký<sup>1</sup>, A. Macková<sup>2</sup>, V. Štětka<sup>3</sup>*

<sup>1</sup> *Charles University in Prague, Faculty of Social Sciences, Prague, Czech Republic*

<sup>2</sup> *Masaryk University, Brno, Czech Republic*

<sup>3</sup> *Loughborough University, Loughborough, United Kingdom*

This paper presents selected outcomes of a qualitative study which aims at exploring the day-to-day social media practices, routines and communication strategies of members of the Czech Parliament. Analyzing data from 16 semi-structured interviews with Czech MPs from all the main political parties, the paper reveals the existence of a distinct line between the authentic "do it yourself" approach towards the adoption and use of social media, and the approach which embraces professional management of social media channels, including the readjustment of communication style to different target groups as well as the intention of using social media for the purposes of setting the public and news agenda. The analysis also explores the difference between privacy barriers, which can be very strict for certain politicians, but much more blurry for others. Finally, we focus on the perceived importance attributed to social media by the politicians in the political discourse.

PN 035

## Dividing or Uniting? Social Media Use, Societal Regroupings, and Political Power Reconfigurations in Lithuania

A. Balčytienė<sup>1</sup>

<sup>1</sup> Vytautas Magnus University, Kaunas, Lithuania

Digital innovations and social media have become dominant communication means offering information sources for all types of audiences throughout their whole life course. Though technological effects and outcomes of new ICTs application and usage are extensively evaluated and assessed (Tsatsou, 2011), recent studies have observed that intensified use of new technologies and social media bring unique social effects and consequences to political and social life (Nieminen, 2016). Among the issues most widely debated are concerns voiced about societal regroupings into various communal groups. As argued, stimulated by active use of new media offers (participation of media users in social networks, their commitment with political information, etc.), contemporary societies are shifting back into the mode of interest politics, where each group is fighting for its own interest. As a result, the informational space turns into an arena of populist engagements and confrontations where new channels are used to promote new (populist) leaders. Do arising trends of new alignments and regroupings contribute to societal integration or, in contrast, bring new instabilities into a society? What appears to be profoundly new about the arising social and political divides in today's Europe? How changing societal power relations impact on the functioning of democracy? This paper is aimed at exploring the level and character of social media use in Lithuania on the basis of two national surveys conducted in the period of 2015–2016 in the framework of the national research project focused on media awareness and political preferences among juvenile and adult news consumers.

PN 036

## The Birth of “Clicktivism”: Comparing Online Movements and Parties in Central Europe

P. Bajomi Lázár<sup>1</sup>, D. Horvath<sup>2</sup>

<sup>1</sup> Budapest Business School, Budapest, Hungary

<sup>2</sup> Corvinus University of Budapest, Budapest, Hungary

This paper focuses on the assessment of emerging online movements in young democracies. Hundreds of new movements and parties are established each year, but few of these actually succeed and even fewer manage to earn seats in the Parliament. This study is concerned with the question which online movements and parties and under what conditions are likely to make it to the national parliaments. More specifically, this paper asks what methods of communication on which issues appeal to voters and mobilizes them. In an attempt to answer this question, we have adopted a comparative approach, assessing most similar cases in the context of postcommunist countries with semi-consolidated party systems. Particular attention is paid to factors such as the recent history and structure of party systems in the selected countries (Poland, Slovakia, Hungary), dominant patterns of electoral behavior, party membership figures, voter turnout and electoral volatility.

Thursday, November 10  
09:00 – 10:30

*F. Láb<sup>1</sup>*

<sup>1</sup> Charles University in Prague, Prague, Czech Republic

Communications and media research is rapidly expanding. However, in a world of "digital disruption" where old and new media are turned "upside down" and the media ecology is changing rapidly, only little of the research progress is communicated adequately outside peer-reviewed journals. The panel discusses initiatives to make media and journalism research accessible to media practitioners and a broader public and thus to increase its "impact factor": The European Journalism Observatory (<http://en.ejo.ch>) with its recent extension towards Russia (<http://ru.ejo.ch>), the Arabic Journalism Observatory (<http://ajo-ar.org/topics/الاقبال/قضايا الإعلام العربي>) as a new initiative to extend EJO's network to the MENA countries, and the Journalism Research News based in Finland and addressing mainly the Anglo-Saxon world and Scandinavian countries (<http://journalismresearchnews.org/>).

PN 077 Arabic Journalism Observatory as the Newest Part of EJO Network

*A. Hizaoui<sup>1</sup>*

<sup>1</sup> Institut de Presse et des Sciences de l'Information, Manouba, Tunisia

Contribution will touch upon Arabic Journalism Observatory as the newest part of EJO network

PN 078 European Journalism Observatory in Czech Republic

*F. Láb<sup>1</sup>*

<sup>1</sup> Charles University in Prague, Prague, Czech Republic

Contribution will touch upon European Journalism Observatory in Czech Republic.

PN 079 EJO Network – Russian Perspective

*L. Ozolina<sup>1</sup>*

<sup>1</sup> School of Business Administration Turība, Riga, Latvia

Contribution will touch upon EJO network - Russian Perspective

PN 080 EJO Network as Platform for Communicating Media

*S. Russ-Mohl<sup>1</sup>*

<sup>1</sup> Università della Svizzera Italiana Lugano, Lugano, Switzerland

Contribution will touch upon EJO network as platform for Communicating Media.

PN 081 Presentation of Journalism Research News

*T. Uskali<sup>1</sup>*

<sup>1</sup> University of Jyväskylä, Jyväskylä, Finland

Contribution will touch upon Journalism Research News.



*D. Jackson<sup>1</sup>*

<sup>1</sup> *Bournemouth University, Bournemouth, United Kingdom*

On 23<sup>rd</sup> June 2016 the UK voted to leave the European Union; a seismic decision that sparked a political and economic crisis, exposed deep social divisions and raised many questions for the future of European integration. For communication scholars, the EU Referendum is also an opportunity to study the campaign itself in the context of contemporary debates in political communication and campaigning. In this roundtable we take up some of the key talking points of the campaign including press and broadcast news coverage, gender and the politics of emotion.

PN 087 A Tory Story? News Media Coverage of the UK's EU Referendum

*J. Stanyer<sup>1</sup>*

<sup>1</sup> *Loughborough University, Loughborough, United Kingdom*

This paper examines the press and TV coverage behind what is arguably the biggest decision in recent UK political history. Based on a systematic analysis of media coverage of the referendum campaign the paper provides a critical overview of the issue agenda, the focus on personalities and the tonality of news content.

PN 088 Newspapers' Editorial Opinions: Lacklustre Support for Remain Drowned Out by Tenacious Promotion of Brexit

*J. Firmstone<sup>1</sup>*

<sup>1</sup> *University of Leeds, Leeds, United Kingdom*

This paper presents an analysis of the editorial opinions of the British press. It explores how newspapers declared editorial positions which strategically aimed to influence politicians, campaigners and readers during the referendum campaign. The research investigates what editorial positions were taken, how strongly these were injected into the debate, and how positions were constructed. By creating a 'tenacity' score to evaluate each newspaper's editorial position the analysis concludes that the anti EU newspapers shouted loudest, with the strongest conviction.

PN 089 Bending over Backwards: The BBC and 'Phoney' Balance

*I. Gaber<sup>1</sup>*

<sup>1</sup> *University of Sussex, Brighton, United Kingdom*

During the EU referendum campaign the BBC was desperate to appear 'balanced' not just because they are legally obliged so to be, but also because, with their charter due to be renewed by a hostile Conservative Government, they were anxious not to give their opponents an easy target to attack. They interpreted this by literally balancing every Remain story with a comment from Leave and vice versa. This meant, for example, that a statement in favour of Remain by almost 1,300 chief executives was 'balanced' by a quote from literally one entrepreneur arguing the opposite case. The result was coverage that was tedious, confusing and, despite the BBC's best efforts, ultimately biased. The lesson of this episode is that balanced coverage is not the same as 'impartial' coverage.

PN 090 Media Mansplaining: Gender and Political Voice in the EU Referendum Campaign

*K. Ross<sup>1</sup>*

<sup>1</sup> *University of Newcastle, Newcastle, United Kingdom*

Most work which looks at women politicians and the media suggest that they struggle for voice in campaign coverage and their marginalisation was again clear in this campaign to the point where journalists themselves felt obliged to make comment. Here I discuss how the political rhetoric about the importance of women voters never materialised in any substantial way and suggest that where women politicians were rendered visible they were mostly token, deviant or dead.

PN 091 The Emotional Politics of the EU Referendum: Bregrexit and Beyond

*K. Wahl Jorgensen<sup>1</sup>*

<sup>1</sup> *Cardiff University, Cardiff, United Kingdom*

This presentation suggests that more than anything, the EU referendum campaign embodied a negative politics of emotion, highlighting the divisive nature of the debate. The emotional tone of arguments on both sides focused on fear, anger and disaffection. The aftermath of the referendum, by contrast, has brought about "Begrexit" – remorse associated with the decision. The outpouring of negative emotion suggests that we need to take seriously the depths of disenchantment and division, but also that we need a new emotional politics – one built on positive emotion – to move forward.

*G. Murdock*<sup>1</sup>

<sup>1</sup> *Loughborough University, Loughborough, United Kingdom*

This panel represents an assortment of presentations by members of the International Association for Media and Communication Research (IAMCR). It is organized under the title, "Cultural & Political Mutations and Communication: New Discourses and New Territorialities," which is the theme of our next conference in Cartagena, Colombia, in July 2017. Presentations will include specific reference to this theme by the conference organizer, plus presentations that address some of the issues studied by IAMCR members, including mediatization, media diversity and pluralism, and media and human rights.

**PN 110 Cultural & Political Mutations and Communication: New Discourses and New Territorialities**

*A. Cadavid*<sup>1</sup>

<sup>1</sup> *UNIMINUTO, Bogota, Colombia*

We are increasingly subjected all round to phenomena, changes, dynamics, tendencies, and trends which we perceive as complex. Many of these changes and dynamics, —though certainly not all—, explode, arrive, or come upon us in rather unpredictable ways. Communication now is hardly what it was. We are closer now to a theory of social practice that sees communication as a part of any and every endeavor by which we interact with others, it is now a political practice and part of the "political" as it creates new social realities. This is to examine and discuss these new territories of the political, their social and cultural effects, and the mutations that they have produced in the communication processes, that is: a rethinking the idea of communication itself, according to current emergent and complex practices.

**PN 111 Mediatization Research: Changing Media, Changing Everyday Life, Social Relations, Culture and Society**

*F. Krotz*<sup>1</sup>

<sup>1</sup> *University of Bremen, Bremen, Germany*

In former times, the media system of a society consisted of single independent media like books, newspapers, radio, photography - different by historical development, by technology, by content and aesthetic forms, by use of the people and differently embedded in society and economy. Today the media are swallowed by a computer controlled digital infrastructure and reconstructed as hardware/software systems with different features. In addition, there are more and more further hardware/software based media services like Whatsapp or Facebook – they bundle human symbolic interactions, which more and more are also taking place there. The presentation will discuss this and some consequences for the people and for democracy, for example only controlled and selective access to knowledge and information, changing forms of processing individual experiences. Further we will draw some conclusions: Media are chances and risks, but the actual organization of this infrastructure depends mostly on technology and economy, thus needing more civil society.

**PN 112 Old Wine in New Bottles: Diversity and Pluralism in the European Audiovisual Single Market (Netflix, Filmotv.fr, Wuaki.tv)**

*L. Corredoira*<sup>1</sup>

<sup>1</sup> *University of Complutense, Madrid, Spain*

In the Digital Single Market of online video content there is no way back. My study will be focused on how AVMSD (Directive 2010/13/EU on Audiovisual Media Services) could update the Audiovisual regulation, fostering pluralism and diversity of audiovisual culture. Issues around the AVMSD reflect numerous hot-button topics now affecting digital content delivery, including the challenges of a single market, copyright, geoblocking, movie platforms, competitiveness, and cultural quotas. Without any doubt the arrival of Video-Movie online platforms from outside the EU (Netflix or Amazon Prime Video -so far, n. 1 in Deutschland-), as well as the development of European VoD or catch up TV, are a good opportunity to mutual enrichment.

**PN 113 The Institutionalization of Visual Knowledge and Its Implications for Human Rights**

*S. Ristovska*<sup>1</sup>

<sup>1</sup> *University of Pennsylvania, Philadelphia, USA*

This paper examines how and to what ends video shapes the current recognition and restitution of human rights claims. Images have long been at the heart of human rights work. They have been pushed, though, to the background of institutional thinking, which privileges words over images as presumed vehicles of deductive reasoning and deliberation. Visuals have consequently figured as an illustration on the side or an afterthought in the institutional calculus that supports human rights in various ways. Journalism, the law and politics have been among those institutions to sideline images, albeit differently. Yet, at this time of cultural, social, financial and technological challenges, these separate institutions are all turning to the visual knowledge provided by video. As videos shot by civilians, activists, NGOs and even terrorist groups and perpetrators of violence are becoming the key data of difficult new events, discussed by governing bodies and utilized in courts, video is attaining an institutional legitimacy. This paper therefore seeks to understand how institutional environments, as we know them, are changing through their adoption of video, and what this shift suggests about the status of evidence and human rights work today.

*F. Heinderyckx*<sup>1</sup>

<sup>1</sup> *Université libre de Bruxelles, Brussels, Belgium*

The academic culture of international circulation of ideas, methods and scholars started long before what became known as globalisation. Members of the academic community, in each field or discipline, rely on a shared body of theory, knowledge, methods, and epistemology. Recent developments in student and staff mobility, joint degrees, international research programs and conferences, accreditation, rankings and assessments have contributed to enhance a form of harmonization, if not of standardization of academic research and education worldwide. While promoting the highest academic standards internationally must be seen as a very positive development, a number of disciplines are at risk of losing the intrinsic wealth that stems from the diversity of approaches found in different settings. This is particularly the case in social science and humanities where harmonization may hinder innovation and creativity. This panel will discuss the conflicting virtues of diversity and harmonization in communication research and education. The "principle of subsidiarity", generally applied to public governance, will guide us in trying to determine what is best left to local initiatives, approaches and uses, and what is best harmonized at the level of a region or at the global level.

PN 146

Contribution by Francois Heinderyckx

*F. Heinderyckx*<sup>1</sup>

<sup>1</sup> *Université libre de Bruxelles, Brussels, Belgium*

The contribution will be concerned with academic subsidiarity in communication scholarship.

PN 148

Contribution by Barbie Zelizer

*B. Zelizer*<sup>1</sup>

<sup>1</sup> *University of Pennsylvania, Philadelphia, USA*

The contribution will be concerned with academic subsidiarity in communication scholarship.

## SPC06

## ACS Special Panel: Reconceptualising Copyright

*J. Adema<sup>1</sup>*<sup>1</sup> *Coventry University, Coventry, United Kingdom*

This panel presents three areas of research where some of the most interesting reconceptualisations of copyright are currently taking place: critical race studies, piracy, and academic publishing. The papers in this panel go back to the roots of copyright, exploring the racial biases and commercial enclosures underlying this regime. They critically analyse, challenge and rethink the discursive framework supporting copyright by, among others: identifying the specific European conceptions of authorship, creativity, and property underlying copyright; by establishing an ethnography of the politics underlying the guerrilla open access movement's (re)framing of book piracy; and by examining some of the new experimental scholarly publishing practices currently disrupting hegemonic academic copyright regimes. The papers in this panel will argue that in order to bring about change in the field of IP, a reconceptualization of (or indeed, even a move beyond – if at all possible) copyright would need to address the entrenched idea of culture as object and commodity, ongoing restrictions on how cultural objects are currently shared and distributed, and issues around how the individualised humanist author is perceived foremost as a proprietorial subject. This not so much with the intent to wage war on or to destroy copyright necessarily—or in all contexts—but first of all to emphasise the value of different forms of creating and creativity; forms that are collaborative, non-commercial, communal, experimental, and processual, and which have the potential to promote different legal systems, moving beyond a neoliberal capitalist framework.

PN 193

## Creating While Black: Notes on the Racial Biases of Copyright Law

*G. Rodman<sup>1</sup>*<sup>1</sup> *University of Minnesota, Minneapolis, USA*

This paper will examine the philosophical roots of Western copyright law, with a specific emphasis on how those core principles cement multiple racial biases into the foundation of our legal and cultural understandings of copyright. To be sure, the law formally recognizes people of any and all races to be authors, as long as those people produce original works that meet a particular set of standards for what can legally be copyrighted. But those are far from neutral. They privilege individual creative practices over collective forms of cultural production. They provide legal protection -- and economic value -- for some facets of a work (e.g., lyrics, melody, harmony) but not others (e.g., rhythm, meter, timbre). They require authors to have access to specific recording technologies (insofar as a work has to exist in a "fixed" form in order to be copyrighted) that are not always evenly distributed across the population. All of these are racialized biases, insofar as they are rooted in specifically European conceptions of authorship, creativity, and property: notions of individuality from the Enlightenment, notions of originality from Romanticism, and notions of ownership from Lockean philosophy. Creative works that come out of other contexts (especially communal, folk, and oral traditions) receive second-class treatment from such a system (assuming that they are recognized at all) -- and, as such, a wide range of cultural expressions associated with populations of color are denied full and equal protection under the law.

PN 194

## The Ethics Of Emergent Research: Reconfiguring Copyright Through Experiments In Radical Open Access Publishing

*J. Adema<sup>1</sup>*<sup>1</sup> *Coventry University, Coventry, United Kingdom*

This paper examines how a group of radical open access initiatives and organisations are currently, as part of their ongoing experiments with academic publishing, reconfiguring what research is and how we can produce, disseminate and consume it. Doing so, these experiments directly disrupt the concepts of intellectual property, moral ownership and copyright that underlie and frame the objects of academic publishing: books and their authors. In their attempts to move beyond the book as object, research as a singular original endeavour, and knowledge as something that needs to be fixed down and contained in order to be shared, these initiatives are simultaneously exploring potentially different legal systems—ones that are less integrally connected to capitalism and to copyright as its main mechanism to commercialise research. Taking their inspiration from piracy, remix studies, uncreative writing, anonymous personas, and artist book publishing, this paper explores how these open-ended, experimental academic writing practices function as material-discursive interventions into the academic discourse on copyright.

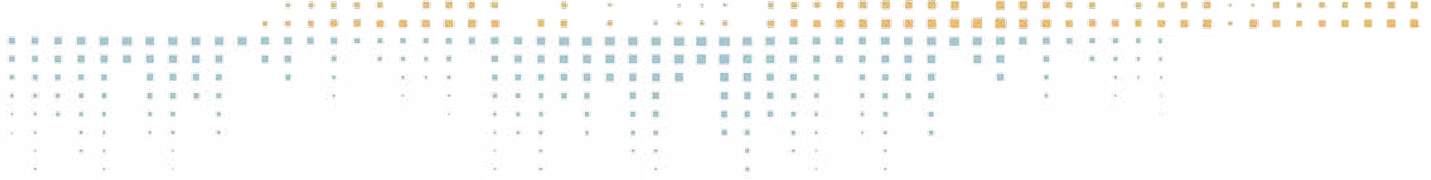
PN 195

## Custodians.Online – An Ethnographic Inquiry Into The Guerilla Open Access Movement

*B. Bodó<sup>1</sup>*<sup>1</sup> *University of Amsterdam, Institute for Information Law, Amsterdam, Netherlands*

While contemporary digital book piracy has several drivers, commercial gain is usually not one of them. Instead, many of the largest and most prominent illicit online text collections have grown to embody highly articulated, and often controversial (Bodó, 2016) political ideas. First expressed in Aaron Swartz's Guerilla Open Access Manifesto (Swartz, 2008), book piracy, especially in the scholarly communication domain is being (re)framed as a desperate but necessary, if not a noble act of resistance against the unjust commercial enclosure of scholarly knowledge (Bodó, forthcoming; Mars & Medak, 2015). The guerilla open access librarians continue the politics of open access publishing by declaring war on copyright itself via the willful and blatant disregard of intellectual property rights of authors and publishers alike. However, what makes these book pirates stand apart from the average internet copyright infringer is their public, selective, and strategic application of copyright infringement as a political tool. Though many knowingly commit copyright infringing acts while





online, the fear of social stigma or the risk of legal prosecution prevents most of us do so publicly. In 2015, book pirates decided to come out of the closet and show unapologetic support for copyright infringement under certain circumstances (Barok et al., 2015). Open access guerillas are usually not copyright abolitionists. Many of them are authors, creators, and as such, right holders themselves, and none of them is ignorant or dismissive about the present and the past of intellectual property protection. They usually follow copyright rules, but not in all situations. This very fact of selective compliance, made public, is in the core of their political agenda, expressed through manifestos, events, and most importantly in their piratical text collections. This paper provides an ethnographic insight into the politics of contemporary guerilla open access movement.

O 006

*J. Švelch<sup>1</sup>*<sup>1</sup> Charles University in Prague, Faculty of Social Sciences, Prague, Czech Republic

This round table will explore the state of the art of digital game studies in the region of Central and Eastern Europe (CEE). As the ECREA's digital games temporary working group has evolved into a section, it is time to reflect on the regional aspect of this (sub)discipline and discuss its agenda in different parts of Europe. Although digital game studies in CEE has been generally lagging behind the West, numerous authors and departments have started making substantial contributions to game scholarship. The round table will bring together scholars and conference organizers from CEE with representatives of the ECREA digital games research section. We will discuss the following topics: state of the art of game studies in the region, institutional infrastructure, specific contributions of regional game studies, an overview of themes and methods used in the region's game scholarship, relationship to game design and industry, and future European collaboration. We will welcome questions, comments and contributions from other conference participants.

PN 265

Contribution to the Roundtable Debate by Jaroslav Svelch

*J. Švelch<sup>1</sup>*<sup>1</sup> Charles University in Prague, Faculty of Social Sciences, Prague, Czech Republic

This contribution to the roundtable debate will deal with digital and game studies in Visegrad and CEE region.

PN 266

Contribution to the Roundtable Debate by M. B. Garda

*M.B. Garda<sup>1</sup>*<sup>1</sup> University of Lodz, Lodz, Poland

This contribution to the roundtable debate will deal with digital and game studies in Visegrad and CEE region.

PN 267

Contribution to the Roundtable Debate by Jan van Looy

*J. van Looy<sup>1</sup>*<sup>1</sup> University of Ghent, Ghent, Belgium

This contribution to the roundtable debate will deal with digital and game studies in Visegrad and CEE region.

PN 268

Contribution to the Roundtable Debate by Thorsten Quandt

*T. Quandt<sup>1</sup>*<sup>1</sup> Münster University, Münster, Germany

This contribution to the roundtable debate will deal with digital and game studies in Visegrad and CEE region.

PN 269

Contribution to the Roundtable Debate by L. Blinka

*L. Blinka<sup>1</sup>*<sup>1</sup> Masaryk University, Institute for Research on Children, Youth and Family, Brno, Czech Republic

*P. Golding<sup>2</sup>, S. Splichal<sup>1</sup>*

<sup>1</sup> *University of Ljubljana, Ljubljana, Slovenia*

<sup>2</sup> *Newcastle University, Newcastle, United Kingdom*

The panel is dedicated to outlining the changes in funding for research in media and communications in recent years. It will assess two current trends, the first being the diminishing funding for research projects in social sciences and humanities at national level and the push towards the level of European funding. The second interrelated trend indicates a move towards funding of applied, industry-focused research and projects conducted in close partnership with media industries at the expense of more critical, theoretical or long(er)-term work. The round table will bring together scholars from different European regions and presents the initial findings of work undertaken by a task force established by European Communication Research and Education Association (ECREA) to produce a systematic mapping of the changing European landscape of funding for research in media and communications. Task Force Members: Claudia Alvares (ECREA President; Lusofona University), Kirsten Drotner (University of Southern Denmark), Peter Golding (Task Force Coordinator, Newcastle University), Christina Holz-Bacha (University of Erlangen-Nürnberg), Paolo Mancini (University of Perugia), Helena Sousa (University of Minho)

PN 270 Contribution by Claudia Alvares

*C. Alvares<sup>1</sup>*

<sup>1</sup> *Lusofona University, Lisbon, Portugal*

Contribution will touch upon changing landscape of funding for research in media and communications in Europe.

PN 271 Contribution by Kirsten Drotner

*K. Drotner<sup>1</sup>*

<sup>1</sup> *University of Southern Denmark, Odense, Denmark*

Contribution will touch upon changing landscape of funding for research in media and communications in Europe.

PN 272 Contribution by Christina Holtz-Bacha

*C. Holtz-Bacha<sup>1</sup>*

<sup>1</sup> *University of Erlangen-Nürnberg, Nuremberg, Germany*

Contribution will touch upon changing landscape of funding for research in media and communications in Europe.

PN 273 Contribution by Paolo Mancini

*P. Mancini<sup>1</sup>*

<sup>1</sup> *University of Perugia, Perugia, Italy*

Contribution will touch upon changing landscape of funding for research in media and communications in Europe.

PN 274 Contribution by Helena Sousa

*H. Sousa<sup>1</sup>*

<sup>1</sup> *University of Minho, Braga, Portugal*

Contribution will touch upon changing landscape of funding for research in media and communications in Europe.

SPC09

Roundtable: Traps and Pitfalls of Neoliberalising Academia

*I. Tomanič Trivundža*<sup>1</sup>

<sup>1</sup> *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

Universities and academic institutions across Europe are often subject to policies which treat them as commercial corporations expected to continually enhance their publication outputs and intensify knowledge performance. This special panel will bring together experts who will share their reflections on and experiences with the detrimental effects of neoliberal mode of thinking applied to academic environment. Plagiarism and publishing in predatory journals (faking academic standards) will be revealed as two specific exemplary forms of academic misconduct in pursue of quantity of publications in Czech Republic and Slovenia. REF (Research Excellence Framework) in United Kingdom which functions as model evaluation system across Europe and potential prioritizing quantity over quality will be assessed as well as neoliberal tendencies in European research funding. The role of ranking journals and assigning them impact factors (including the threat of its abuse) will be also critically reviewed.

PN 303 Threats to Quality Publishing and Measuring of Academic Performance: Reflections from the Periphery

*I. Tomanič Trivundža*<sup>1</sup>

<sup>1</sup> *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

This contribution deals with threats to quality publishing: plagiarism and Slovenian Case.

PN 304 Threats to Quality Publishing: Predatory Journals and Czech Case

*J. Švelch*<sup>1</sup>

<sup>1</sup> *Charles University in Prague, Faculty of Social Sciences, Prague, Czech Republic*

This contribution deals with threats to quality publishing: predatory journals and the Czech case.

PN 305 Reflections on REF as a Tool of UK Research Policy

*J. Stanyer*<sup>1</sup>

<sup>1</sup> *Loughborough University, Loughborough, United Kingdom*

This contribution deals with reflections on REF as a tool of UK research policy.

PN 306 Quant vs Qual 2.0: Implications of Neoliberal Funding Strategies

*K. Drotner*<sup>1</sup>

<sup>1</sup> *University of Southern Denmark, Odense, Denmark*

This contribution will deal with implications of neoliberal funding strategies.

PN 307 The dangers of using metrics in communication studies

*K. Wahl-Jorgensen*<sup>1</sup>

<sup>1</sup> *Cardiff University, Cardiff, United Kingdom*



*T. Graham<sup>1</sup>*

<sup>1</sup> *University of Groningen, Groningen, Netherlands*

How does the use of social media impact the relationship between politicians/representative institutions (parliaments, local councils, parties) and citizens? Over the past several years, we have witnessed an unprecedented rise in the use and popularity of social media platforms such as Facebook and Twitter. These platforms have slowly, but increasingly flooded formal politics. They have become a prominent tool for politicians and parties to provide information, mobilize their base and connect to the public directly. Parliaments (and local councils) too have been increasingly developing online strategies to promote public engagement. Social media are also important to citizens as spaces of everyday participation, allowing people to have a say in the public sphere and cultivating a growth in non-electoral forms of political participation and engagement. Social media are becoming embedded into the structures, forms and processes of everyday politics and political communication, raising important questions about the relationships that politicians, parties, local councils and parliaments are keeping with citizens in representative democracy. Within such a climate, there is a pressing need for reconceiving the traditional relationship between representative institutions, elected representatives and citizens.

PN 333

### Daily Democracy: A Comparative Study of Dutch, Italian and Swedish MPs Use of Twitter in Non-Election Periods

*T. Graham<sup>1</sup>, M. Broersma<sup>1</sup>, K. Larson<sup>1</sup>, F. Giro<sup>1</sup>*

<sup>1</sup> *University of Groningen, Groningen, Netherlands*

Although the ubiquity of social media points to everyday concerns, when it comes to analysing its use by politicians research typically focuses on the exceptional, namely election campaigns. While this provides insight into a highly visible and strategically mediated phase of the political process, it ignores the communicative mundaneness of daily democracy. This paper accordingly investigates and compares the ways in which members of parliament (MPs) in three European countries – Italy, Sweden and the Netherlands – utilize Twitter during off-peak periods, focusing on the extent to which social media are fostering a more 'connected' and reciprocal relationship between citizens and politicians. Throughout many Western democracies, research points to the increasing valorisation of Twitter as an informal, intimate and open space for (everyday) political communication, raising important questions about what tweeting practices are particularly prominent and if and how connections with citizens are being cultivated. In order to begin addressing such questions, this paper uses hand-coded content analysis to examine tweeting behaviour during a two week non-election period. First, we map basic patterns of usage. Second, we analyse the types of tweets (e.g. retweet, @-reply); third, their function (e.g. self-promotion, critiquing, requesting input/support); fourth, interaction (whom MPs communicate with). Finally, we examine the content (the political/personal topics tweeted about). The unique comparative positioning of the study opens up analytical space for determining how national context may influence tweeting behaviour of MPs in diverging political systems. In light of this analysis, the paper explicates the interlinkages of political representation and inherent potential for bottom-up reciprocity between politicians and citizens engaging with social media. We discuss our findings in light of ongoing debates around postmodern politics and the empowering potential of new media. We argue that social media practices may foster new (more personal, intimate) forms of connectivity and interaction between politicians and citizens.

PN 334

### Me-Too and (Social) Media Stars: Swiss Politicians on Twitter

*A. Rauchfleisch<sup>1</sup>, J. Metag<sup>1</sup>, M. Bütikofer<sup>1</sup>, N. Rupp<sup>1</sup>*

<sup>1</sup> *University of Zurich, Zurich, Switzerland*

In our study we analyse the use of Twitter in political communication in Switzerland. The purpose of this study is twofold: First we focus specifically on the use of Twitter by Swiss politicians during a non-election period. We measured on the one hand the activity of the Swiss members of parliament. On the other hand we tracked the reaction of users during this time period. Based on the data we identified different user types amongst the politicians. Secondly we analysed, how often these politicians were mentioned in the media. Our results point towards normalization: Politicians with high media attention are also dominating the Twitter sphere. Furthermore only few politicians actively interact with citizens on Twitter, and thus fall into the category of connected representation.

PN 335

### "Digital MPs"? – Reflections on Social Media Usage by French and German Politicians

*A. Frame<sup>1</sup>, C. Thimm<sup>2</sup>*

<sup>1</sup> *University of Burgundy, Dijon, France*

<sup>2</sup> *University of Bonn, Bonn, Germany*

This paper focuses on the personal perspectives of German and French politicians concerning their use of social media, based on semi-directive interviews. The focus of the German study is on the usage of social media by selected younger MPs, particularly on Facebook and Twitter. This corpus consists of five one-hour long interviews, carried out in 2013, with MPs from five different parties, including the conservative CDU, the social democrats (SPD), the Liberals, The Left Party and the Green Party. They were interviewed regarding their personal perspectives, attitudes and experiences of media usage and daily practices in political contexts. Additionally, a media analysis of their social media usage was carried out in order to compare media activities and media attitudes by the politicians. The French sample within the study consists of five semi-directive interviews conducted in 2012/13 with French politicians active on the national level (MPs and senators), including current and past ministers from across the political spectrum. The politicians interviewed were encouraged to discuss in depth their personal practices and representations of Twitter as a political PR tool, through a range of questions including the following topics: motivation of use, modes of access, time spent reading and writing, profile information, followers, best practises, evolutions in usage, evolutions

in working practises, individual vs. team-run accounts, global social media strategy (notably Facebook), public vs. private spheres, limits and resistance. The main results demonstrate mixed attitudes on the part of the politicians interviewed. Common points between the two national samples include use of social media for monitoring current events, the idea that the channel is a good way to enter into contact with voters and with other politicians, but also frequent mentions of verbal violence. German politicians also complained about a rising pressure to communicate in an “always-on” environment and lack of time. Some also pointed out the ignorance of party colleagues on the issue of digital media in general. While all five German politicians reflected on their reputation of being a “digital MP” and used it for their self-marketing as well as for their within-party standing, this point did not come through as strongly in the French sample. The five French politicians tended to underline the opportunity offered them by Twitter to communicate from behind closed doors, and mentioned the direct messaging function as a privileged channel for communicating unofficially with other politicians and journalists. The paper thus not only discusses the use of social media tools for “direct representation”, but how the politicians interviewed conceive various functions of social media in relation with their everyday professional activity as a whole, outside the electoral process. It discusses common points and differences between the French and German examples, in a bid to understand the way social media has been integrated into the political sphere in both countries.

PN 336 Comparing (Inbetween) Campaigns –Swedish Political Parties on Facebook 2010–2014

A.O. Larsson<sup>1</sup>

<sup>1</sup> *Westerdals Oslo School of Arts- Communication and Technology, Oslo, Norway*

So-called social media in particular are often discussed in terms of potentially invigorating modern democracies through novel means of outreach for political parties. Adopting conceptual notions of permanent campaigning, suggesting intensive efforts by such actors also outside of election seasons, the current paper presents an overarching study of Facebook use by Swedish political parties during and inbetween two elections – 2010 and 2014. Our specific interests are geared towards distinguishing between the activities undertaken by established and less established parties, where the latter group have often been pointed to as having especially valid reasons to partake online in this regard. The study also takes the types of feedback received into account, differentiating between so-called likes, shares and comments. The main findings indicate that while less established actors show tendencies towards a more permanent employment of Facebook, their established competitors are generally more successful in gaining leverage on the platform.

PN 337 Political Parties Social Media Practices Between Elections in Sweden Today

J. Svensson<sup>1</sup>, U. Russmann<sup>2</sup>

<sup>1</sup> *Uppsala University, Uppsala, Sweden*

<sup>2</sup> *FHWien University of Applied Sciences of WKW, Wien, Austria*

In this article we will attend to two neglected areas within the field of politicians online. First the study attends to a non-election period, and second the study will allow for a cross platform comparison. Most studies in the field are centred on election periods (as this special issue/panel highlights). A review of the field also reveals that most studies only attend to one platform at a time. In this article we will focus on two Swedish parties (Social Democrats and Feminist Initiative) use of Facebook, Instagram, Twitter and YouTube during one random week in January 2016. Given that studies have pointed to that incumbent parties and so-called underdogs use social media differently (have different rationales for using social media) we have chosen the governing social democratic party and the underdog Feminist Initiative aiming to get into the Parliament. Our study is set in Sweden, a country with a top ranking when it comes to social media use. And the study focuses on political parties social media accounts (instead of individual politicians) because Sweden is a party-based democracy (compared to the more candidate centred system of the US and the UK most often attended to in political communication). The questions this study seeks to answer is 1) to what extent parties use social media platforms in-between elections 2) for what purposes 3) and whether they use social media to interact with citizens. The study will also allow us to compare whether there are any differences between the two parties and between the platforms used. The method for studying this will be a content analysis of the parties posting in these platforms during the selected week. To answer the first question we will simply count the postings and compare this with studies from the 2014 elections. For the second question we will code postings based on variables developed from previous studies of politicians online. Variables used will be whether the platforms are used for a) broadcasting information, mobilizing supporters or for image-management (in terms of perspective, personalization, the use of celebrities and whether the context is rather professional or private. To answer the third question we will study the amount of comments the postings have got, if it consists of only emoticons or are with or without intrinsic value (i.e. give relevant and substantive information). We will also code for reciprocity, i.e. if the party (and users) comments relate to each other.

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