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Book of Abstracts

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Plenary Sessions

PLEN1 - Keynote Lecture - Sonia Livingstone

KL 1 **Behind the scenes at the UN: Reflections on the potential for research impact in media and communications**

Sonia Livingstone[1]

[1] _LSE, Media and Communications, London, United Kingdom_

'Impact' is not for everyone, but for those of us whose research addresses topics of public or policy significance, it can be intellectually and politically valuable to engage with policy and practice beyond the academy. Over the years I have become increasingly committed to exploring the possibilities of research impact without, I hope, losing my critical and academic commitments, and it has been an interesting journey. This lecture will tell a story of impacting policy and practice in relation to human rights and internet governance, specifically focusing on my collaborative research on children's rights in the digital age that builds on contributions from the EU Kids Online and Global Kids Online networks, among other projects. By highlighting some of the challenging and controversial moments in working with the UN, UNICEF, platforms and NGOs, I will share my experiences in ways that I hope may benefit others.

PLEN2 - Keynote Lecture - Eli Skogerbø

KL 2 **Challenging the Nordic image of progressiveness: Reflections on experiences with research impact from collaborative, cross-cultural and cross-border projects**

Eli Skogerbø[1]

[1] _University of Oslo, Media and Communication, Oslo, Norway_

I will address 'impact' from the position of a Nordic political communication researcher. The Nordics are often viewed as homogenous and egalitarian democratic welfare societies with similar political and media systems and compared with just about any other region of the world, we are just that. Nevertheless, zooming in on the political communication of the Indigenous, in this context Sami, paints a different picture that is characterized by (post)colonial power structures and societies divided by national borders, languages and institutional differences. I will share my experiences as a non-Indigenous researcher working in collaborative, cross-cultural and cross-border research projects that paradoxically can be described as having both significant impact and being nearly invisible.

PLEN3 - Keynote Lecture - Mirko Tobias Schäfer

KL 3 **Not merely studying but also building the digital society! How socially engaged research makes a difference**

Mirko Tobias Schäfer[1]

[1] _Utrecht University, Utrecht Data School, Utrecht, Netherlands_

Drawing from our decade-long experience in socially engaged research at the Utrecht Data School, and other examples, this talk depicts practical examples for developing effective knowledge transfers between university and society. Current crises such as the pandemic, warfare, climate change, migration, and digitization require interdisciplinary efforts and collaborations with practitioners, policy makers, stakeholders and citizens; and this creates many opportunities for researchers from the Social Sciences and Humanities (SSH). Their expertise in cultural and social complexity, philosophy, politics, history, ethics and other areas are very much needed. With digital methods and data analysis, SSH disciplines can expand their toolbox and provide novel insight and also solutions to many challenges. We thus find ourselves in an unprecedented situation where we have the opportunity to not merely investigate society but actively participate in shaping it. With reference to the general call for more socially engaged research and for rethinking impact, this talk discusses some of the needed changes in universities for enabling public engagement and effective knowledge transfer.

PLEN4 - Keynote Lecture - Gary Younge

KL 4   **Did you used to be on the tv? Navigating impact in the transition from journalism to academia**

Gary Younge[1]

[1]   *Manchester University, Sociology, Manchester, United Kingdom*

In 2020 I left my job at *The Guardian* as editor-at-large and became Professor of Sociology at the University of Manchester. The shift from mainstream journalism to academia over the past three years has forced a reckoning with and reflection upon the notion of impact — a concept of which I was previously unaware as it related to the academy. In this keynote I plan to explore the meaning of impact on two intersecting levels: the philosophical and the practical. Philosophically I will seek to draw out the distinction and tension between depth of subject and breadth of reach; enduring resonance and fleeting impression and small, elite audiences and popular consumption and acclaim. Practically I intend to use the case study of the story of mixed-race German born children of African-American servicemen, illegally adopted and taken to Denmark after the war, that I have been researching since I became an academic. Using that story, I intend to map the relationship between academia and journalism and the full spectrum of what might be termed ‚impactful' from the way that I found the story to the question of what I should do with it.

Special Sessions

SS01-1 The rights of others – challenging unequal power relations in academic publishing

Joke Hermes[1]

[1] *Inholland University, Inclusion and the Creative Industries Research group, Amsterdam, Netherlands*

Reflexivity, transparency and accountability are indispensable for a fair and open culture of publishing in academic publishing. I will draw on twenty-five year of editing to argue that we need the academy to be a space where it is possible to challenge unease, suspicions, unfair situations and, rather obviously, the abuse of power. I will first touch on how digital journal management has given us a host of fake tools to score reviewers for speed, quality of reviewing and more. Painfully, these tools give authors a sense of being able to see what happens. Can we use them well? Secondly, there is the question of free labour of reviewers and editors (whether or not they are in open access journals). Will it help the quality of academic publishing and serve the goal of disseminating knowledge more broadly when we tackle all the free labour? Thirdly, how do we create the open culture we want? Only a small number of complaints and questions reached us over the years. These though were grave matters and difficult to resolve. Amia Srinivasan counsels us to beware of a notion of safe space that assumes a commonality that does not exist. Halleh Ghorashi suggests we aim for 'daring spaces' to resolve conflicts, problems and unease. If we want fair and open practices of publishing we may well have to accept that these will be uncomfortable to say the least. Building emotional intelligence and strength of character to act respectfully and courteously when challenged by others may well need to be a compulsory course for anyone supervising anyone else whether in their publishing or in their teaching as well as for editors.

SS01-2 Publishing practices in media studies and communications

David Šmahel[1], Lenka Dedkova[1]

[1] *Masaryk University, Faculty of Social Studies, Prague, Czech Republic*

This presentation explores the different models of open-access publishing, particularly the share of open-science publishing in media studies and communication. We will discuss the pros and cons for the different models, provide examples of journals that use those models, and discuss the challenges for managing and financing a journal with a diamond open-access model, with "Cyberpsychology" as a case study. We will also focus on predatory journals and the possible "grey zone" publishing practices exhibited among some open-access journals. We will discuss ways to identify problematic journals, such as their inclusion in scientific databases (mainly Web of Science and Scopus), the high numbers of articles they publish annually, the high proportion of self-citations for specific journals, the high publication fees, the fast review processes (including the definition for a "too short" process), and the excessive number of "special issues". We will also explore ethically problematic publication practices, such as prompting authors to cite recent publications from the same journal. This presentation should encourage discussion about these topics.

SS01-3 The impact of Plan-S on social sciences and humanities: opportunities and challenges for media and communication research

Burcu Sümer[1]

[1] *Ankara University Faculty of Communication, Radio Television and Film, Ankara, Turkey*

The launch of Plan S in September 2018 by a consortium (cOAlition S) of initially 11 European national research agencies and funders requiring the immediate open access (OA) publication of all their research with effect from 2021 shifted the debate on OA in scholarly communication to a new phase. Since then, cOAlition S grew bigger to include more European as well as international members and its updated plan in May 2019 is endorsed by many national, international, charitable funders and research organisations. Where the increasing platformisation of research in recent years is considered, Plan S marks an important steppingstone in reaching the goal of delivering knowledge as public good as laid out in the Budapest Open Access Initiative in 2002 and Berlin Declaration in 2003. ItPlan S aims at replacing the existing subscription based 'pay to read' model of scholarly communication with a 'pay to publish' model where the authors retain the copyright of their works with open licencing and no embargo periods by publishing in journals/platforms compliant with the quality and technical criteria laid out in its

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implementation guidance. Although Plan S gave a momentum to the Open Access Movement, which has been suffering from an uneven pace of change in challenging the dominance of for-profit scholarly publishing model, its proposal for financing open access publishing via the introduction of Article Processing Charges (APCs) continue to spark controversy among scholarly communities. Commentators and scholars with an in-depth knowledge of research cultures in Global South and Latin America often raise concerns over the possible negative impact of the intensifying push from the Global North to extend the scope of Plan S particularly in the fields of social sciences and humanities. The existing inequitable distribution of openness in our scholarly communication practices in the broader context of Europe and beyond are not random but rather historically and politically rooted. In this presentation, different models of OA publishing practices in media and communication research represented within the ECREA community will be reviewed to understand how and why varying degrees of openness in our research and publishing practices matter when the ongoing expansion of Plan S is considered. In so doing, this presentation aims at contributing to an important mandate of ECREA as a learned society to set a jointly shared scholarly agenda for a not only viable but also sustainable OA research culture.

SS02 - Special panel: Essential yet Endangered - The State of CLP Research in Europe

SS02-1   Enduring or endangered? The future of communication law and policy research

Christopher Ali[1], *Luzhou Li*[2], *Pawel Popiel*[3]

[1]   *Pennsylvania State University, Telecommunications and Media Industries, Charlottesville, USA*
[2]   *Monash University, Faculty of Arts, Melbourne, Australia*
[3]   *University of Pennsylvania, Media- Inequality & Change Center, Philadelphia, USA*

As a discipline and as a field, communication law and policy is wide-reaching, inter-disciplinary, and multi-method. Topics and methods range from "traditional" legal research to policy "experiments", quantitative assessments, textual and discourse analysis, new institutional analysis, and critical methodologies like critical political economy and critical geography. The topics are equally as wide ranging, from enduring issues involving freedom of expression, ownership, public service broadcasting, and content regulation, to topicsunique to the digital world: AI, data privacy, internet governance, to those that exist between the old and the new: journalistic speech and the future of journalism, "big tech", and universal service. Beyond subject matter, the study of communication law and policy is as old as communication studies itself, and at one point was at the vanguard of critical interventions in the field. It seems, however, that despite its history, the multitude of ontological options, topics, and methods, the field of communication law and policy is less attractive to student and early career scholars than it used to be. Drawing from the experience of three officers of the Communication Law and Policy division of the International Communication Association (ICA), this intervention will focus on three opportunities for growth of both the division and of the field more generally: Diversity, Segmentation, and Mentorship. As a division, Communication Law and Policy is a smaller unit of the ICA but maintains a steady membership and engaging interventions in the annual conference. Diversity: First, we will address the issue of diversity – a noted challenge and goal of the ICA. Diversity here includes both the need to increase membership and participation from areas of the world whose voices and experiences have not been centered and to increase the scholarly engagement with issues and topics outside of the West. In both, we can draw from a now-20-year approach of and need to "de-westernize media studies."Segmentation: Second, we will address the segmentation of the field and the growth of fields of study like critical media industry studies, algorithm studies, platform studies, and infrastructure studies, which parallel communication law and policy studies, and may be attractive to early career scholars who may see "communication law and policy" as "stayed" and "traditional." Segmentation also means fewer calls for junior faculty positions specifically in law and policy. Our goal is to engage with scholars who may not see themselves as "law and policy scholars" but whose research, conclusions, and interventions have legal, regulatory, and policy implications. There is a need to broaden our field to allow these scholars to see themselves here. Mentorship: Third, we will address the need for mentorship in the field. Various attempts have certainly been made, notably the Annenberg-Oxford Media Policy Summer Institute, the Media Law & Policy Scholars Conference. As the flagship institutions of the field, communication law and policy divisions should be at the forefront of early career mentorship.

Special Sessions

SS02-2   A crowding out of policy research in communication science?

Sally Broughton Micova[1], *Manuel Puppis*[2], *Hilde Van den Bulck*[3]

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[2]   *University of Fribourg, Department of Communication and Media Research, Fribourg, Switzerland*
[3]   *Drexel University, Department of Communication, Philadelphia, USA*

Digital transformations have exacerbated policymakers' and regulators' need for scientific knowledge and normative frameworks over the past two decades. At the same time, CLP research has matured. Handbooks devoted to theories and methods have strengthened the field's foundations. ECREA and other international associations have well-established sections dedicated to policy issues. CLP scholars confidently bring in their much-needed voice in policy debates, and are particularly well-equipped to point out power imbalances in the politics of media policy and potential solutions for policy problems. The move to evidence-based policymaking has created more opportunities than ever to contribute. Nevertheless, CLP research does not seem to be booming. Membership of the ECREA-CLP section is stagnating. Few early career scholars join the section or pursue a career in the field. Long-standing ECREA-CLP members who retire do not seem to be replaced by their institutions as professorships and permanent positions dedicated to policy research are dwindling. For instance, there seem to be more professorships dedicated to CLP in Austria and Switzerland combined than in their much bigger neighbor Germany. CLP professorshipsare also rare in the Benelux countries, with the replacement of professors often used for a change of orientation. At the same time, as Just and Puppis (2018) point out, many communication scholars contribute to policy research without identifying themselves as policy scholars or even without realizing they are performing policy-relevant work as various research fields in communication generate knowledge potentially relevant for policymakers and regulators. Slightly more concerning, from our perspective, is the apparent disinterest of scholars engaged in the booming topics of platforms, algorithms, AI and their governance in the traditional venues of CLP research as well as their uninterest to identify as such. All this raises questions for ECREA-CLP. At the most fundamental level, it is important to get a better understanding of why so many scholars do not feel like identifying with or becoming involved in our field. Is this a perception issue or is it related to the perceived lack of opportunities that a CLP profile brings to an academic career? How can we avoid being considered to be at the margins of academia (no top journals specific to CLP, disproportionate low job postings/PhD opportunities)? Are there obstacles to getting media and communications work published in mainstream public policy arenas? Getting a better understanding hereof can help us in finding ways to remove some of these barriers. However, we do not need to wait for this new knowledge to start on our way to improvement. As ECREA CLP (vice) chairs, with this input we grapple with ways to create opportunities for young scholars, for instance by consistently reserving speaker roles to younger members or best student paper awards. We propose ways to reach out to those scholars who are playing a role in policy but do not yet identify as CLP scholars, and show the contemporary relevance and necessity of CLP research to understand the most cutting-edge issues in a digitized media and communication world.

SS02-3   A call to expansion: new frameworks and territories

Marina Fernandes[1]

[1]   *Vrije Universiteit Brussel, Smit, Brussels, Belgium*

Communication policy scholars have engaged in reflecting on their history and role (Puppis & Van den Bulck, 2019), calling for reinvigoration while ensuring quality and rigor in methodological approaches (Just & Puppis, 2018), as well as theoretical development considering the specificities of the field (Ganter & Löblich, 2021). This abstract presents two points that could expand the field and attract young scholars. The first point is to reinforce how CLP is a dynamic field that allows innovative research. Secondly, this is an invitation to expand the scope from Europe to other regions and establish partnerships. From the outside, CLP can be seen as focused on policy outcomes and policy evaluation that is mainly assessed through qualitative document analysis in official documents. Since policymaking is a complex and multi-layered process, research on CLP encompasses all levels of policymaking: how policies are generated, changed, evaluated, its repercussion, and their silences (Freedman, 2010). Therefore, it is a dynamic field that considers not only policy outputs but also the actors involved, the negotiation, and the ideas debated before a policy is implemented. Thus, research in media policy should explore all these dimensions. Reinforcing the dynamic character of the field expands the set of theories and methods that can be used when investigating media policy. On the theoretical level, besides developing a theory that encompasses the specificities of the field, it is also vital to engage in interdisciplinary approaches (Just & Puppis, 2012). This broader understanding of media

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policy research also opens up possibilities to experiment with methods, such as ethnographic studies. On this level, it is essential to highlight the contribution Handbook of Methods for Media Policy Research (Van den Bulck, Puppis, Donders, & Audenhove, 2019) because it is extremely helpful for young scholars and provides several insights on how to experiment in the field. It provides a convincing argument for why the theoretical and methodological debate must be continued. Additionally, it is important to encourage new research questions to include broader elements from macro to micro perspectives, which in return could attract scholars from other fields and lead to innovative research. In sum, the dynamism of media policy is an opportunity to explore innovative research where experimentalism should be encouraged. The expansion of the field is not only a matter of expanding research approaches but also should include a broader geographical scope. It is necessary to include regions outside the EU and analyze the field globally (Mansell & Raboy, 2011). A commitment to expand globally cannot be just thematic, it is also fundamental to include researchers from different contexts (Ganter & Ortega, 2019). Along these lines, the partnership with young scholars from different regions and their insertion in an international network is crucial to maintaining the field relevant and dynamic. Several initiatives could promote a broader network, such as offering opportunities for a research stay, facilitating participation in conferences, developing research projects together, and co-authoring papers.

SS02 - Special panel: Essential yet Endangered - The State of CLP Research in Europe

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SS02-4   We should all be communication law and policy researchers presenter

Hallvard Moe[1]

[1]   *University of Bergen, Department of Information Science and Media Studies, Bergen, Norway*

This contribution is a perspective from someone from outside of the ECREA Communication Law and Policy section but very much part of the ECREA research community. This intervention will argue that communication law and policy research is certainly essential to our discipline, but merely endangered in terms of institutionalizations. The field of European media and communication research is ripe with endeavors that, rooted in understandings of fundamental rights or democratic theory, critically assess the workings of media in all their forms. From this presenter's perspective, there does not seem to be an acute shortage of empirical media and communication research findings fit to be fed into policy processes. On this basis, three questions will be raised with the aim to help spur the discussion about the future of CLP as a core subfield of media and communication research: First, to what extent can further explications and developments of normative starting points help re-new and define the field, especially for young scholars with an interest in research topics currently getting a lot of attention such as datafication, surveillance capitalism, or artificial intelligence? Certainly, developing normative law and policy perspective remain more relevant than ever. Second, as CLP attracts scholars interested in long-standing – even recurring – debates such as the role of public service broadcasters: How can the rich history of the field be mobilized in a constructive manner to welcome new research on such debates? This is certainly not opposed to but, in fact, important in bringing the field forward. Thirdly, recent years has seen much work not only with regard to improving the theoretical but also the methodological foundations for media and communication policy research. So we should ask: How this can be taken further to better contribute to the methodological innovation needed to grasp the roles of new actors and processes in the ever-expanding landscape of media and communication technology?

SS02 - Special panel: Essential yet Endangered - The State of CLP Research in Europe

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SS02-5   Raising attractiveness by focusing on communication and technology policy

Julia Pohle[1], Francesca Musiani[2]

[1]   *WZB Berlin Social Science Center, Politics of Digitalization, Berlin, Germany*
[2]   *CNRS, Centre Internet et Société, Paris, France*

The contribution by the chairs of the Communication Policy & Technology section of IAMCR will reflect on the three major challenges that researchers with a focus on communication and technology policy are facing in their daily work:First, communication and technology policy research is necessarily highly inter- and transdisciplinary and draws on theoretical and methodological approaches from communication studies, policy research, political sciences, IR, sociology, STS, and others. While academic institutions and funding agencies around the world emphasize the need for interdisciplinary research, the reality of grant proposal writing and academic career paths shows that most disciplines, including communication studies, seek to protect their boundaries and are often not very open to researchers or projects with an interdisciplinary background. Secondly, critical communication policy research needs to account for the "messiness" and "situatedness" of the policy processes under scrutiny. With the particular attention that communication scholars pay to the role of language and ideas, the analysis of policy processes and

governance settings becomes increasingly complex. However, over the last decades, communication scholars have borrowed conceptual and methodological approaches from other disciplines (see our first challenge) and developed their own tools to account for the multiple and heterogeneous influences in policy. Third, amongst the policy-focused sections in the large communication associations, IAMCR's CPT section has the particularity that its members do not only focus on communication and media policy but on communication AND technology policy. While this makes it possible to integrate research perspectives and topics that are on the border of the disciplinary focus of communication studies (again, see our first challenge), the attention paid to technological developments brings also new challenges. For instance, in addition to understanding the structural conditions of policymaking and the power relations at play, it is often necessary to also understand the functioning of technologies, in particular of digital technologies, and the power relations at play there. In addition, with digital technology becoming increasingly pervasive, policy issues related to digital communication are intrinsically linked to other aspects of technology, economy, and society. But, although this adds to the complexity of the issues under scrutiny, this also enlarges the thematic spectrum of communication policy research and, thus, might contribute to the attractively of the field for new scholars.

SS05 - Special panel: ICA - Rethinking the impact of communication on what, by whom, and for whom?

SS05-1   But That's Not How I Feel – Statistics as Storytelling

Elisabeth Staksrud[1]

[1]   *University of Oslo, Faculty of Humanities, Oslo, Norway*

Researchers on children and media are in the enviable position of having people outside the academic world take a great interest in their work and results. However, this is not without its challenges. Most people tend to have personal experiences with and opinions about media, media effects, and what's "good for children". As a result, researchers often face the task of disseminating findings that can appear counter-intuitive or even provocative to parents, politicians, and the public. In this presentation, I discuss experiences with using statistics and theory to create narratives that can facilitate insights into complex research findings to a general (and sometimes anxious) audience, and through that change policy and practice to strengthen children's wellbeing and rights.

SS05 - Special panel: ICA - Rethinking the impact of communication on what, by whom, and for whom?

SS05-2   Researcher Impact on Big Tech Data Access

Claes de Vreese[1]

[1]   *U Amsterdam, ascor, Amsterdam, Netherlands*

In the past period, scholarly researchers have tried to improve data access to (social media) big tech companies in a variety of ways. Many of these have involved trying to work *with* these companies in different compositions and different initiatives. This presentation will review some of these efforts, their prospects, and pitfalls, and it pays particular attention to new opportunities (and limitations) of researcher access through provisions in the Digital Services Act. More specifically, it will also reflect on the implications for communication research.

SS05 - Special panel: ICA - Rethinking the impact of communication on what, by whom, and for whom?

SS05-3   Beyond the Document: Policy Impact and Intervention as Process

Christopher Ali[1]

[1]   *Pennsylvania State University, Telecommunications and Media Industries, Charlottesville, USA*

It is difficult to attend a communication law and policy conference and not hear the lament from scholars about their lack of impact on media and telecommunications policy decisions. Such refrain has been part of the discipline for decades and shows no indication of abating. But what if we changed our perception of impact and intervention? The aim, as Sandra Braman (2004) argues, must be to focus on the *process* of communication policy-making rather than solely the *outcome*. Focusing on outcome alone reproduces the field's lament of lack of impact because it fails to take into account the political economy of public policy. Focusing on the process may permit communication policy scholars the opportunity to participate in the public policy conversation, form coalitions, and hone the interventions and recommendations that arise from their research. More importantly, a focus on process allows scholars, and especially junior scholars, the ability to consider these actions and interventions as "impactful." Drawing from

Braman and expanding upon her thesis, this presentation will discuss different modalities of impact and intervention for communication policy scholars.

SS05 - Special panel: ICA - Rethinking the impact of communication on what, by whom, and for whom?

SS05-4   Rethinking the Role of Media in Migration Contexts: (Im)obilities, Agency, and Representations

Amanda Alencar[1]

[1]   *Erasmus University Rotterdam, Media and Communication, Rotterdam, Netherlands*

Migrants engage in everyday socialities and citizenship practices in their (new) places. Their stories, experiences, needs, and interests are part of both communal and individual narratives shaping societies in origin, transit, and settlement countries. Social media platforms are described as enabling the different migrant narratives to be produced and disseminated with several important initiatives being implemented to shed light on the diverse stories of migrants. However, social media spaces are not neutral spaces and several negative narratives of migration have spread out in these networks. Migrants' rights to communicate their stories are also being threatened by big data practices of online identification and surveillance (Chouliaraki & Georgiou, 2022; Witteborn, 2021). In particular, migrants are increasingly constrained by social and political forces operating to restrict their agency when it comes to expressing their identities, perceptions, and realities of (im)mobility in digital spaces. Against the backdrop of complex sociotechnical infrastructures, this presentation explores the diverse narratives and realities that shape and are shaped by migrants through different forms and types of mediated communication and across different contextual and temporal configurations.

SS05 - Special panel: ICA - Rethinking the impact of communication on what, by whom, and for whom?

SS05-5   Ivory Tower or Impact on Journalism? Opportunities and Challenges of a Transfer of Empirical Evidence from Journalism Research to Newsrooms in Times of Media Change

Annika Sehl[1]

[1]   *Universität der Bundeswehr München, Fakultät für Betriebswirtschaft- Institut für Journalistik, Neubiberg, Germany*

Within communication studies, journalism studies is a sub-field that was always characterised by a combination and partly integration of theory and practice through research and journalistic training (Tumber, 2019). In recent years, as a result of the digitalisation, journalism has been confronted with various challenges and pressured to change. This situation offers new potential for an extended integration of theory and practice. This lies in journalism research offering empirical evidence to newsrooms to support their decision-making (Meier, 2014). Building on the amended concept and program for journalism studies by Meier (2014), the aim of this presentation is to elaborate and illustrate – based on the literature and examples from selected projects – how this transfer can be achieved. At the same time, it also addresses challenges that can occur from systemic differences between the academia and journalism practice. In this respect, it adds to the discussion on factors supporting and hindering the transfer of empirical evidence on the pressing questions of newsrooms.

SS10 - Special panel: IAMCR - How to learn to change to world? Communicative-pedagogical strategies for social change

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SS10-1   Learning discrimination and non-discrimination at university

Discrimination is studied and non-discrimination pursued in formal strategies and discourses in universities. Yet students often face or themselves carry out discrimination in informal settings. To learn non-discrimination during university studies presumes emphasis on the social aspects of learning.

SS10 - Special panel: IAMCR - How to learn to change to world? Communicative-pedagogical strategies for social change

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SS10-2   Conceptualising south-to-south media activism for social change

This paper analyses how communication scholars and practitioners, media activists, "artivists," and members of civil society can engage in participatory practices by building South-to-South collaborations. Embracing decolonial and intersectional approaches, it proposes a conceptualisation of South-to-South Media Activism that emphasises three elements: a) establishing dialogical spaces; b) mobilising memories and histories; c) reclaiming media territories. The aim is to capture moments when stories from the Souths intertwine, transform each other, and feature as tools for social change.

Special Sessions

SS10-3 Teaching gender studies in communication studies degrees

This paper focusses on the introduction of gender equality in Spanish universities. It reports on research carried out under the umbrella of the "UNESCO UniTWIN Network on Media, Gender, and ICTs" Project, and tries to determine the presence of subjects with a specific focus on gender in the current Communication Studies degrees offered at Spanish universities. It also aims to identify the elements that define them at thematic, methodological and relevant levels within the curriculum. The study shows the importance of teaching Gender Studies to future generations of media professionals for social change and increasing gender equality, and serves as an endorsement for forthcoming changes of curricula in the European Higher Education Area context.

SS10-4 How can education and communication promote a better understanding of the limits of growth?

Our planet is facing a challenging time, given that the current evolution of our social and economic systems is sending clear signals about its very own limitations. Several scenarios are constantly opening in front of politicians, journalists, activists and lay citizens, and the courses of action to be followed seem confusing and somehow hard to predict. Based on the outcome of an interdisciplinary analytical framework, we will focus on the role played by social and cultural aspects and the available options for Education and Communication to turn into a key factor dealing with any strategy oriented towards a transition to sustainable futures.

SS10-5 The imperative of participation for social change: learning for impact

Participation has been referred as a pre-condition to democracy, a guarantee (or an attempt) of power balance and a tool for deliberative legitimization. But how do we learn participation? And can it be taught? Or does the learning of participation results mainly from the lived experience? What dimensions can be identified and valued in the participatory process? Is it an empowering process? And how does the imperative of participation shape power relations in the universe of citizenship and consumption? We will focus on participatory practices related with territorial management and planning, public health or climate change and community resilience to inspire and cross-fertilize the discussion.

Audience and Reception Studies

PP 001 **Interactive Documentaries: When Journalism and Art Come Together to Make an Impact**

Daniela Schlütz[1], Moritz Wever[1], Phil Clausen[1], Clemens Meyer[1]

[1] *Film University Babelsberg KONRAD WOLF, Digital Media Culture, Potsdam, Germany*

Dowling (2022) describes interactive documentaries (i-docs) as a combination of non-fictional film, narrative journalism, and digital games extending into the realm of fine art and social impact. For our study we produced an i-doc in the form of a screen-based interactive film (4'28") about Annika (a custom dressmaker and artist) with two spatial planes. By pressing the space bar, viewers can move freely between an interview with Annika in her living room (a rather intimate camera set up) and a more dynamic setting showing her at work in the sewing shop. Both settings use the same voice-over. By actively changing the PoV, users create a personal edit of the film. This editorial interactivity is supposed to increase cognitive engagement and suspense, alter the sense of presence and conctruct meaning (cf., Peacock, 2000). Users are guided by little icons on the screen (concept of structural aesthetics, i.e. linking content and interactive features; Wearne, 1997).

In order to explore how this form of editorial interactivity is assessed by users in terms of aesthetics and usability and how it impacts on narrative engagement as well as on enjoyment and knowledge (Busselle & Bilandzic, 2008, 2009) we conducted an exploratory study with four users. We found that usability was high and interactivity promoted personal significance (via a feeling of self-efficacy) and, concequently, increased engagement with both text and character. Building on these results and on Oh, Bellur and Sundar's (2018) model of user engagement with interactive media, we will now analyse how interface assessment and user engagement (physical interaction) in-fluence absorption and learning effects (digital outreach) via a survey experiment (with 2 (interactive i-doc vs. linear documentary) x 1 between subject design). The presentation will introduce the concept of editorial interactivity and its usefulness for the i-doc genre. Additionally, we will present the results of the empirical studies regarding cognitive and affective impact and discuss alternative ways to communicate knowledge and to make an impact on social change (cf. Steinemann et al., 2017).

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PP 002 **Exclusive vs. additional incidental news exposure in context. Antecedents and effects of two conceptualizations**

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News consumption on social media often happens as *incidental news exposure* (INE; Tewksbury et al., 2001). It has not yet been determined whether a) INE has an 'equalizing effect' of increasing positive civic outcomes like knowledge even among news avoiders, or b) that only those who already have high interest in political news benefit ('Matthew's effect'; see Kümpel, 2020). We argue that such effects substantially differ between INE being the sole source of political news (exclusive INE) and INE being embedded in a healthy news diet (additional INE).

Since particularly young people consume less and less classic news media today, we focus on teenagers and young adults in our study.

First, we address the correlation between the two types of INE. Second, we examine their outcomes. It is likely that additional INE increases political knowledge and interest, while exclusive INE does not. Third, we focus on the media environments. INE is not random, it is controlled by algorithms. These algorithms selectively control the content in the users' feeds, and they root in prior usage behavior (algorithmic curation). However, users might also set the course for INE: They can purposefully follow the accounts of news providers (personal curation) or they might connect with others who share news regularly (social curation). Thus, in our third research question we examine the relation of algorithmic, personal, and social curation to exclusive versus additional INE.

Data was collected in an online survey via a commercial online panel provider (N = 422). Participants were between 15 and 24 years old (48% male, 49% female, 3% non-binary). The relations between the variables were tested using path analysis. Education, gender, age, and news use were included as control variables. The model indicated excellent fit (CFI = .98; RMSEA = .04).

Results show that the relation between additional and exclusive INE is weak. As expected, the two types of INE have diametrically opposed outcomes: While additional INE enhances political interest and knowledge, exclusive INE shows opposing effects. Furthermore, there are important differences regarding the curation factors: Additional INE is related to personal curation (b = .10) and especially to algorithmic curation (b = .37), but not to social curation. In contrast, exclusive INE is only associated with social curation (b = 18).

Hence, the distinction between additional and exclusive INE is important to estimate the consequences of INE—and these consequences are startling. Our results clearly indicate a Matthews effect: Those who do not consume news anyway cannot benefit from INE either. Moreover, algorithmic curation dramatically amplifies this effect while personal curation has only minor impact. This is alarming because algorithms are backboxes that foster INE only if it roots in corresponding behavior. Young users, however, that lack this background need to rely on personal contacts for INE. Since social media are important sources for political news today, platform operators finally need to take responsibility as news distributors of the 21st century.

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ARS01 - Audiences' challenges to navigating the new

PP 003　Fake or fact? Factors influencing the ability of recipients to assess the truthfulness of impactful news

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In the digital media landscape, there is a lack of traditional journalistic Gatekeepers and it is mainly up to media users to determine whether news information is accurate (Metzger & Flanagin 2008). Research has not caught up with insights on how well recipients assess the veracity of news on temporary and polarizing topics (such as environmental, religious and political conflicts) and by which factors this is affected. However, a deeper understanding about the forces behind the ability to recognize false information in the digital media landscape and simultaneously a better insight into reasons for recipients' misperceptions is elementary for conceptualizing proper countermeasures against the influence of mis- and disinformation that can endanger the public sphere and political discourse (Greifeneder et al. 2020).

Our main research question therefore states as follows:

RQ 1: *To what extent are media recipients able to recognize misrepresentations of current and impactful news topics and by what factors is this influenced?*

With quantitative data from a representative survey for Germany (n = 640), we determined how well recipients act as their own fact-checkers, i.e., how present misperceptions concerning relevant news topics are among the participants and which features influence the ability to recognize false information. We pre-determined possible factors that amplify or reduce misperceptions, such as biases, political attitude, media usage and socio-demographic properties. To capture the misperceptions, we measured how correctly the participants assess the accuracy of six news claims that had a varying degree of truthfulness (two true and four false statements). In sum, we established nine directed hypotheses and three open-ended assumptions regarding the interrelationships. For example, we assumed that

The more the recipients prefer journalistic sources to obtain information, the more prominent their ability to accurately assess the veracity of the claims.

To analyze the results thoroughly, we worked with factor analyzes, correlations and regression models. Thereby, we were able to determine which non-directional and causal relationships exist between the recipients' properties and their ability to assess the veracity of both individual news claims as well as calculated topic factors. While participant showed misperceptions for all news claims, several properties proved to enable or prevent participants to recognize false information. For example, preference for social media turned out to be a hindering factor.

We concluded our interpretation of the study's insightful results with a plea for increased education in media and information literacy among the population to enable informed and empowered citizens that are crucial for a working democracy (Lewandowsky et al. 2017).

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ARS01 - Audiences' challenges to navigating the new

PP 004   Covid-19 effects on media trust and perceptions on disinformation, a three countries study

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The pandemic of covid-19 brought even higher concerns about the spread of disinformation and its societal effects, with deep concerns about how to control it (Bechmann, 2020). To some extent, covid-19 impacted news media and public opinion in a similar way than other pandemics, but at higher degrees. As has been seen in former health-related issues, the public demands constant flow of information, increasing news media consumption (Seeger et al. 2003), although soon appear concerns and critics about the way that news media and journalists report about the crisis, diminishing trust on media (Mandeville et al. 2013; Vasterman et al. 2013). Similarly, former cases of pandemics have also seen the widespread presence of disinformation, although the characteristics of the current hybrid media system made it easier and faster its spread (Brenen et al. 2020; Hollowood, 2020). The goal of our paper is to study such trends through a comparative survey on three different European countries with relevant differences in terms of media system: Spain, Hungary and Belgium. Some studies point towards different degrees of resilience or perceptions on disinformation in relation with the media system (Humprecht et al. 2020). Being then covid-19 first pandemic to hit in modern times most European countries at similar levels, is therefore a perfect case study to analyse how publics in different countries showed similarities and differences in what regards trust on media and perceptions on disinformation.

Results of our three countries survey (N = 2.400) conducted at mid-2021 show a changing attitude of European citizens towards media and news before and during the Covid-19 pandemic. In general terms, regarding the pre-pandemic situation, European citizens show similar trust levels in the three countries, although slightly higher in Belgium. However, after one year and a half of COVID-19 pandemic there is a general increase of distrust. Surprisingly, the reasons of this distrust are different in each country, with Spain for example criticising the ideological bias of news media while other countries tend to highlight the sensationalist reporting as the main critic. Furthermore, participants' political ideology seems to be highly relevant in shaping distrust in the three countries under study, although in different forms. In Spain, for example, those on the right show higher trust on media and journalism, while those on the left already showed great distrust in the pre-pandemic scenario, increased after covid outbreak. Conversely, right-wing citizens slightly decline in their high level of trust as the pandemic evolves. On the other hand, in Belgium the level of distrust of left-wing citizens increases relevantly compared to the situation before the pandemic. Results show also how the perceptions on disinformation change depending on the country, being Belgium the one in which citizens affirm to be less exposed to disinformation and Hungary the ones affirming to be more exposed. Finally, we found a strong correlation between trust on news and ideology in citizens' perceptions on the impact of disinformation in their countries.

ARS01 - Audiences' challenges to navigating the new

PP 005   Causes, consequences, and solutions. Findings from a mixed-method study on disinformation perception across generations in five countries (Germany, Poland, Romania, Spain, the UK)

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Concerns about a declining supply and quality of the news and public affairs coverage have been raised throughout the years (de Vreese et al., 2017). Recently, disinformation has been perceived as an acute threat to democratic societies (Bennett & Livingston, 2018). Despite a significant number of scientific research on the identification and characterization of the dynamics of the dissemination of false information on social media (inter alia: Allcott & Genzkow, 2017; Vosoughi, Roy & Aral, 2018), less is known about citizens' perspectives on this phenomenon and the way they deal with this threat.

The main aim of this paper is to share recent findings on disinformation perceptions. We address the following research questions: (RQ1) According to citizens, what are the causes of spreading disinformation, and what are the sources of false information? (RQ2) In citizens' view, what would be the consequences of disinformation (at personal and social levels)? (RQ3) What solutions to the spread of false information are offered by regular citizens? (RQ4) How often and using what source of information do citizens come across news that they suspect is false, and how do they react?

To provide answers to these questions we conducted both qualitative (focus groups) and quantitative (survey research) studies in five European democracies with different political and media systems (Germany – democratic corporatist democracy; Poland and Romania – post-communist democracy; Spain – polarized pluralist democracy; the UK – democracy in turmoil). This allowed us to get an insight into perceptions, opinions, and experiences of two specific groups: younger (18–25 years old) and older (55+) media users. Additionally, we focus on differences across democracies with different political heritages, democratic traditions, media systems (Brüggemann et al., 2014), and different news consumption habits (Shehata & Strömbäck, 2011). The study was conducted under the framework of the NORFACE project: "THREATPIE: The Threats and Potentials of a Changing Political Information Environment".

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ARS02 - Challenging reception

PP 065   Uncertainty in parasocial relationships and temporary parasocial breakups with fictional media characters: The influence of new usage habits on parasocial encounters

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Theoretical background

Through media exposure, viewers form enduring bonds with media characters. Those parasocial relationships (PSR) are similarly characterized as interpersonal relationships (Hartmann, 2016; Tukachinsky et al., 2020). When PSRs

are dissolved, viewers suffer from such parasocial breakups by varying degrees of emotional distress, similar to a dissolution of real relationships (Cohen, 2003).

In 2011, Lather and Moyer-Gusé (2011) pointed out that a research gap exists with temporary parasocial break-ups. In linear television, they were present, for example, during special programming or seasonal breaks. These temporary breakups play an even more important role in today's media use. Streaming platforms release entire seasons at once (Granow et al., 2018; Jenner, 2014). When the last episode airs, it is often unclear if there will be another season. Viewers have to endure *uncertainty* concerning their parasocial encounters and if a new season is released, until then the viewers experience a *temporary breakup.*

Research interest

The study considers new media using habits and contributes to the current state of research by considering the development of PSR, the influence of temporary breakups and uncertainty in this process. We assume that (H1) stronger PSRs lead to stronger breakup distress (Cohen, 2004; Eyal & Cohen, 2006; Lather & Moyer-Guse, 2011). (H2) This relationship is positively moderated by a) loneliness (Eyal & Cohen, 2006) and b) attachment style (Cohen, 2004). We assume that (H3) PSRs after a temporary breakup are weaker than before the breakup and (H4) that this relationship is mediated through the intensity of the breakup distress. Additionally, (RQ1) we compare the relationship between PSRs and breakup distress for a temporary breakup and in an uncertain situation.

Method

To test the hypotheses, two surveys were conducted with the following scales: loneliness (Russell et al., 1980), attachment style (Collins & Read, 1990), PSR (Tukachinsky, 2011), and parasocial breakup distress (Eyal & Cohen, 2006); all with five-point Likert-scales.

The first survey was released after the announcement of a second season for the popular Netflix series *Emily in Paris*. Viewers' loneliness ($M = 1.88$, $SD=.77$, a = 91), attachment style ($M = 3.41$, $SD=.76$, a = 79), PSR ($M = 2.63$, $SD=.10$, a = 91), and their *temporary* breakup distress ($M = 2.09$, $SD=.69$, a=.81) were assessed.

In the second survey (data collection ongoing), viewers' PSR and their *uncertain* breakup distress are assessed, as it is unclear if a third season will be produced.

Results

Results of the first survey ($N = 74$, 83% female, $M_{age} = 26.33$, $SD_{age} = 7.25$) show that stronger PSR lead to more breakup distress (b=.45, $SD=.06$, $F(1,70)=58.19$, $p<.001$; H1 confirmed). This relationship is moderated by loneliness (b=.22, $SD=.08$, $F(3,62)=22.87$, $p<.01$; H2a confirmed), but not by attachment style (b=-.12, $SD=.08$, $F(3,62)=20.54$, $p=.140$; H2b rejected). While the effect of PSR on breakup distress is stronger for lonely viewers, there is no difference between viewers with (un)secure attachment styles. These results show that parasocial breakup distress can occur even without a permanent loss.

The other hypotheses will be tested with the data of the second survey. The combined results will be presented at the conference.

■ **ARS02 - Challenging reception**

PP 066 **Perceptions of and Reactions to Different Types of Incivility in Public Online Discussions: Results of an Online Experiment**

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Incivility in public online discussions has been highlighted as a serious challenge by scholars, journalists, politicians, and the general public (e.g., Boatright, 2019). A growing amount of research suggests that incivility is a multidimensional rather than a monolithic construct, and that the perception of different types of incivility varies (e.g., Kenski et al., 2020; Muddiman, 2017; Stryker et al., 2016, 2021). Taking this into account, Bormann et al. (2021) recently developed a new and multidimensional approach to incivility as a disapproved violation of communication norms, namely, a *relation norm* (e.g., insults), a *context norm* (e.g., stereotypes), an *information norm* (e.g., false information), a *modality norm* (e.g., sarcasm), and a *process norm* (e.g., topic deviation). The present study aims to empirically validate this typology of incivility and to shed light on perceptions and evaluations of as well as reactions to distinct types of incivility. We build on recent studies on perceptions of and reactions to distinct types of uncivil comments (e.g., Kalch & Naab, 2017; Stryker et al., 2016, 2021) and ask *(1) what participants who are actually engaged in an online discussion perceive as uncivil, (2) how they evaluate distinct types of incivility in terms of severity, and (3) how they react to various types of incivility.*

To address the research questions, we conducted an online experiment (N = 447). Subjects were randomly assigned to exposure to a norm-compliant comment or to a comment violating one of the five communication norms. The comments were posted in a fully functional mock-up online discussion forum. Participants were asked to react to the comment, with the options of writing a reply, flagging the comment, and leaving the discussion. Afterwards, they answered questions referring to their perception of violations of the five communication norms and to their evaluation of the comment as deviant, harmful, or worthy of sanction. The replies were content-analyzed to investigate if they contained reprimanding criticism of the norm-violating comment.

Factorial ANOVAS suggest that participants disapproved violations of all five communication norms as uncivil compared to norm-compliant behavior. Regarding severity, violations of the relation and context norm were evaluated as more severe than violations of other norms. The violation of the relation norm was rated as the most severe violation by far. We observed a similar pattern regarding reactions: Logistic regressions revealed that violations of all norms except for the information norm led to disapproving criticism in participants' replies, while violations of the relation norm were by far the most likely to elicit a sanctioning reply. Flagging was used less often and only violations of the relation and context norm affected it, with the former being flagged more than the latter.

The results support a multidimensional model of incivility as a disapproved violation of communication norms and provide future research with an empirically validated typology of incivility. Moreover, the findings provide relevant insights into how participants of online political discussions process distinct types of norm violations and how they react to them.

ARS02 - Challenging reception

PP 067 **"AfroGreek Cultures in Athens": Audience perceptions of Black femininity and people of African descent living in Athens**

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This paper discusses the results of a questionnaire about Greek audience perceptions and interpretations of Black femininity and the Black body within Greek culture. It is part of a larger project about the media perceptions, everyday life, popular culture, and media consumption of Black adult women and young girls in Greece (**AfroGreek Cultures in Athens: Everyday Politics, Cultural Practices and Popular Culture Amongst Black Women and Teenage Girls in Athens**). Following the well-documented work about the political nature of Black femininity, the Black body and the ways in which Black women's lived experiences have shaped contemporary notions regarding politics of race, rights and citizenship (e.g. Harris-Perry 2011), mainly in the Anglo-Saxon world, in our larger project, we are interested in exploring the cultural and social discourses through which African women in Athens claim their part in cultural and sexual citizenship, equality and rights. Our geographical focus of attention is Athens, since more than three quarters of the African population in Greece resides in the city of Athens (Papadopoulos and Fratsea 2015).

Given the intersectionality of race, class, sexuality, religion, national identity and personhood, we want to study an, up to now, uncharted territory in Greek society and academia – the ways in which audiences in Greece construct, make sense and talk about Black women and teenage girls in Athens. In an increasingly multicultural Greece, with growing rates of racism, xenophobia and Afrophobia, and following the increased visibility of the black community, including second generation black people and mixed-raced Greeks, which are the dominant perceptions and speech patterns Greek people have when it comes to women and teenage girls from Africa?

We constructed an online questionnaire of 30 closed as well as open-ended questions, which run between November 2020 and January 2021, in an attempt to (a) chart, for the first time ever, how Greek participants position themselves towards people of African descent – especially women- living in Athens and (b) explore the extent to which Greek audiences construct women of colour in stereotypical and misogynoir ways. We expect that the results of this survey will contribute to our broader understanding of the construction of various facets of Black femininity, personhood and citizenship in Greece.

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Audience and Reception Studies

PP 068   **Muslims' perceptions of and reactions to media coverage about Islamist terror attacks**

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Our study integrates research on meta-stereotypes (Vorauer et al., 2000), the persuasive press inference (Gunther, 1998), and reciprocal effects (Kepplinger, 2007) and examines the influence of coverage about Islamist terror on Muslims – a group largely neglected by media effects research so far.

In an online experiment, N = 423 German Muslims (M_{age} = 30.1, SD = 11.2; 57.4 % female; 67.6 % university entrance qualification) were randomly assigned to four experimental groups and exposed to news reports dealing with criminal offenses committed by a Muslim perpetrator (shopping mall knife attack, railroad manipulation). In experimental group one (EG1), the offense was depicted as a mere criminal act without any indication of the perpetrator's motive. In EG2 and EG3, the offense was described as an Islamist terror attack. However, while in EG2 the report made clear that the attack should not be generalized to the Muslim community (differentiated coverage), reports in EG3 explicitly suggested such a link between Islamist terror and Muslims (undifferentiated coverage) (Matthes et al., 2020). The control group received two articles without any reference to Muslims or terror. After the stimulus presentation, subjects assessed public opinion towards their in-group (10-point scale, estimated share of the population holding a negative opinion towards Muslims), their perceived risk of xenophobic victimization (e.g., physical assaults or verbal offences, 5-point Likert Scale, α = .87), and their willingness to publicly display religious membership (e.g., by wearing symbols or clothing, 5-point Likert Scale, α = .80).

Compared to the control group (M = 5.97), Muslims who read reports about Islamist terror considered public opinion towards their in-group more negative. This effect was strongest when the articles linked the perpetrator and his motives to Muslims in general (undifferentiated, M = 7.36) and was attenuated, when such a link was explicitly denied (differentiated, M = 6.70), $F(3, 419)$ = 7.916, p < .001. Moreover, perceiving public opinion negatively increased Muslims' perceived likelihood to fall victim to xenophobic violence (b = 0.15, p < .001). However, those perceiving such a risk did not intend to conceal their Muslim identity but were more willing to display it in public (b = 0.24, p < .001). Interestingly, the more Muslims identified as Germans, the less pronounced were the effects described above, whereas the strength of their Muslim identity had no moderating effect.

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PP 069   **Misogynist content exposé pages on Instagram: Five types of shamings, moderators and audience members**

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Violent e-bile, misogynistic hostility, and heavily gendered vitriol have almost become the lingua franca in most online spaces (Jane, 2016; Salter, 2018). 'Despite the worsening nature of the problem, platform managers, policy makers, and police have, for the most part, failed to adequately respond' and some women have turned to 'a spectrum of do-it-yourself attempts to secure justice online' (Jane, 2017: 2–3).

The aim of this presentation is to explore some of these DIY-justice online publics – the audience and moderator types on Instagram's misogynist content exposé pages (MCEPs), where people share and collectively shame screenshots depicting gendered online hate, harassment, and men's sexual entitlement. Some similar pages like @

byefelipe or @tindernightmares have expanded into larger movements – they include websites, podcasts, ebooks, and petitions to implement anti-harassment policies.

We have framed our study with concepts like 'intimate publics' (Berlant, 2008), networked and refracted publics (Abidin, 2021), imagined audiences (Litt, 2012) and set out to understanding communicative shaming practices beyond the theoretically well-established reintegrative/disintegrative distinction (Braithwaite, 1989).

Analysis of qualitative online interviews with the moderators of MCEPs (n = 6), combined with both qualitative and quantitative content analysis of the posts' captions (n = 100) and comments (n = 1325) help us understand the mechanisms, types, and aims of online shamings and dive deeper into understanding the different roles people take in these communicative practices.

Results present five main types of shamings and the linked moderator and audience types: pedagogic shaming (moderators as Educators, audiences as Instructors), denunciatory shaming (Judges and Angry Mobbers), recreational shaming (Entertainers and Jokesters), participative shaming (Community Builders and Support Squadders) and reflective shaming (Looking Glasses and Mirrors). Theoretical types can be combined and modified in practice, based on the strategies the moderators are using, aims of communication, and specific constellations of audiences. In general, we noticed that shaming as a social practice is drifting towards becoming more 'me' and 'us'-centered. When Braithwaite (1989) distinguished reintegrative and disintegrative approaches, they were described as sanctioning mechanisms against the deviant. Recreational, participative and reflective shaming types all included elements indicating that social and belonging needs of the shamers were just as important in MCEPs than DIY justice.

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ARS03 - Engaged children

PP 094 **Say, do, make: Understanding young people's media literacies through co-creation in Living Laboratories**

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New practices in digital media, including social media, have potential to engage young people in democratic life, in a time where they have largely withdrawn from traditional forms of democratic participation (EU youth report, 2015). This paper is part of the research project U-YouPa, which addresses inclusion through studying how young people in different European countries participate in discussions of intercultural communication in digital dialogue spaces. The project further explores how they can contribute to advance intercultural inclusiveness in such spaces. The Norwegian television youth series, *Skam (Shame)*, also produced in a German version, *Druck*, and a French version, *Skam France*, is used as a context for the explorations. A previous study in U-YouPa examined how and to what extent responses in an online blog elicited by scenes from *Skam* demonstrate media literacy and agonistic deliberation (xxx, 2022). This current paper presents a proceeding study where young people in Norway, Germany and France gather to discuss similar scenes from versions of the series, before they co-create ideas for which types of media spaces that can inspire young people to engage in inclusive discussions.

The aim of the paper is to present and reflect upon the outcome of the joint explorations, and also the methodological approach assumed. The approach is based on challenges that creative media participation creates for traditional audience research and related to discussions of how participatory research can supplement audience research (Wijnen & Trültzsch, 2014). We supplement participatory research methods with methods from

the collaborative (co-)design field assuming a user-centered approach with a focus on participation, co-creation of knowledge and mutual learning (Sanders & Stappers, 2012). This approach includes methods for accessing participants' experiences by what they *say*, *do* and *make*. Various tools are used for inviting the participants to perform creative acts. In doing so, their tacit knowledge is surfaced, which may be more difficult to access by traditional social research methods (Sanders & Stappers, 2012). The interventions are conducted in Living labs (LLs), which "is a design research methodology aimed at co-creating innovation through the involvement of aware users in a real-life setting" (Dell'Era & Paolo, 2014, p. 139). The LLs include three workshops in Norway, Germany and France, where *say*, *do*, *make*-methods are integrated in collaborative activities. The first part includes a *watchshop* aiming to trigger reflection on existing media formats and how young people experience challenges of intercultural dialogue related to existing media productions, in this case *Skam*. The second step includes a *dialogic workshop*, in which a conversation card game is used to trigger participants' reflections on participatory media formats, ethics and intercultural dialogue. The last step includes *making*, in which participants develop a follow-up manuscript addressing recurring problems of intercultural dialogue in the three countries.

The paper ends with a critical reflection on how young people acquire awareness of how media can be used to create inclusive interaction, and on how participatory methods including *say*, *do*, *make*- methods can contribute to this field of research.

ARS03 - Engaged children

PP 095   Personally tailored entertainment: Teens following content creators

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Media entertainment is not confined to content produced and distributed by legacy media. Content creators, influencers, YouTubers, and gameplayers fuel what Cunningham and Craig (2019, p. 5) term social media entertainment; an emerging and professionalising industry extending across platforms. The prominence of social media entertainment is reflected in research delineating the labour and practices of content creators (see e.g., Abidin, 2018; Duffy, 2018; Poell et al., 2022). Few, however, seem to examine the fans and followers content creators depend on. Symptomatically, none of the contributions in the anthology *Creator Culture* (Cunningham & Craig, 2021) are about fans and followers. The anthology does present followers as central: Content creators relate to how audiences expect them to be "authentic", and the importance of relational labour with fan communities is emphasized. But the followers' experiences are not explored. Moreover, while there is an abundance of research examining social media from a user-perspective, far less attention is directed to how social media platforms are experienced as entertainment for users.

This paper investigates followers as central in the social media entertainment ecology. This type of content holds a particularly prominent position among youth, and the paper is theoretically informed by how social media entertainment might shape young people's sense of self and sense of place in the world (cf. Corsten, 1999). The paper attends to how teen audiences find "their" content creators, and the roles this type of popular culture play in their lives: How do teens incorporate content creators as part of their entertainment media repertoires? How do teens ascribe value to social media entertainment, and what does authenticity and para-social relations mean for them as audiences?

Empirically, the paper relies on analysis of qualitative interviews and a Q-sort methodology (Peters et al., 2021) with 20 Norwegian-based teenagers. The paper first presents the entertainment repertoires of teen audiences relative to the types of entertainment content (legacy and social media entertainment) that participants prioritise as important. The paper next analyses reflections regarding the experienced value of the social media entertainment content and content creators that participants have incorporated as central in their (media) lives. By examining social media entertainment from a teen follower perspective, the paper explicates contemporary youth cultures, and counterbalances a tendency to assume how followers uncritically buy-into the authenticity-tactics of content creators.

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ARS03 - Engaged children

PP 096 **The effects of digital media on the representations and the exercise of parenthood: challenges and opportunities**

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Being or becoming a parent raises a whole range of questions concerning the education and health of one's children. This leads parents to actively seek out information and build knowledge around various themes (e.g. Garbutt, 2012). Digital media allow them to access numerous sources of information that are heterogeneous in terms of their formats, subjects, and the actors who create and share them. Through their everyday digital media and information practices (Savolainen, 2008), parents are exposed to multiple discourses that contribute to the elaboration and dissemination of models of parenthood that can have a significant normative dimension (Martin, 2014). Faced with the plurality and heterogeneity of these discourses, parenting now requires complex skills that involve finding, understanding, filtering, comparing and criticizing media and information potentially useful to the development of their parenting skills.

Our four-phase research aims to provide recommendations to childcare professionals on how to support parents of 0–6 years olds in the exercise of their digital media and critical skills. This contribution presents the results of the first two stages of the project.

During the first phase, we investigated the perceptions of childcare professionals on the digital media practices of parents through group interviews. First analyses highlight the fact that professionals do not seem to know exactly where and how parents get information, even though they recognize that digital media are important resources for parents nowadays. Professionals testified that the use of digital media by parents can have a strong influence on their representations of parenthood, their behaviour, their psychological well-being and on their relationship with professionals. Moreover, two main types of motivations associated with the use of digital media by parents were identified: convenience (e.g. constant availability, practicality) and social and identity-related incentives (e.g. seeking peer support, avoiding stigmatization, showcasing their parental skills).

The second phase, which is still ongoing, consists of guided tour interviews by parents of their personal space of information (Malone, 1983) in order to document their digital media practices related to parenting. By comparing the results of this phase and the previous one, this research will (1) identify tensions between parents and childcare professionals in terms of representations of parenting skills and attitudes towards digital media and (2) document the influence of parents' digital practices on the relationship between parents and professionals. First analyses show the need for professionals to better understand the media practices of parents in order to meaningfully engage with parents about digital media.

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ARS03 - Engaged children

PP 097 **Preventing and handling poisoning accidents in children: Evaluating technology acceptance theories based on a remote usability test of a mHealth app**

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Information on health topics is increasingly available online and via mobile devices. More than half of all smartphone users use mHealth apps. These also include apps that deal with unintentional injuries in children and therefore address caregivers by providing them with medical information on e.g. poisoning. To ensure that the app supports the users – especially in high-risk situations such as child accidents – a theory-based evaluation of the app's usability is necessary.

So far, studies on health apps have mainly focused on aspects such as analysing quality principles of apps within _clinical settings_ (e.g. Albrecht, Framke, & Ram, 2019) or have used technology acceptance theories such as the Technology Acceptance Model (TAM) or the Unified Theory of Acceptance and Use of Technology (UTAUT) to analyse health apps meant for self-management (e.g. Rossmann et al., 2019). However, theory-based usability studies focusing on science communication with non-experts (such as caregivers) in _private settings_ are non-existent to date. Having critically assessed the literature on apps dealing with the prevention and handling of child accidents, none of the reviewed articles were theory-driven.

We therefore decided to develop an analytical approach based on variables used in technology acceptance theories that allows assessing the needs and preferences of caregivers when dealing with scientific knowledge via a mobile health application.

In a theory-based usability study, we evaluated the app of the German Federal Institute for Risk Assessment, which focuses on dealing with both the prevention and handling of poisoning incidents in children. We assessed if and how:

1.   perceived ease of use is linked with the caregivers' intention to use the app in the future.
2.   perceived comprehensiveness of the provided information is linked with caregivers' perceived ease of use of the app.
3.   perceived understandability of scientific information is linked with caregivers' perceived ease of use of the app.
4.   perceived health threat is linked with caregivers' intention to use the app in the future.
5.   perceived self-efficacy is linked with caregivers' intention to use the app in the future.
6.   trust in the institution who publishes the app is linked with caregivers' intention to use the app in the future.

40 participants were asked to solve different tasks using the app while describing their navigation using the thinking aloud method. After completing these tasks, they were subsequently interviewed about specific experiences and additional aspects regarding their acceptance of the app. The interviews were analysed through coding using MAXQDA.

The developed model accounts for assessing how an app presenting scientific knowledge to non-experts has to be designed to be perceived as usable and supportive.

Literature

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Audience and Reception Studies

PP 168 **The backlot-going: fandom and spectatorship experiences during the film shootings in the Yeşilçam era of Turkish cinema**

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Until the 1990s, when the global production and distribution companies dominated the Turkish film market, Turkey had an established film industry known as Yeşilçam. Despite making dozens of films every year, Yeşilçam producers had to be content with limited financial and technical resources so that studios never became widespread in Turkey. Instead, most films were shot in real locations, either partially or entirely. Some filming locations were used so systematically that they started to replace Yeşilçam's non-existent studios over time. Consequently, public spaces, historical ruins, countrysides, and abandoned sites became popular filming locations. As the popularity of Yeşilçam increased, cinema enthusiasts and fans of stars started to visit filming locations during the shootings to view how the movies were shot and meet the actors and the actresses they admired. Although measures were taken to prevent the interruption of the shootings, the audience was never entirely precluded from visiting and watching. The public interest was much more significant, especially if the shootings were done in the periphery of Istanbul or rural Anatolia.

In this paper, we focus on the interaction between the spectators, film enthusiasts, fans, and cinema professionals during the shooting of a film. We believe that the experience of visiting the filming locations of a movie and watching the shootings should be studied as part of the social and cultural history of cinema within the context of the New Cinema History paradigm. For defining this practice, we propose 'backlot-going' as a new term and concept inspired by the notion of 'cinema-going'. Just as cinema-going does not only mean watching a movie, but it is also a social and cultural process, backlot-going does not mean watching the making of a film in the narrow sense but creates a new field of encounters and interactions between the fans, spectators and the cinema professionals. For this inquiry, we benefit from two primary sources: First, we refer to the testimonies of Yeşilçam professionals written in autobiographies, memoirs, and interviews. Second, we delve into oral history accounts, mainly collected testimonies through the research projects conducted by Çam and Şanlıer Yüksel in the entire Çukurova region. Although visiting filming locations is widely carried out as a tourism activity today, these historical accounts show that backlot-going is an authentic and unique social and cultural experience, just like the cinema-going.

Keywords: backlot-going, fandom, spectatorship, visiting the filming locations

PP 169 **Tweens' negotiation of gender through the Disney Princess phenomenon in the anti-gender, post-socialist, 'illiberal' Hungary**

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This paper examines the reception of gender among tweens within an 'illiberal' political milieu. Specifically, this work investigates how Hungarian children conceptualise gender through Disney Princess animated movies in a country where gender studies have been banned at universities (Zsubori, 2018). Examining Hungarian tweens' understanding of gender via the portrayal of Disney Princesses is especially challenging in an anti-gender environment, therefore this research offers an insightful addition to the field of audience studies.

While tweens are thought of as a 'lucrative market' (Gerding & Signorielli, 2014, p. 43), scholarly examination of Hungarian children's media culture has been lacking and only mentioned 'in publication footnotes' (Lustyik, 2012, p. 141) of audience research. The Disney Princess phenomenon is often studied for the role it plays in the representation of gender, being largely described negatively and labelled 'Princess Syndrome' (Hartstein, 2011) or the 'Princess Problem' (Hains, 2014). Although there are scholarly discussions of Hungarian children's negotiation of celebrity culture through Disney Princesses, arguing that the reception of the celebrity notion shows local specific cultural dynamics (Zsubori, 2021), a nuanced examination of the Princess phenomenon from the perspective of gender is still neglected by wider scholarship. Because of Disney Princesses' bodily portrayal, and the wider depiction of gender within their movies (England et al., 2011), these characters are often seen as having a negative impact on young people's self-image (Bispo, 2014). Contrary to some scholarly works arguing for children being passive couch potatoes (Winn, 1985; Silverman, 2002), by providing illustrative examples of the children's opinions, this papers demonstrates that Hungarian tweens critically engage with rather than passively consume the media

they encounter when discussing the gender representation of Disney Princesses. Despite the Hungarian government's effort to push for 'traditional family values', the interviewed children favour the more recent, less 'princessy' female figures and wish for more 'boyish', 'brave', and 'normal' princesses.

Based on the author's research with an academically abandoned Hungarian audience, and the country's government creating backlash against such study, this paper offers original approaches to undertaking such fieldwork within audience studies in a hostile political environment.

Keywords: audience research, Disney Princesses, gender, Hungary, tween audiences

Short bio

Dr Anna Zsubori received her PhD at the University of Leicester and currently is a university teacher at Loughborough University. She was also a YECREA representative to the Audience and Reception Studies section of the European Communication Research and Education Association. Her research is focusing on tweens' understanding of identity through the Disney Princess phenomenon.

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ARS04 - Entertainment, fandom and and audiences

PP 170 The risk of the narrative: How storytelling may facilitate stereotypical thinking

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In recent years, political polarization has become a major problem in many democracies, substantially fueled by global challenges such as migration or the Covid-19 pandemic. If attitudes among different segments of the population become increasingly polarized, social consensus-building becomes substantially more difficult. Journalism is a key factor in this development, since even in the age of social media it is still the journalistic media that provide citizens with key information on socio-political developments. Consequently, media coverage has been attributed some responsibility in the rise of political polarization by—intentionally or unintentionally—reinforcing negative stereotypes against outgroups. For example, Arendt (2016) found that media reinforce aversion to foreigners when reporting on crime by explicitly serving the stereotype of the 'criminal foreigner'—with highly prejudiced users being significantly less likely to negate such media stereotypes (i.e., to question journalistic accounts of events) than unprejudiced users.

Taking these findings further, the present study examines style characteristics of media coverage that may additionally exacerbate the effects of stereotypical media content on political polarization. One trend that has gained particular popularity in political communication in recent years is the trend toward narration. Narrative elements are not only increasingly used in journalistic news (Van Krieken & Sanders, 2021), but also constitute an essential component of conspiracy theories. From the perspective of narrative persuasion (Dahlstrom, 2012), narrative storytelling is particularly likely to promote uncritical adoption of stereotypes by media users because it makes it difficult for users to activate cognitive resources for critical reflection and potential negation of media stereotypes.

To test this assumption, we conducted an online experiment with a 2 (stereotypical vs. non-stereotypical portrayal) x 2 (narrative storytelling vs. non-narrative hard news report) factorial between-subjects design (N = 681). Based on an actual news article about a violent attack by a young man on an older man, four stimuli were created that contained identical basic information about the event but varied in terms of their use of stereotypes and narration. The stereotype manipulation was adapted from Arendt (2016) with a particular focus on Muslims.

The results confirm previous research findings in that participants with higher levels of prejudice against Muslims were less likely to negate stereotypical media content in the 'hard news story' condition. However, under the 'narrative storytelling' condition, the difference between unprejudiced and prejudiced respondents nearly disappeared. Moreover, for highly prejudiced participants, contact with stereotypes in narrative media content does not lead to an active negation of these stereotypes. Results will be discussed in terms of the challenges that storytelling

techniques pose to media users in critically reflecting on content they regularly encounter in increasingly polarized media environments.

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ARS04 - Entertainment, fandom and and audiences

PP 171 **Beyond the Myth of Pristine Nature: How Dual-Message Nature Documentaries Affect Entertainment Experiences and Pro-Environmental Intentions**

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In the face of accelerating climate change, successful climate communication is becoming increasingly important (Moser, 2016). Nature Documentaries (ND) seem particularly promising: They attract large audiences (Horak, 2006) and provide information about nature (Barbas et al., 2009) in a pleasurable fashion (Freytag et al., 2021). However, ND-producers have often been criticized for telling a myth of pristine nature and not addressing environmental destruction so as not to spoil viewers' entertainment (e.g., Watts, 2018). Recent NDs, however, follow a dual-message strategy, combining portrayals of nature's beauty and its destruction (Jones et al., 2019).

Compared to classical NDs, this strategy likely elicits stronger pro-environmental intentions (**H1**) but lower hedonic entertainment responses (**H2a**). However, because of their dual focus on nature's treasures and their loss, dual-message NDs likely evoke stronger eudaimonic entertainment experiences (**H2b**). Furthermore, previous findings (Schneider et al., 2016) suggest that the effect of dual-message NDs on pro-environmental intentions is mediated by these heightened eudaimonic entertainment experiences (**H3**). Finally, previous research (Bartsch et al., 2014) indicates that such an indirect effect via eudaimonic experiences can be further broken down: By presenting positive and negative messages modern NDs likely elicit stronger mixed-affective response, which subsequently stimulate reflective thoughts that ultimately motivate pro-environmental intentions (**H4**).

To test H1-H3, a 2x1 between-subject online experiment was conducted (**Study 1;** N = 146, 60% female, age: M = 28 years, SD = 13). Participants were randomly assigned to one of two video clips. Both showed the same scene from *Netflix's "Our Planet"* but differed in the degree to which they depicted environmental destruction. As assumed (**H1**), participants who watched the dual-message ND-clip reported significantly stronger pro-environmental intentions than those who viewed the classical ND-clip. Confirming **H2a** and **H2b**, they also reported significantly lower hedonic and stronger eudaimonic entertainment experiences. Finally, the effect of the clip on pro-environmental intentions was indeed mediated by heightened eudaimonic responses (**H3**).

To replicate our findings and investigate H4, we conducted a second, preregistered (https://bit.ly/3snK1PJ) online experiment (**Study 2;** N = 624, 53% female, age: M = 48 years, SD = 15). The same design, stimuli and measures as in study 1 were used. Additionally, reflective thoughts and mixed affect were measured. Again, the dual-message ND-clip evoked stronger eudaimonic and weaker hedonic responses (**H2a, H2b**). In contrast to study one, no effect on pro-environmental intentions was found (**H1**). Yet, mediation analyses revealed that the dual-message clip evoked stronger pro-environmental intentions via heightened eudaimonic experiences (**H3**) but the clip also exerted a negative direct effect on pro-environmental intentions. Finally, as hypothesized (**H4**), the indirect effect via eudaimonic experiences was found to be a result of stronger mixed affect in the dual-message condition, resulting in stronger reflective thoughts, ultimately leading to pro-environmental intentions.

Overall, we found that dual-message NDs are entertaining (albeit not hedonically) and motivate pro-environmental intentions via eudaimonic entertainment experiences. This effect is a result of an intensified mixed-affective response that feeds forward to heightened reflection which motivates pro-environmental intentions. However, the negative direct effect observed in Study 2 suggests that dual-message NDs also reduce pro-environmental intentions. In the presentation, we will discuss implications for research and practice.

ARS05 - The impact of time: New methods of investigating temporality and processuality in audience research

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PN 045   The Qualities and Quantities of Mediated Time

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Concern with the nature of temporality under the conditions of late modern media culture has become increasingly marked as a concern across the social sciences and humanities (Mihelj, Keightley and Punathambekar 2021), and has resulted in the emergence of a wide range of analytical perspectives dealing with different modalities of time, including technological time, experiential time, genre and content time, and institutional time amongst others. It is this diversity in ways of thinking and talking about modalities of time which at once signals the increasingly nuanced thinking around the nature of mediated time, and poses a fundamental challenge to research in this area: how can time be measured and assessed in ways that address and account for its multiple mediated modalities and their composite interactions? The first challenge is to find a way to reconcile two fundamentally different approaches to the measurement of mediated time. Where an analytical focus falls on media and communications technologies, quantitative and quasi-quantitative measurements of speed and acceleration predominate. Where lived experiences of mediated time forms are the entry point into an enquiry of mediated time, then a much wider range of 'qualities' are invoked, from Scannell's (1996) notions of 'liveness' and 'dailiness' developed with reference to broadcast television and its articulations, the extensity of time in which mobile media are used to fill otherwise 'dead' time in various locations (Görland 2019). The second challenge which emerges as a result of this bifurcation in measurement relates to its link to diverging normative assessments of mediated time and the social, political, and cultural conditions that they facilitate in late modernity. While technological acceleration, instantaneity and speed have routinely been assessed in pejorative terms for the kinds of political, social and cultural structures and experiences that they sustain, research which takes the temporal experiences as its starting point, routinely points to the creative opportunities for developing social relations, identities and modes of engagement under the mediated conditions of late modernity. In this paper I explore the possibilities for a rapprochement between the quantities and qualities of mediated time by considering how processes of triangulation between them might offer up more nuanced understandings of the character time in thoroughly mediated cultures. In doing so I propose that a useful starting point in measuring and evaluating the character of mediated time is to identify three constituent temporal elements, each of which refuse the binary between quantified and qualities of time: communicative-relational time (the ways in which social relations are organised and structured by the communications technologies in play), symbolic time (the kinds of historical time configured internally to media content and communication); and situational time (the external temporal realities in which mediated encounters and processes are embedded). Through a worked example drawn from the Migrant Memory and Postcolonial Imagination Project, I show how normative ethico-political assessments of mediated time and experiences of it can be developed by considering the relative salience of and interactions between these composite temporal dimensions.

ARS05 - The impact of time: New methods of investigating temporality and processuality in audience research

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PN 046   The Use of Smartphone-Based Media Diaries to Analyze Weekly Process Patterns of Cross-Media Use

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Media diaries are an established method in media and communication research, e.g. in pedagogical contexts (Berg 2019; Hyers 2018). They are furthermore an appropriate tool for reconstructing the use of media from a procedural perspective, i.e., to show how media practices occur and develop over time, be it over a day, over a week or over a month, etc., while other methods often tend to focus on capturing single points in time. Due to this orientation to the time course of the data collected by means of them, media diaries are an established method to research media repertoires from a processual perspective (Hepp et al. 2016). However, there are practical limits to this potential in principle: While diaries can be, and traditionally are, done via pen and paper, they pose certain challenges for data collection: they demand a high level of engagement from participants, creating entries can be time consuming. Less literate participants (e.g. children) are hesitant to fill them out sufficiently or at all. The response rate is typically rather low and the collected data can be unstructured which complicates comparable analysis. One way to remedy the mentioned shortcomings could be the use of digital diaries. While some studies rely on the use of programs like WhatsApp to collect diary-like data, there is also research software dedicated to digital media diaries. One such example is the program MeTag (Hohmann 2021), which, in addition to simplifying data collection by a smartphone app, also offers a backend for process-oriented data analysis: By the help of its

browser-based backend process patterns of media use can be visualized. In our paper we will present two studies that were realized with this software, one on the role of digital media for the community-building of different media generations, a second on the media appropriation of commuters and other highly mobile people. The detailed results of both studies show that the use of research software in combination with in-depth interviews made it possible to uncover process patterns in media use that the interviewees were discursively unaware of, i.e. that they did not address in the interviews. Referring to our empirical research, we argue that serious research on temporality and processuality requires breaking new ground, especially in qualitative research on media use and media repertoires, and that research software offers a crucial potential for this: Correctly and in triangulation with other qualitative methods, it becomes possible to uncover patterns deeply anchored in everyday "practical consciousness" (Giddens 1984: 41) and otherwise not accessible to academic research.

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ARS05 - The impact of time: New methods of investigating temporality and processuality in audience research

PN 047 Moving Beyond 'Frequency' and 'Duration' to Map the Rhythms of Everyday Smartphone Use

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Screen time is a central concept in media effects research, as there are ample concerns about its detrimental impact on individual health and well-being. Recently, the concept of screen time has come under scrutiny. While simple metrics such as 'frequency of use' and 'duration of use' may inform about the quantity of screen time, they are simultaneously criticized because they do not inform about the quality of said time. Notwithstanding the validity of these criticisms, we argue that measures of the quantity of screen time should remain at the center of our attention. While measures of quality are relevant to make claims about, for example, content-exposure effects (e.g. social comparison effects on instagram), they do not adequately inform about how people experience and relate to the pressures and burdens of 24/7 connectivity that our contemporary media environment brings. This 24/7 connectivity brings forth questions surrounding issues such as habitual use, time displacement, overload and technological interference. These issues warrant an examination of 'time' spent on the device that – although it may be intertwined with the quality of the screen activity – may also stand on its own. In this examination, it is essential that we are considerate of patterns of use that transcend beyond frequency and duration. The advent of device logging combined with the computational turn in the social sciences enables us to theoretically develop new concepts that we can then extract from device log data as features of these data. In the past decade, both social scientists and computational scientists have put effort into the development of such concepts and features. Examples are features that express 'fragmentation in use', the timing of use (e.g., morning vs. evening), habituation through use repertoires, and the 'burst-y-ness' of use. In this presentation we present an overview of these concepts and features, and discuss how these newly developed measures of screen time may be informative to address questions concerning screen time. We end our presentation with a discussion of the limitations, biases and methodological caveats that one may encounter when working with such new features.

ARS05 - The impact of time: New methods of investigating temporality and processuality in audience research

PN 048 The Challenges of Measuring the Temporality of Media Use in Families with Young Children

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Time plays a prominent role in the social discourses around children's use of digital media at home: the idea that parents should police their children's screen time is still a powerful, although highly contested, one. In fact, researchers have called for a shift in focus- from the amount of time spent in front of a screen, to weighing screen use in terms of the value of its content, and the interactions that each media experience enables (Livingstone & Blum-Ross, 2020). A deeper understanding of how digital media and IoTs are integrated into the temporal routines of family life, or generate new routines is necessary if we aim to shed light on the domestication of new digital media and internet-connected objects in the domestic environment and to dismiss simplistic notions of screen-time. However,

two main methodological challenges arise when researchers try to understand the temporality of media use in family life. The first challenge is common to all research with (young) children and their sense of time. The second has to do with the environmental nature of digital media, their being anywhere and anytime and intertwined with almost every daily activity. The presentation aims to discuss both challenges based on the design and findings of a longitudinal mixed-method research involving 20 families with children aged 0 to 8 in Italy. The study is aimed at investigating the datafication of childhood and family life as a socially situated, everyday and embodied experience. In the first wave of data collection (November-December 2021), the families were interviewed in their homes based on the following interview and observation protocol: first, parents and children were involved in an ice-breaking activity (a card game showing pictures of everyday activities that children, with the help of their parents, would use to tell about their everyday routines); second (when possible), one researcher followed the child in a toy and digital media tour, while the second researcher interviewed parents about the family's media practices, their parental mediation, their expectations and fears around digital media and IoTs, etc. In the second wave (April-May 2022), parents were invited to fill in a digital media diary on the app MeTag for one week. They were asked to record their children's interactions with digital media each day. The diary was also used as a stimulus for the subsequent interview with parents. As during the first wave, a researcher conducted interviews and observations with children. Drawing from this experience, we can conclude that children's difficulty to estimate and quantify time can be, at least partially, compensated for by parents and their involvement as co-researchers. The second challenge is more substantial and only partially accounted for, even using digital media diaries. Yet, digital media diaries are an effective way of visualizing how families' everyday life are interspersed with multiple digital media and IoTs, and how their often simultaneous use make up each family's distinctive temporal routines.

ARS06 - Form media exposure to the engagement with media

PP 275   Too much information or just the right amount? A qualitative study on how people experience information abundance in different areas of life

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Recent descriptions of media change emphasize the move from a print and broadcast-dominated media environment to a more hybrid, digital, mobile, and social media environment (Chadwick, 2017). Although often not explicitly stated, these changes are accompanied by an ever-increasing supply of information (Neuman et al., 2012). Surprisingly, there is little research on how people experience the increased information flow. Public debates and academic research have mainly focused on people's exposure to online news and negative consequences such as information overload (e.g., Schmitt et al., 2018). Given the concerns about misinformation, low trust, and a growing indifference toward news, this focus is comprehensible. However, it might have contributed to a rather negative perspective on information abundance. Little attention has been paid to how people experience information abundance in other areas of life, e.g., in contexts of personal communication, recreation, health, or work. Quite plausibly, information abundance is experienced differently depending on the area of life it impacts and can also have positive outcomes (cf., Boczkowski, 2021; Hargittai et al., 2012).

Given the scarcity of studies on information abundance, this study adopts a qualitative approach to generate nuanced insights into people's perceptions of information abundance in different life contexts, asking:

RQ: How, if at all, do individuals experience information abundance, and do the experiences vary across different areas of life?

Focus group interviews will be conducted online in spring 2022 in German-speaking Switzerland. Participants are recruited using snowball sampling and online ads in combination with flyers distributed in public places (e.g., malls, train stations). We plan to conduct six focus group interviews à seven participants, each formed based on a screening survey that captures people's gender, age, education, political orientation, media use, and digital literacy. Structured qualitative content analysis in MAXQDA will be used to analyze the material.

Our exploratory approach allows us to provide a more holistic and deeper understanding of how individuals experience information abundance in different life contexts and what positive or negative impacts they perceive in each. As such, our findings will challenge the prevailing negative reading of information abundance in much of public discourse and research. This submission is part of a larger project that will make an important contribution to communication science by shedding light on how individuals experience and navigate the increase in information, including how individuals balance between being informed and not being over- or under-informed in different areas of life.

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ARS06 - Form media exposure to the engagement with media

PP 276 Information Repertoires in Times of Crisis. An Analysis of People's Health Information-Seeking Behaviour

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In critical situations such as the COVID-19 pandemic, health information, i.e. health-related news in particular, becomes significantly more relevant to the entire population rather than just a small, yet interested group – in other words, scientific information becomes everyday information (Austin et al., 2012; Avery, 2010). Focusing on the question *which information sources* are used *to which extent*, this abstract combines research on health communication with the concept of information repertoires. The approach rejects the idea that specific information is conveyed via certain media only, proposing instead that people obtain information from an individual set of numerous sources (Hasebrink & Domeyer, 2012).

This study analyses the population's health information-seeking behaviour in May 2020. A representative survey was conducted with 600 adults aged 18 to 80 years in a region in western Germany, followed by cluster analyses to identify information repertoires. Calculating all variants with two to six clusters, we finally settled on a four-cluster variant, identifying the following clusters: 1) light users, 2) newspaper affiliates, 3) social networkers (SN) and 4) heavy users. Whereas light users rely mainly on television for health information, heavy users turn to various (non-) media sources with high frequency. Respondents among the newspaper and social network clusters are less prone to institutional rather than media sources, displaying particular interest in newspapers and social network sites, respectively.

Focusing on demographics, we detected small but systematic differences related to gender and education – the strongest correlation, however, referring to age. The elderly (65 years and above) are commonly found throughout the newspaper cluster, whereas nearly 50% of under 30-year-olds comprise the SN cluster. The middle age groups (30 to 45 and 46 to 64 years, respectively) are quite evenly distributed over the clusters.

Furthermore, the current threat situation posed by COVID-19 seems to correlate with information repertoires also, albeit less than demographics. Those concerned with their well-being – irrespective of their actual health – are more likely to use a greater variety of sources and with higher frequency, making individual concern a predictor for information-seeking.

Finally, it was examined whether belonging to a certain information cluster is systematically related to taking health prevention measures. The values for eta squared range between 0.02 and 0.13, indicating partly surprisingly large effects. Whereas health prevention behaviour differs between light and heavy users, hardly any differences can be found between the newspaper and the SN cluster.

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Audience and Reception Studies

PP 277 Promoting digital media literacy towards platform awareness in the age of information crisis

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The proposed paper is based on ongoing PhD research titled "Promoting digital media literacy towards platform awareness in the age of information crisis|". The research is rooted in the interpretive paradigm of communication research with the aim to understand the phenomenon for conceptualizations. The main theoretical purpose of the research is to develop the concept of "platform awareness". It is a new term suggested by the author of the proposed paper aiming to conceptualize user's ability to understand business logics and invisible operations (such as tracking, content moderation, recommendation systems, attention engineering etc.) of algorithm-driven social media platforms such as Facebook, Instagram, YouTube, TikTok, Twitter and the search engine Google.

The covid-19 pandemic has intensified and deepened information crisis originated in more profound changes in the media ecosystem and linked with the digitalization and development of new communication and information technologies. Algorithm-based platforms are the main distributors and curators of publicly available information today (Beckett and Livingstone, 2018; Carlson, 2021; Haider and Sudin). Information in these platforms is curated through invisible and non-transparent algorithmic operations of content filtering, prioritizing and personalization based on commercial principles and monetary interests of platform owners. Platforms control the way how people encounter and engage with information and have the capacity to manipulate citizens' choices and influence decision-making processes based on a significant amount of knowledge about them (Tambini and Moore, 2018). Meantime the results of recent studies indicate that users of social media and search platforms often are not aware of the business logics of platforms and the biases of algorithms in mediating information users encounter (Cotter and Reisdorf, 2020; Hobbs, 2020). The absence of insight about principles of algorithmic curation and personalization of content in platforms potentially can limit individuals' ability to select and assess information (Cotter and Reisdorf, 2020; Hobbs, 2020) needed for their decision-making in private and professional settings. This situation requires new knowledge and skills from citizens and calls for new approaches to digital media education both in conventional education and in lifelong learning necessary for citizens' professional development.

The aim of this research is to raise comprehension about the knowledge needed for citizens to develop their platform awareness and to discover who could be potential drivers of this field. Consequently, the main research questions are: RQ1. What digital media literacies are needed for citizens to reach platform awareness and RQ2. Who are the drivers to promote citizens digital media literacy towards platform awareness? Empirical data for the study were collected using qualitative research methods. In the first phase 12 expert interviews with ICT, labour market and information science experts from Finland and Latvia were conducted (2020, May – 2021, February) and in second phase youth consultation was done (2021, May). The youth consultation consisted of two parts: an online survey as a qualitative research tool, and an open semi-structured discussion. Data analyse is in the process and it is expected to present preliminary results of the study.

PP 278 Frequency of media use as a single predictor for media effects? An empirical comparison of different media use and perception indicators and measurements

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The rise of new actors and forms of participation in news and content production on the Internet, such as intermediaries, alternative media, and algorithms, has led to the diversification of information sources in the hybrid high choice media environment (Van Aelst et al., 2017). This change in the omnipresence, plurality and cross-media structure of available content underlines the need to focus research on users' media selection decisions (Napoli, 2011) and questions the validity of pure usage measures of media genres in effect studies.

Researchers found a lack of accuracy in the elevation of survey data regarding media use (e.g., de Vreese & Neijens, 2016; Scharkow, 2019), which reinforces the problematic use of a single indicator. One strand of research shows how media trust can predict media use and moderate effects of media exposure, e.g., concerning credibility perceptions (e.g., Ha, Ji, & Shin, 2018; Hameleers, Brosius, & de Vreese, 2022; Strömbäck et al., 2020; Tsfati, 2002; Tsfati & Cohen, 2013). Another related research strand underlines the importance of also addressing the demand side of users' perspectives on their respective media use in a hybrid high-choice media environment (Van Aelst et al., 2017), as "users do not always use what they prefer, nor do they prefer what they use" (Swart, Peters, & Broersma,

2016). Extending established measurement methods with new aspects, this study is designed to investigate how different media use and perception indicators perform compared to each other.

Further, linking studies on media effects require the survey of media offerings at a brand or media outlet level to do justice to the cross-media structure of today's information environments (de Vreese & Boomgarden, 2006; Swart, Peters, & Broersma, 2016). However, given the limitations of a closed-question survey, we seek to investigate how open-question surveys that have been found to reduce overreporting (Guess, 2017) work on different aspects of media use and perception compared to closed-question surveys.

Within the framework of a representative online survey in Germany (n = 1,800), we measured (a) frequency of use, (b) level of trust, and (c) an exploratory measure of subjective assessment of a medium's importance for opinion formation using both open- and close-ended questions. Respondents could mention five individual media brands in the three open questions (frequency, trust, importance). 26 media brands and media types were presented in the three close-ended questions.

Results show that both frequencies of use and trust correlate strongly with the self-assessed importance for opinion-forming, while the frequency of use and trust correlate less strongly with each other. The lowest correlation is found between the use of and trust in print media outlets. These receive high trust levels but are less often used. This highlights the need to determine media effects by multiple indicators as news from a trusted source is considered more credible and can thus have a more significant influence on opinion formation than other media that are less trusted but used more frequently.

ARS06 - Form media exposure to the engagement with media

PP 279   European citizens' digital cultural participation

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Studies on the influence of digitalization on citizens' cultural participation are expanding in media and communion studies (Mihelj, Leguina, & Downey, 2019), cultural sociology (Weingartner, 2021), cultural policy research (Casemajor, Bellavance, & Sirois, 2021) and cultural economics (De la Vega et al., 2020; Potts, 2014). These studies focus on how digital communication and digital media infrastructures have reconfigured people's access to, consumption of, and participation in culture. This research, however, often suffers from conceptual imprecision, is dependent on single-country studies, or focus on particular types of digital cultural consumption/participation (e.g., De la Vaga et al., 2019; Mihelj et al., 2019; Panarese & Azzarita, 2020; Weingartner, 2020), making it difficult to generalize the findings to a broader setting. In this paper, we, overall, ask how can we theoretically understand and empirically measure the breadth and complexity of cultural participation in times of digital media?

Following the call by Mihelj and colleagues (2019) for closer collaboration between media/communication studies and cultural sociology in studying such matters, we first discuss the notion of (digital) cultural participation, as it has been used and studied in both fields, in theory and in empirical research. Second, we present original survey data on citizens' digital cultural participation from nine European countries, collected in Spring 2021, and explore four dimensions covering a broad range of activities. Third, we assess the influence of potentially relevant attitudinal and sociodemographic predictors that help us in understanding who participates in which forms of digital cultural activities. Our study highlights the need for measuring a broad range of participation forms that citizens may use the Internet for (including cultural access, communication, entertainment, and engagement), but it also points to the complexity of such measurements, as the boundaries between different forms of cultural participation have become increasingly blurry in the digital environment.

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ARS07 - Vulnerable audiences engaging with media

PP 309 **The implementation of public policies in Brazil: the relationship between social and digital inclusion**

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The volume of information accessible at the touch of a finger has never been so great that we are confronted daily with many choices on issues of our daily life. For this reason, the ability to use ICT can be considered an essential skill and older adults are at a disadvantage when they do not have sufficient skills in managing information in digital environments (OCDE, 2015: 3). Taking these perspectives into account, the objective of this study is to point out aspects related to the broad process of digital inclusion in Brazil with emphasis on how this path has incorporated or not older adults and what are the implications for social inclusion. To this end, we have approached how the implementation of public policies aimed at combating digital exclusion in Brazil, which began in the 1990s highlighting the importance of lanhouses, the implementation of telecentres and, most recently through the use of the mobile phone. We are based on the fact that studies dealing with digital inclusion and focusing on a perspective between users and non-users have, more recently, expanded their field of research by admitting the complexity surrounding this issue. Evidence of a direct relationship between digital and social inclusion, especially regarding the Internet, has been the focus of studies conducted by academics as well as government institutions. These studies have consistently shown that individuals who have access to ICT tend to have higher education, higher income, and a higher professional status than those who do not use ICT. There is also an emerging body of evidence that older people suffering from social exclusion combine disadvantages such as low educational skills, poor health and low-income conditions and who are also likely to be excluded from the information society (Horrigan, 2014). This type of finding makes us reflect on how significant the link between digital and social is and the many aspects that can influence this link. As a conclusion, we can point out that although there are strategies to encourage digital inclusion in Brazil, they are not yet sufficient to significantly reduce these disadvantages still so striking when we refer to the oldest layer of the population. Older people are increasingly accessing information made available through ICT in all spheres of society, however, that this is not due exclusively to the policies implemented, but also the fact that more people become part of the elderly category every year, due to the natural movement of demographic dynamics. In Brazil, although it has public policies that have reduced the digital divide between those who use or not ICT, there are still many disparities in access to these technologies and in proficiency of use. Older Brazilian citizens continue, even if partially, ignored by public policies, because initiatives that include this portion of the population are scarce. This finding reinforces the need to fully comply with the statement advocated in the digital inclusion agenda of the UN: "to ensure that the benefits of new ICT are available to all" (UN, 2000: 6).

ARS07 - Vulnerable audiences engaging with media

PP 310 **Media poverty: a conceptual framework for studying public connection in conditions of deprivation**

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This paper addresses the question of how we can study media use and public connection among citizens living in poverty. Through the diffusion of news and information, the media is a key intermediary between citizens and the world beyond their private sphere. People's use of the media therefor constitutes a fundamental condition for their orientation towards the public and political world – for their public connection – and thus a critical factor for informed and active citizenship (Couldry et al. 2010). Socio-economic poverty is systematically linked to public *dis*connection and to low political participation. For citizens who live in conditions of poverty, the consequences are crippled possibilities for civic agency and for influencing the political process. For democracy, the civic withdrawal of this group challenges its legitimacy.

We now have little knowledge about how conditions of poverty impact people's use of the media. On the one hand, extant research is largely confined to working-, middle- and elite strata. This lack may in part be explained by methodological challenges involved in conducting research within the poverty demographic (e.g. Skeggs, 2003).

and in part by elitist framings of citizenship and participation in research (e.g. Caxie, 2014). On the other hand, policymaking stops short at measures of access to news, failing to address the real-life conditions of poverty.

This paper starts from the basic premise that we need to move beyond simplistic understandings of public disconnection in terms of access, to a more nuanced understanding of disconnection as multifaceted and embedded in everyday conditions of deprivation.

In response, this paper, first, develops and qualifies the multi-dimensional concept of *media poverty*, drawing on three different yet complementary strands of literature – on digital inequalities (e.g. Helsper & Van Deursen, 2017), media repertoires (Hasebrink & Popp, 2006), and lifestyles (Weber, 1978). One fundamental dimension of media poverty is the *lack of access* to media content, platforms, technology that offer possibilities to connect to society, such as information, news and social network sites. The second is the *lack of resources* to make use of media in ways that are civically empowering. Such resources include media literacy and digital competence. They may also include lack of inclination or ability to critically engage with media content, and more broadly, civic aspirations. A final key dimension is unfavorable *everyday life conditions*, which may include a range of possible factors such as illness, stress and disposable time, underpinning their overall media use.

Second, it empirically demonstrates the utility of the concept of media poverty through the conduction and analysis of in-depth interviews with poverty-stricken citizens from socio-demographically divergent yet marginalized groups in Norway – including first-generation Somali immigrants, sole providers, and social benefit recipients.

Finally, the paper outlines and discusses the utility of the media poverty concept for future research and for policymaking. Crucially, the paper argues, studying disconnection through the lens of media poverty allows for the elucidation of how poverty incites real-life barriers for the civically empowering use of the media.

ARS07 - Vulnerable audiences engaging with media

PP 311   The internet – a life companion or an annoying relative? A study of older adults' perceptions of the internet

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Although a majority of the population of Western countries are now online, age differences are still significant. Older adults to a larger extent avoid the digital society, and when online, their use is usually more restrained and less advanced. This in spite the benefits that digital applications might offer in terms of independent living, social connections, available information and services. The so-called digital divide is no longer about access, but rather what takes place and comes out of the use. When online, older adults to a lesser extent make use of the potential digital features might have, and it is evident that older adults use online services quite different compared to younger persons. Measuring perceptions of different aspects of internet use and digital media in everyday life can give us a better understanding of, and a wider scope of the third level of digital divide.

With the digital divide as a conceptual starting point for the paper, theoretical fields of user acceptance, security and trust, cyber anxiety, internet experience, and sociodemographic factors, form the basis for a population survey with a special focus on different internet features. One grid question was specifically about perceptions of the internet and its place in everyday life: *I often learn new things on the Internet; When I need to learn something new, I mainly look for the solution on the Internet; The Internet takes up too much of my time; It's hard not to keep up to date with what's happening on the Internet; I would like more mobile-free/internet-free periods; The Internet contributes to more problems than opportunities in life; I feel monitored on the Internet.* A four-point agree-disagree scale was used.

A representative survey of the Swedish population was sent to a randomly selected sample of 6.000 persons, with a net response rate of 50%. The presented analysis includes 900 persons aged 65 to 85 years (net response rate in this group was 70%). Perceptions of the internet and digital features are analysed in multivariate OLS regressions with independent variables operationalized from the theoretical concepts above.

Preliminary findings reveal that older adults differ substantially from the rest of the population in perceptions: older adults find the internet less useful than younger people, and at the same time they express less problems with digital features interfering with private life and privacy. In-depth analysis will seek evidence for differences within the group of older adults with regard to internet experience, cyber anxiety and security, age, sex, and education. This will give us a broader understanding of the third level of digital divide – the outcome of use – among older adults being online.

ARS07 - Vulnerable audiences engaging with media

PP 313   Conducting cross-cultural online audience research with two generations: Methodological experiences and reflections from the pandemic context

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The Covid-19 pandemic has put several sectors in society to the test, from the everyday whereabouts of the family, over vocational life at workplaces, to the educational realm of education at its various levels, and empirical research, especially in social sciences. In this paper we want to discuss some methodological, ethical, and empirical problematics that have arisen due to forced changes in research design and methodology, taking our point of departure from a three-country comparative project, involving both quantitative and qualitative dimensions. The aim is to contribute with some reflections provoked by these changed conditions for conducting research and ponder the wider implications for online audience research for the future.

Firstly, we present our project – a three-country comparison involving Estonia, Portugal and Sweden aiming to understand whether experiences of authoritarianism affect one's attitudes towards corporate and state surveillance. Methodologically, the project started with an online survey, conducted in Autumn 2020 among two generational cohorts: the younger one born in the early 1990s and the older cohort born in the late 1940s / early 1950s in the three countries, focusing on their (online) media use, and experiences of and attitudes towards authoritarianism and corporate and state surveillance. The survey was followed up during Spring and Autumn 2021 with focus group and individual interviews among the same generational cohorts, aiming at a variety in terms of educational background and type of residence (urban versus rural), and balanced gender composition.

The qualitative methodology is in focus for this paper, and in a second section, we will discuss the benefits and challenges we met while moving the focus groups online, using Zoom (or other platforms). Our discussion will include methodological and ethical challenges such as the recruitment and motivation of participants; the composition of groups in terms of size, participants' geographical location and degree of familiarity with one another; the dynamics of the group interaction; the household status of the individual interviewee (in terms of single-person household, etc.); the degrees of familiarity with and trust in the interviewer; openness of the participants; anonymization of qualitative data; etc. We will also reflect upon the potential impact our methodological choices and pandemic-induced adjustments had on the outcomes of the interviews.

We conclude in our third and last section that there are vast differences between the two generational cohorts on most of these methodological parameters. Similar to previous cross-national comparative studies, we also encountered some cultural differences among the three countries. Our main methodological lessons and suggestions for further audience studies, however, centre on the need to consider the many subtle facets of inter-generational differences when planning online research.

ARS08 - Participating audiences

PP 409   Chasing unicorns? Co-creative methods and the digital imaginary

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This paper presents a methodological setup to investigate how pervasive use of digital media affects the cognitive and affective frames we use in cultural participation. We want to go beyond a reception paradigm based on conscious activity and propose ways of investigating assumptions and biases about our media lives and media literacies. For this purpose, we have formulated the concept of digital imaginary to refer to the ideas, images and discursive frames which individuals produce to understand their identities and their place in the world in co-constitutive processes of digital mediation. We envision the digital imaginary as a concept that can integrate subjective, agentic and social perspectives on digital media, and which also has a future-oriented and transformative potential that can be seen as a force "to remake the world imaginatively" (Brann, 1991).

Our main methodological challenge is how to investigate the inner imaginative processes that the subjects themselves might not be aware of. We build upon our own pilot attempts with previous investigations (Pruulmann-Vengerfeldt

& Runnel 2014, Tosca 2019, Evans 2020) and propose to address this by engaging our research subjects in productive co-creative practice. We aim to stimulate a kind of active self-reflection, or self-reflection in action and creation, integrating media studies with methodological traditions from HCI and user design, in collaboration with cultural institutions such as museums and community centers.

In this presentation, we will describe our preliminary and experimental set of iterative methods to investigate cultural participation from a digital imaginaries perspective. We start from the assumption that it is only possible to have access to digital imaginaries in-the-making if people become co-creators of the empirical knowledge, and not just objects of study. We have designed a series of workshops framed around the making, appropriating, repurposing and sharing of cultural media products (music, images, video, games, etc.), integrating participants' everyday cultural praxis, as well as the collective creative communities they participate in. These workshops are intended to harness the participants' already existing literacies and augment them with a repertoire of creative methods across different modalitie$edc s. A second round of workshops, oriented towards imagining media futures, builds on co-creative methods inspired by participatory design (Robertson & Simonsen, 2013), such as future technology workshops (Vavoula & Sharples, 2007), living labs (Dell'Era & Landoni, 2014), and design fictions (Coulton et.al. 2017).

Some of the questions that we will address in our presentation include: what are the consequences of working with the audience/users in this way? Is co-creation really possible and what are the pitfalls? Co-creative methods often argue that they are giving something back to their audiences, in terms of literacy, competences, or agency. How is this true in terms of media studies and how does this change, if at all, not only the scale of the impact of digital media in peoples' lives, but the type of impact itself? What kinds of impact can this research have for the participating cultural institutions?

ARS08 - Participating audiences

PP 410 **"I share 'cause I care": social media users' folk theories of the interplay between mis-/disinformation and democracy**

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The amount of published research on mis-/disinformation in connection with social media in recent years shows the importance of this research topic. So far, existing research has mostly focused on the definition(s) of mis-/disinformation in relation to "fake news", on the nature and the extent of the issue, as well as on the cognitive and content-related factors that shape the audiences' interactions with "fake news" (Tandoc, 2019).

This paper will contribute to the audience perspective on mis-/disinformation (Wagner & Boczkowksi, 2019) by researching how people make sense of the relationships between mis-/disinformation and democracy, being understood as including a broad range of participatory practices — not just institutional politics. We argue that in order to better understand the "impact" of mis-/disinformation on democracy, we also need to take into consideration how people imagine and/or problematise democracy (Papacharissi, 2021) and how they relate these to their understandings of mis-/disinformation. One way to tackle this issue is the concept of "folk theory", which is increasingly used in media studies (Nielsen, 2016). Understood as generalised views of the world produced by people, folk theories allow us to approach what people think influences their day to day democratic practices – and what influences they think they have in/on democracy.

In this research, we ask the following research question: how do social media users imagine and problematize the interplay between democratic life and mis-/disinformation ? Methodologically, we draw from a discourse analysis of 15 semi-directive interviews and a series of online observations on social media with Belgians across the political and ideological spectrum who engage regularly, and in various ways, with demonstrably false information on social media, using examples of false information and fact-checks in order to foster the conversation with the informants. Results show that individuals develop complex and somewhat contradictory theories of (1) what count as valuable news and how the problem of mis-/disinformation should be defined, (2) the interplay between politicians, legacy news media and social media platforms, (3) the democratic challenges and opportunities of mis-/disinformation, and (4) the impact of mis-/disinformation on citizenship. Altogether, this research aims to contribute to the research on mis-/disinformation by putting the focus on how those who share, comment, endorse or problematize "fake news" conceptualise the complex media and political environment they live in. Ultimately, this research disturbingly challenges such fundamental notions as "information" and "democracy" and calls into question how, as academics, we can have an impact in the fight against mis-/disinformation.

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ARS08 - Participating audiences

PP 411 **When the audience becomes involved: A conceptual discussion of the audiences' role in socio-mediated scandals**

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In media and communication research, scandal is typically conceptualized as the mediated exposure of what a given society considers morally dubious and contestable (Lull & Hinerman 1997, Tumber & Waisbord 2019). While such scandals used to be extra-ordinary events, scandals have today become the "new normal" (Pollack et al. 2018), as mediatization, personalization and celebritization have increased the number and visibility of scandals brought to public attention. With the advent of social media, allowing citizens to engage in digital publics, we have seen a change from scandals as *media events* (Thompson 2000) to socio-mediated scandals or scandals as *communicative events* (Zulli 2020).

Building on Zulli's (2020) term *socio-mediated scandals*, which emphasizes scandals as collaborative and co-constructed by social media users, this paper examines what becomes of scandals when citizens are no longer a passive audience but raise their voices by posting online and become a driving force in exposing, judging or negotiating perceived injustices and moral transgressions. Going beyond scandals as sensational mass media events that uncover the wrongdoings of elites, we discuss the potential *public value* of what we conceptualise as *scandalizing performances*, i.e., the communicative co-construction of scandals by virtue of the public's affective involvement.

Value has been an implicit normative concept in previous scandal research (Thompson 2000). However, it has not been used to systematically unpack the co-construction, circulation and consumption of socio-mediated scandals, i.e., to unravel their broader *public* value. Instead of mainly tying public value to the value production of public institutions (Alford & O'Flynn 2009), we propose to understand public value as outcomes of socio-mediated scandals with an impact on society. Considering the prevalence of affective and emotional communication on social media (Garde-Hansen & Gorton 2012) and the dynamics it creates in the context of socio-mediated scandals, we aim to contribute new insights into the empowering and unifying value of affect and specific emotions that may mobilize publics against perceived injustices and advocate change.

This mainly theoretical and conceptual paper is a first step in the study of socio-mediated scandals. Drawing the contours of contemporary socio-mediated scandals, distinctive by their scope, degree of personalization, cross-media circulation and user involvement, this will serve as the point of departure for, in a second step, empirical research to investigate our conceptual approach and assumptions.

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Audience and Reception Studies

PP 412   China's digital nationalism: Everyday nationhood and Chinese digital media

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In recent years, the surge of populist politics and nationalism has affected many parts of the world. It also provoked a rise in scholarly interests in nationalism and related topics. Clearly, digital technologies today play an important role in the recent wave of nationalism. However, much research has already explored the more overt nationalist manifestations online (e.g., Boulianne et al., 2020), the banal and everyday reproduction of the nation is also worth scholarly attention. As Mihelj and Jiménez-Martínez (2021) point out, the formation of national digital ecosystems is one of the key mechanisms that promote the reproduction of everyday nations. China, in this regard, can be a unique example. Currently, research on digital nationalism in China tends to focus on digital governance or protests (e.g., Liu, 2018), but overlook ordinary individuals' practices and in what ways China's unique digital eco-system influences their perceptions of nation and forms everyday nationhood. Drawing the insight from the banal and everyday approach (Skey & Antonsich, 2017), my research seeks to understand in what ways people in China sustain national identity and belonging and what role digital media play in this process. As everyday na-tional reproduction seems difficult to be evident (e.g., Hearn & Antonsich, 2018), I adopt the media diary method with follow-up interviews, which aims to understand people's everyday media practices and capture their tak-en-for-granted perceptions about the nation and social life. Additionally, I compare people's everyday media uses and their perceptions with those when media events happen, which intends to explore the potential changes in people's national feelings. Therefore, my data collection is in two phases. The first phase is in ordinary days, aiming to record participants' media use habits when no major events occur. The second phase is in eventful days, which includes this year's Spring Festival and the Winter Olympics. This also hopes to understand if people's sense of nationhood differs on two different major events in the cultural and political sense.

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PP 497   The impact of violated audience expectations in the journalism-audience interaction: A theoretical modeling

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Purpose

Digital media environments provide audience members with new opportunities for interpersonal interaction with journalists. Thus, they can participate in political opinion-forming and decision-making processes, while journalists can get a better picture of their perceptions and expectations. However, audience members might be disappointed and frustrated if they feel their feedback and expectations are ignored—leading in extreme cases to hate speech towards journalists or turning away from journalistic products. Despite this relevance, only few analyses of audience expectations and the consequences of their violation can be found so far (Ramirez & Burgoon, 2004). Therefore, we ask: what consequences can violations of audience expectations in digital contexts potentially have at the actor, interaction, and societal level? We address this question theoretically by modeling audience expectation violations and their potential outcomes.

Approach

Expectations can be defined as "enduring cognitions about the behavior anticipated of others" (Burgoon, 2016, p. 2). The Expectancy Violations Theory (EVT)—developed by Burgoon (1978, 2015) to explore interpersonal communication—offers a framework that helps to analyze expectation violations and their consequences. An expectation violation occurs when individuals behave in a way that is not typical or expected (Levine et al., 2000). The EVT shows that violations can lead to negative and positive outcomes, depending, e.g., on the perceived valence of the communicator or a past interaction. To date, there has only been few transfers of EVT to audience studies (Lee, 2020; Wilhelm et al., 2021). We use the theory to systematically model positive and negative outcomes of disappointed audience expectations on an actor-oriented, interactional, and societal level.

Findings

On the actor level, violations, e.g., can affect the perceived likability, or credibility of a journalist, but also the felt uncertainty towards a (media) organization (e.g., Jahng & Littau, 2016; Kim, 2014). On the interactional level, our model addresses how violations shape journalist-audience interactions in positive and negative ways. Audience members who experience a strong negative violation, e.g., tend to be less committed and satisfied with the interaction, communicate destructively, and even break up (e.g., Bachman & Guerrero, 2006). On a societal level, expectation violations can also have negative as well as positive outcomes. Violated expectations explain, e.g., undesirable or negatively connoted social developments such as declining media trust (e.g., Fawzi & Mothes, 2020; Riedl & Eberl, 2020) or disengagement from professional journalism (e.g., Heider, McCombs, & Poindexter, 2005). Conversely, a journalist who is personal and approachable, or who is perceived as having a particularly high profile, can win back the audience's sympathy. Our modeling also discusses links between the three outcome levels as, e.g., journalists' self-disclosure on social media increases their individual popularity while at the same time damaging journalism's reputation, as audience members view such behavior as unprofessional and question journalists' objectivity (Lee, 2015; 2020).

Originality and Value

The paper aims to contribute to our understanding of the outcomes of audience members' violated expectations. It discusses the applicability of the EVT in audience studies and offers a model that systematically combines this field of research with journalism studies.

ARS09 - New, data and audiences

PP 498 **Ethical use of audience data: How to support confidence in the use of audience data in news media?**

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The paper examines the use of audience data in news media from the viewpoint of the audience. The use of audience analytics is increasing in news media, in addition to other types of data collected from those who consume the digital products of news media. However, such data collection is not necessarily unproblematic for the audience. As a result of platformization and datafication, users increasingly consider the negative consequences, even the "creepiness" (Lupton et al. 2017; Ruckenstein et al. 2020) of handing over their data to online actors. Cases like the Cambridge Analytica scandal have made visible the misuse of user data (Jouhki et al. 2016). Importantly, revelations about the unethical behavior of platform actors are eroding confidence not only in the platforms themselves but also potentially in actors that operate on these platforms (Steedman et al. 2020), such as news media. Resistance to give away one's own data is apparent in the "disconnection" phenomenon (Hesselberth 2018) where users leave social media platforms altogether. It is necessary to ask if the same can happen to news media organizations online, as the audience disconnects from news media when not being able to trust how their data is used.

In the paper, we study how young Finnish media consumers understand data collection by news media organizations. We ask *in what situations and how are practices related to data collection and processing in news media services perceived as problematic by the audience?*

We expect that for news media, ethical data practices will be a way to make a positive impact and stand out, especially when contrasted with the often unethical data collection and processing practices of many online platforms. Our study produces research-based solutions for media organizations to support confidence-building at different stages of data collection and use. The study contributes to the theoretical discussion on a more egalitarian and safe media landscape, where the audience can participate on media platforms without experiencing a conflict between their data and the news media actors who utilize and benefit from the data.

To meet this challenge, we will carry out qualitative interviews (15–20 individual interviews and four focus group interviews) in Finland among young adults (19–25-year-old). We will also conduct experimental field research, through which we will collect quantitative data. A grounded theory method is applied to the interview data, and it will be analyzed by means of thematic analysis (Glaser & Strauss 2017), proceeding from precoding to identifying themes and creating theoretical understanding (Guest et al. 2012). In the quantitative field research data collection (Viglia et al. 2021), the study tests the effects of data disclosure on customer confidence and their actual behavior (such as consumption of news media content) through several consecutive experimental setups. The data collection will commence in March 2022, and in May we will move on to coding the data and further analysis. At ECREA 2022 in October, we will be able to present findings from the study.

ARS09 - New, data and audiences

PP 499   What does "being informed" mean? Assessing social media users' self-concepts of informedness

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In recent years, much research has—more or less candidly—asked whether the use of social media platforms is "making us dumber"(Cacciatore et al., 2018). Likewise, discussions around constructs such as the 'news finds me' perception (Gil de Zúñiga & Diehl, 2019) or illusions of knowledge (Schäfer, 2020) point to concerns about social media users being inadequately informed. This assessment of inadequacy is, explicitly or implicitly, building on the ideal of the informed citizen who has a broad interest in current affairs and knows about all important issues in society (Moe, 2020). However, research has largely ignored what citizens *themselves* understand as 'being informed.' Building on Hasebrink and Domeyer (2010; see also Hasebrink, 2016), we differentiate between *undirected* (i.e., general need for information about and surveillance of one's environment), *topic-related* (i.e., information about personal interests/hobbies), and *group-related* (i.e., information about social groups relevant to an individual, such as family, friends or colleagues) information needs. Moreover, individual self-concepts of informedness can be defined both by the breadth and the desired depth regarding the mentioned information needs. Accordingly, this research project asks what people actually want to be informed about, which user characteristics predict different self-concepts of informedness, and how both of these aspects relate to feelings of being informed in the context of social media platforms.

Based on a preregistered, national representative survey of German online users ($n = 1,140$), we find that keeping up with news and political information is generally less important for people than staying informed about their personal interests and their social environment. Participants' self-concepts of informedness are positively associated with both political interest and fear of missing out (FoMO), with political interest being the strongest predictor for general breadth of informedness as well as the depth of informedness for undirected and topic-related information needs, while FoMO emerged as the strongest predictor for group-related information needs. Relationships between participants' self-concepts of informedness and sociodemographic variables are less clear-cut.

Feelings of being informed (FoBI) through social media are most strongly predicted by how suitable a given social media platform is perceived to keep up-to-date about current affairs. This suggests that—while information needs are diverse and related to different sociodemographic and personal characteristics—most people indeed seem to associate 'being informed' with political information and news. Moreover, the platform itself proved to be an important predictor: Facebook, which is also the most frequently used platform in our representative sample of German online users, showed the strongest association with FoBI, indicating that people feel best informed by the platform they use most often (see also Müller et al., 2016; Park, 2001). Overall, our findings suggest that it will be vital for future research to not only address the roots and motives of the different self-concepts of 'being informed' but also how the state of 'achieving' informedness in the respective topic areas (e.g., being adequately informed about one's hobbies/interests or social environment) can be assessed empirically.

ARS09 - New, data and audiences

PP 500   When the gate to news is auditory: Intelligent voice-based agents as information intermediaries

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Intelligent voice-based agents (IVAs) such as Amazon's Alexa, Google Assistant, and Apples's Siri have recently entered private households around the world. They are increasingly answering general facts questions and providing access to service information and news—an information intermediary functionality that is actively pursued

by all three of the (Western) market leading developer companies. Based on Jürgen and Stark's (2017) general Intermediary Effects Model (IEM), this study aims to, firstly, identify the key characteristics of IVAs as information intermediaries and what differentiates them from other intermediaries; secondly, to analyze their potential effect on individual and public opinion formation processes through their filtering logics.

Methodologically, we took the perspective of the user by considering publicly available information about the IVAs' functionalities on the official websites of the three IVA developer companies in a qualitative and a standardized content analysis. Thus, we identified (1) *functional affordances* of IVAs that differentiate them from other information intermediaries, (2) three crucial *ways for IVAs to technologically access information*, and (3) 16 *search phrases* that were advertised to German users in March 2021 to access (news-related) information. We used these search phrases to experimentally test the IVAs' filtering logics in an *initial use* situation.

(1) IVAs employ *speech recognition* and *synthesis* within a *frame-based dialogue structure* which is predefined by developers to interpret users' auditory search queries and give meaningful answers in a human-sounding voice. This communication modality encompasses an *auditory bottleneck* (Berg, 1998) as only auditorily presentable information can be presented, only one piece of information can be presented at a time, and the number of results is limited due to time and attention constraints. Filtering (and sorting) biases may thus be exceptionally pronounced for IVAs.

(2) IVAs can access information by implementing *search engines* or *external platforms*, or by enabling content producers to program *specific IVA apps*. Only Alexa and Google Assistant offer the latter and a standardized content analysis in March 2021 revealed a total of 19 (today: 17) so-called *Actions* for Google Assistant, and 826 (today: 776) so-called *Skills* for Alexa in the news-related categories.

(3) To test the IVAs' filtering logics when employing the advertised search phrase, an exploratory pilot study with an experimental design was conducted: human "interviewees" queried the three IVAs (on various hardware variants) using the 16 identified search phrases. The IVAs' answers were recorded and coded, revealing that (a) IVAs present very few results and IVA apps are privileged; (b) the number and type of results differ between IVAs, different hardware devices of the same IVA, and different search phrases; (c) the preselection and selection criteria are opaque during use; (d) users have limited options to influence the filtering process: they can implicitly personalize results by enabling the IVA's algorithmic adaptation to their behavior and/or explicitly personalize results by modifying the defaults.

This study is the first to systematically explore the potential filtering biases specific to IVAs. The results imply a very narrow gate for news when IVAs act as information intermediaries.

ARS09 - New, data and audiences

PP 501   **News consumption and the normative foundations of media trust in polarized environments**

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Social life is unthinkable without trust; we need trust to rely on each other, entrust doctors with our health, depend on banks to manage our finances, or elect politicians that will represent our interests. Media play a key role in this context, providing information that enables us to decide who to trust. But what happens when media lose their autonomy, come to serve ideologically divided political blocks, or even become wholly subservient to the governing party – and thereby lose the ability to provide citizens with trustworthy information? To put it differently: Do citizens in strongly polarized environments, or in countries where the illiberal public sphere holds a hegemonic position, still trust their media? And if not, how do they go about finding trustworthy information?

Existing research on media trust has limited capacity to answer these questions, largely because it is overwhelmingly limited to Western liberal democracies, with only very few studies adopting a more global lens (Hanitzsch et al., 2018; Tsfati and Ariely, 2014) or examining mediated trust in semi-authoritarian or fully authoritarian countries (Meyen and Schwer, 2007; Roudakova, 2017; Voltmer, 2013). As a result, much of existing work in this area is based on a tacit assumption that trust in media is rooted in universally accepted normative criteria of trustworthiness, such as impartiality or professionalism. This paper challenges this assumption and shows that the normative criteria that guide people's trust in media can vary considerably. Drawing on a combination of survey (N = 4,096) and qualitative interview and media diary data (N = 120) collected between 2019 and 2020 in the Czech Republic, Hungary, Poland and Serbia, we show that citizens living in political and media environments where polarization is more advanced are less likely to judge the trustworthiness of media primarily based on their perceived independence or balance. Instead, they are more likely to place trust in media that are consistent with their own political preferences or ideological orientations. This evidence suggests that polarization has potential to contribute to a change in the normative foundations of media trust, shifting them away from independence, impartiality, and professionalism to shared identities, cultural values, and political attitudes.

ARS10 - Influenced or influencing: When audiences have a voice (or not)

PP 606   The fascination of the uncanny? An empirical study on the perception of artificial influencers

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This study examines whether and how the so-called *uncanny valley* (UV) effect (Mori, 2012) applies to artificial influencers using the example of avatar Miquela Sousa (also Lil Miquela). The UV describes how people perceive a non-human agent more positively with increasing human characteristics in its appearance and movements. However, once the agent is perceived close to being human, the positive perception drops abruptly into the UV and reverses into eeriness.

In the past few years, avatars have become artificial influencers. Miquela, for example, is an avatar that is portrayed as a young woman created by a US-American company. "She" is active on social media, where "she" posts photos, poses with human celebrities, sings, and promotes products for Calvin Klein, Prada, or Samsung. We can describe "her" as an artificial influencer with more followers (e.g., 3.1 million on Instagram as of February 2022) than many human influencers. Time magazine (2018) even announced her as one of the 25 most influential internet personalities. Thus, "she" also has potential influence on the attitudes and behaviors of her followers (Kadekova & Holienčinova, 2018).

So, we ask *to what extent the UV applies to artificial influencers like Miquela* (RQ1) and *how it affects their trustworthiness* (RQ2) and *likability* (RQ3).

To examine these questions, we conducted an online 2 (human vs. artificial influencer) x 2 (picture vs. video) between-subjects experiment (*n* = 1634). Participants were randomly assigned to one of four experimental groups. They were presented with a picture or video from Samsung's 2020 "Team Galaxy" commercials, starring either the artificial influencer Miquela or the human actress and influencer Millie Bobby Brown. Eeriness was measured using items from Ho & MacDorman (2017), which we combined into two factors based on an exploratory factor analysis, namely fascination, and eeriness. Furthermore, participants were asked to assess the respective actors' humanness, trustworthiness, and likeability.

Independent t-tests show that respondents rated Miquela lower on the humanness scale (p<.001) and higher on the eeriness (p<.001) and fascination (p=.974) scales than the human influencer. Furthermore, an ANOVA uncovered that when respondents received Miquela in a video, "she" is continuously perceived eerier (compared to all treatments) and more fascinating (except for the human video). Thus, our results imply that the UV effect applies to Miquela and is heightened when respondents see "her" moving, confirming Mori's (2012) hypothesis that movement increases the UV effect. Remarkably, fascination, trustworthiness, and likeability were significantly and positively correlated with perceived eeriness for both the human and artificial influencers. Hence, the UV effect does not necessarily lead to a negative assessment.

Our results indicate a UV effect regarding an artificial influencer. Interestingly, being eerie positively correlates with a fascinating, trustworthy, and likable assessment of the avatar. This fits with the continuous growth of Miquela's followership on social media. Against this backdrop, we consider whether it is always necessary to avoid the UV or whether it may be even desirable in some contexts such as (virtual) influencer marketing. Hence, based on our results, we argue that eeriness could lead to fascination instead of rejection.

ARS10 - Influenced or influencing: When audiences have a voice (or not)

PP 607   The painful friendship: Instagram influencers as friends and foes in young women's everyday media use

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The social media influencer has within a relatively short time period become a central media phenomenon, much debated by the general public and academics alike. Important to the marketing strategies of companies as well as to the media consumption habits of young people, influencers can be seen as representing a new form of 'micro'- or DIY celebrity, which, while sometimes attracting a mass following, is grounded in digital culture and social media, where influencers are often thought to establish an especially intimate connection to their followers. Because of this perceived bond, these kinds of celebrities can be regarded as commercially valuable for their ability to promote products and lifestyles, but also as increasingly important for the identity work of young audiences. However, the phenomenon has likewise been critiqued, for example for potentially contributing to an environmentally harmful consumer culture, and for leading to unachievable lifestyle and beauty ideals.

While much research so far has examined the function of influencers in marketing and communication contexts, or as textual representations of social values, less work has been directed towards the way that media users' create meaning around them on a day-to-day basis. Existing scholarship in this field suggests that influencers may be understood by their followers as part of personal social networks, but that this relationship – whether understood as para-social or indeed as 'multi-social', with a real opportunity for interpersonal communication – can also be regarded as highly complex, shaped as it is by an unequal distribution of visibility and power. Here it is possible to consider, likewise, how the practice of following influencers drawn from subject areas as varied as fashion and beauty, sports or politics increasingly function as a way to obtain information about society in a wider sense, with the ideological aspects of the cultures established around influencers still open to analysis.

This paper explores the way that young adult women from different backgrounds understand and articulate ideas about of influencers as part of their day-to-day Instagram use. The paper is drawing on an ongoing qualitative of study of everyday media use among a sample of approximately seventy 18–26 year-olds from varied sociocultural backgrounds and geographical settings in Sweden, where influencer marketing has become a prominent part of the social media landscape for people in this age group. Drawing on theoretical perspectives on celebrity culture, as well as on discussions of transforming para-sociality and media consumption patterns, a selection of interviews with young women from the study are used to highlight and deepen the understanding of the role of influencers in young adults' everyday lives. In particular, the paper examines how influencers can be experienced as highly trusted, yet sometimes despised 'friends', but also as contested sources of information on a range of topics outside of their supposed areas of expertise. Overall, the paper aims to contribute to scholarship on the significance of contemporary celebrity culture in society at large.

ARS10 - Influenced or influencing: When audiences have a voice (or not)

PP 608   Rearticulating the impact of virtual reality non-fiction: Insights on 'empathy' from audience insight

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Much non-fiction virtual reality (VR) content has been developed in recent years that aims to transport viewers into another's story, making both the viewer's physical reality and the medium of VR itself disappear. The notional ability of VR to produce empathy remains a frequently-heard argument for content that has 'impact' – and this impact is thought to derive from 'immersion' and 'presence' in the virtual environment. The idea that VR provides opportunity for audiences to experience another's reality, creating a 'first person' point of view relative to the narrative (de la Peña et al., 2010) has led some to characterise VR as an 'empathy machine' (Milk, 2015). This function has often provided rationale for research on design techniques and improvements in VR technology (e.g., Bailenson, 2018; Jones & Dawkins, 2018; Shin, 2018; Slater et al., 2009; Young et al., 2021). Others, however, have problematised the idea of empathy production, and the underlying assumption that it is possible to 'automatically' bring viewers and subjects into particular affective, political or epistemological relationships (e.g., Bollmer, 2017; Ceuterick & Ingraham, 2021; Green et al., 2020; Hassan, 2020; Nakamura, 2020).

In many ways disagreements about immersion and presence stem from a lack of engagement with the audiences of virtual reality; many scholars conduct mainly lab-based studies about isolated cognitive effects rather than on the contexts in which audiences experience, share and interpret VR experiences. Qualitative research focusing on the social and experiential dimensions of VR use beyond the lab offers more promising insight into the potential types of impact VR may have.

This paper will present findings from a 30-month-long qualitative research project with 81 home users of VR head-sets. It will show how the discourses around 'immersion' and 'empathy' have moved beyond the industry and into popular conceptualisations of VR. However, findings also show that audiences value non-fiction VR experiences as spaces which offer opportunity for negotiation and encounter between real and virtual, rather than for the illusions of transportation to other places that supersede audiences' own physical locations. Moreover, audience members' affective responses are not constrained to empathy, but are better characterised as a dynamic response relative to memory, experience, and subjectivity.

I will argue that understanding these dynamic encounters as the basis of immersive storytelling – in particular non-fiction and immersive journalism – provides a much better basis for defining the type of impact that can be imagined for virtual reality. Indeed, the political dimension of impact can be better pursued as dynamic rather than causal. Creating new understandings amongst creatives, journalists and publics about the affective and experiential dimensions of immersion and presence has potential to re-politicise the medium of VR, thus countering understandings of the technology as politically neutral, and problematising the ethics and efficacy of the disappearance of mediation as a route to empathy.

ARS10 - Influenced or influencing: When audiences have a voice (or not)

PP 609   User perceptions and attitudes towards personalized online content

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Research into algorithmic online personalization has paid little attention to understanding when and why users perceive personalized content as such (Li, 2016) and how users' attitudes and expectations towards personalized content are formed (Bodó et al., 2019). Furthermore, research into algorithmic personalization has been conducted mainly in the field of political communications leaving other fields relatively unexplored (Eisenegger, 2019; Bentele & Fähnrich, 2019).

This study focusses on how users experience personalization online, looking at the factors that play a role in alerting them to personalized content, and whether their attitudes toward personalization vary depending on the context of the personalization (e.g. entertainment, news, e-commerce). The study also explores their privacy concerns in the context of their actual behavior to shed more light on the so-called 'privacy paradox' phenomenon (Acquisti & Grossklags, 2003; Barnes, 2006).

Semi-structured qualitative interviews were conducted with a gender-balanced sample of 20 German participants, from 18 to 65 years of age and with different levels of educational attainment. Verbatim transcriptions were analyzed using a methodology based on Mayring (2015).

The analysis shows that users mainly associate personalization with the targeting of advertising. They also report noticing it on streaming services and social media. Most users are not aware of news personalization, and those who are only referred to location-based news personalization.

Personalization is mostly recognized through recall of previous online behavior. Participants feel more positive about personalization when websites publicly disclose its presence, for example through labels such as "Items you may like", "Recommendations for you", or "95% match".

There is a contradiction between how people feel when the content they themselves consume is personalized and their views on the effects of personalization for society. Most users feel positive about personalization, saying it makes the content they search for, or are presented with, more relevant. When it comes to the societal impact of algorithmic personalization, users tend to be more negative, fearing it can lead to information gaps and over-consumption and can be used to manipulate opinion. Nearly all respondents are confident they can avoid being trapped in so-called 'filter bubbles', but don't have the same confidence in the general public.

Whereas nearly all respondents state that data privacy is important and they want to be in control of their data, only few respondents actually behave that way, for example by refusing cookies or reading data privacy regulations before accepting them. The reasons for this privacy paradox include idleness, time pressures and informal cost-benefit analysis. Younger respondents tend to argue that they don't have anything to hide whereas older respondents are not aware of how data processing works or how cookies are related to personalized content.

In conclusion, this study helps provide a better understanding of users' perceptions of personalized online content and sheds new light on the influence of context on those perceptions. Furthermore, this study's description and exploration of contradictions between users' data concerns and their actual behavior provides new insights into the privacy paradox.

ARS10 - Influenced or influencing: When audiences have a voice (or not)

PP 610   "I thought it might not be good to be influenced": What motives lead to unfollowing social media influencers?

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Social media influencers (SMI) are taking on an increasingly important role in the communication environment of their followers as persuasive agents, opinion leaders (Schach & Lommatzsch, 2018), brand ambassadors (Enke & Borchers, 2018), and role models (Kühn & Riesmeyer, 2021). One in two users has heard of SMIs, and even one in five is an active follower (Carius & van Rennings, 2018). So far, research focuses on advertising and marketing-related perspectives in particular (Hudders et al., 2021).

However, despite the relevance SMIs could have, there has been a lack of empirical research on why users follow a SMI–and even more on what causes them to unfollow them. Morton (2020) found five motives for following SMIs: information, inspiration, communication, entertainment, and surveillance. Following this, Lee et al. (2021) investigated potential follow motives and identified four linked to trust and purchase intent: authenticity, consumerism,

creative inspiration, and envy. Our study follows up on these findings and takes a deeper look into the motives for continuing to follow SMIs as well as why users unfollow them.

To answer our research questions, we conducted semi-structured interviews with 36 young adult social media users in May 2020 and in May 2021. Accordingly, of those interviewed, 25 were female, and 11 were male, all aged 14 to 27 years. The interviews focus the SMIs they are following: What are the reasons they chose to follow, why do they remain following, and why have they unfollowed an influencer before. We conducted all interviews via Zoom, then transcribed (word by word), and analyzed using a theory-based approach.

Our results confirm similar following motives to those already found: Young adults follow influencers because they inspire them, motivate them, they are considered experts on certain topics, they are role models for their self-expression, because they entertain them, and also to pass the time. When the abovementioned motives are no longer fulfilled, followers make a conscious decision to unfollow the SMI. That may be because their interests changed or because the SMI has changed him- or herself. This changes the set of influencers that users are following: it is adapted to the current interests and needs. Furthermore, authenticity and credibility in particular are strong influencing factors when it comes to unfollowing: If the impression arises that the SMI is not (any longer) acting authentically and therefore does not (any longer) appear credible, the respondents unfollow them.

The results provide an in-depth insight into the motivations why social media users consciously follow and, if necessary, unfollow SMIs. Overall, it shows that young adults intentionally follow SMIs from different fields depending on their topic interests. In particular, inspiration, information, motivational and role-model character, entertainment, and pastime are mentioned. In addition, the interviews show that young adults continue to explore whether following is helpful to them. When their motives are no longer satisfied by the SMI, they consciously decide to unfollow. In particular, with regard to the relevance that SMI have on the socialization of young adolescents, our results provide helpful insights.

ARS11 - Reception in times of automated media

PP 701   Media reception from the standpoint of the subject: A specification of the agentic recipient via Critical Psychology

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For Audience and Reception Studies (ARS) to increase its societal impact, the contribution proposes an expansion of its theoretical and methodological framework by drawing on insights and concepts developed on the grounds of subject-scientific Critical Psychology (Holzkamp, 2013). Crucially, a subject-scientific media reception approach emphasizes 1) that reception always already implicates production, as an attempt to participate and contribute to the development of societal conditions, and 2) that the audience researcher is just as much a receiver of mediated knowledge as the research participant, and thus a co-subject in the research process. As will be illustrated, this has major consequences for conceptualizing agency in ARS and for conducting empirical research, for instance in the light of recent debates of the 'small acts of engagement' (SAOE) concept (Hartley et al. 2018; Picone et al., 2019): in order to evaluate the scale and impact of a media engagement (as 'small' or not), a subject-scientific approach would need to situate the question among those that are practicing this engagement, i.e. the concrete audience members.

A critical-psychologically informed approach to media reception builds on the critique of stimulus-response-models of human behavior and nuances the concept of the active recipient (Schenkel, 1988). Its core concept is agency, which clearly encompasses informational and communicative aspects (Sevignani, 2019), and which cannot be understood individually, but only in social and societal association with others. The precise interplay is however never obvious, but must be reconstructed from the diverse individual standpoints. Subjects not only live under different conditions, mediated by their position and location in society, they also have their own reasons to act or not to act under these conditions in their everyday life. Therefore one cannot deduce these reasons and premises from an external 'objective' analysis of society or of the audience. Researchers need to cooperate with other audience members to find collective ways for sustaining and expanding individual agency. Thus publics are needed to gain agency together in processes of conflictual cooperation (Axel, 2010), by inquiring into the contradictory nature of media reception. Contradictions emerge given the individuals' subjective necessity of expanding the possibilities of life and of mitigating the risk of losing agency, for which they are also dependent on reproducing conditions of asymmetrical communicative power that may counter the expansion of agency.

Such a dialectical view on agency's contradictions in everyday life sheds new light on seemingly innocuous forms of 'everyday activism' (Vivienne, 2013) such as SAOE, as potentially potent media audience interventions into corporately controlled content flows. But how potent are these interventions from the audience member's varying

standpoints? What is in it for the engagers' agentic development given their respective conducts of everyday life? Central to such an inquiry would be to extend the concept of 'the audience', so that it encompasses both the designers of content flows, as well as the audience researcher (Chimirri, 2013), who all are audience members themselves.

ARS11 - Reception in times of automated media

PP 702   Narratives about Artificial Intelligence and Media Literacy – A Content Analysis of Online User Comments

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Both in digital environments and in the (seemingly) analogue world, people are surrounded by artificial intelligence (AI) technologies. As surveys show, most people do not know much about AI. We argue that knowledge and media literacy are necessary for a confident and autonomous handling of AI technologies (Livingstone 2004; Long & Magerko, 2020). Since most citizens, however, do not have a technical background, their knowledge and opinion about AI is shaped, among other things, by media discourses (Bucher 2018). Studies about media discourse on AI emphasize the dominance of economic issues and indicate a lacking diversity of mentioned actors. Reporting on AI tends to be positive, highlighting the benefits of AI and paying less attention to the potential risks (Ouchchy et al., 2020; Fischer & Puschmann, 2021).

Our research addresses the following questions: How do audiences interpret and evaluate artificial intelligence? How does this contribute to self-determined life with AI technologies? We conducted a qualitative content analysis of online user comments about AI in Germany. Our sample consists of 15 high reach posts from online news websites, YouTube, Facebook and Instagram and additionally all associated user comments. In total, more than 8000 comments were undergoing a qualitative content analysis (Kuckartz, 2019). First, the actors and attributes referred to AI were identified and coded. In a second stage, narratives about AI were analysed. Furthermore, the tonality and the evaluation of AI were described.

The results show the prevalence of different topics in the comments than in the media discourses shown in the research literature. While economic actors are also often mentioned, the tone of the posts about AI is more risk-oriented. Striking are the frequent references to media cultural actors such as movies (e.g. I Robot or Her) and TV-series (Black Mirror), as well as media figures (e.g. Terminator) and authors (e.g. George Orwell). This highlights the role of science fiction in the narrative about AI in online user comments. Whether fictional or non-fictional, narratives shape individual and collective practices, thought and social outcomes (Royal Society, 2018).

The analysis of online user comments reveals two opposing narratives about AI, that describes their interpretation of, knowledge and opinion about AI.

· On the one hand, there are comments that adopt the predominantly dystopian science fiction narratives about AI.

· On the other hand, there are users who criticise these dystopian references as unrealistic and try to disprove them.

These two narratives reveal deficits and potentials of media and AI-literacy in the society, that are shaping the practices of appropriation of AI-based technologies. Consequently, we argue that computational, data and science literacy are particularly important for a confident use of AI technologies in everyday life. At the same time, emotional-affective skills are significant e.g. for the dealing with the often frightening narratives of science fiction dystopias. Emotional-affective skills are neglected in many theoretical models of media and AI-literacy (see Dogruel, 2021). However, if we want to strengthen the digital sovereignty of the audience, all aspects of literacy must be promoted.

ARS11 - Reception in times of automated media

PP 703   Thinking about algorithms: Exploring algorithmic knowledge and reflexivity

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Digital platforms like Spotify have specific characteristics and properties that influence, to some extent, how the platform is used. But this doesn't mean that users don't have the capacity to develop their own interpretations of these properties, as well as unique ways to engage with the platform and its content. In other words, users have enough reflexivity to think about the platform's characteristics and their own potential actions.

From a critical realist perspective, reflexivity refers to the capacity to reflect on previous beliefs, experiences and knowledge. While previous studies have shown that the users' understanding of algorithms and streaming platforms can be extremely varied (Bucher, 2018; Lomborg & Kapsch, 2020; Siles et al., 2020), it remains necessary

to explore how these forms of knowledge are developed, how they might influence users, and its relation to an individual's reflexivity. When engaging with algorithm-based platforms, users use different knowledge sources to develop different conceptions of technology (Cotter & Reisdorf, 2020).

The current article will focus on the second stage of the morphogenetic cycle, and specifically on the interplay between the user's reflexivity and use of technology, as seen in Mutch's (2010) application of Archer's (1995) model. This stage combines the use of technology at different levels (data, software, hardware) and the agent's reflexivity, defined as the conceptions of technology, that are shaped by the engagement with technology and particular contexts. Thus, this study aims to explore from a critical realist perspective how the user's reflexivity, conceptions of technology and algorithmic knowledge are developed and how they might influence technology use.

Spotify as an algorithm-based platform will be used as an example. Spotify users will be interviewed to explore how they engage with the platform and develop awareness and knowledge about how it works. The sample consists of adults who have used Spotify for at least three months, and will include participants with varied backgrounds, not limited by nationality, education level or age. The interviews will follow a conversational approach and will include think-aloud elements where participants will be asked to open their Spotify to show and comment on the recommendations they receive, how they interpret them and how they engage with them. It's expected that the findings will follow previous research in this area, where individuals showed a more autonomous reflexivity and an experience-based knowledge.

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◻ **ARS11 - Reception in times of automated media**

PP 704   Automated media: key challenges and concepts for reception studies

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The availability of large amounts and various types of data combined with recent advances in machine learning are increasingly used as a basis for automated decision-making to address complex problems in numerous contexts. In the media field, we observe that these technologies are able to (partially) automate each step of the information production workflow: collection and curation (e.g., story discovery, datamining, social media monitoring), production (e.g., content generation, video editing, data summarization), or distribution (e.g. conversational bots, personalised recommendation). These new techniques can be qualified as "automated media" as they have the particularity to organise and represent reality on the basis of rules established by their creators, but without their direct intervention or supervision. This major evolution triggers the development of new practices for both media workers and audiences. In this context, the objective of this ongoing research is to question the growing automation of our contemporary media environment by developing a theoretical framework for analysing how automation is perceived by users and how it affects their uses of media. This framework aims to better understand how the design given to these automated systems influence (1) users' perceptions of their potentialities and (2) users' capacities to adopt a critical stance on automated media.

To address these issues, we reviewed the scientific literature (e.g. Diakopoulos, 2019; Gehl & Bakardjieva, 2017) in order to identify the different approaches existing on the topic of automated media. The result is the identification of two key concepts relevant for approaching the complexity of automated media and to study how users interact with them: incarnation and virtuality.

We propose to define incarnation as the concretisation of a technical system into a defined set of representations and affordances designed to influence users' mental models by leveraging characteristics usually attributed to humans (e.g., appearance, behaviour, use of speech, reasoning capabilities). Depending on the complexity of incarnation, users may be more or less inclined to speculate on the capabilities of the system and to interrogate the intent of their designers. The incarnation of automated media is also deeply related to their level of virtuality (Lévy, 1998), their capacity to offer a wide range of interaction opportunities that may mimic the complexity of human interactions.

This theoretical framework may encourage the discussion within the scientific community on the impact of automated media. It also lays the ground for future empirical studies on their reception by audiences.

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ARS12 - Data, reflexivity and communicative agency: new directions in the study of the datafication of media audiences

PN 152   Qualitative data mirroring: A method to study how users shape calculated publics on Facebook

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This paper proposes a novel methodological approach that utilizes data available through Facebook's Activity Log and the Newsfeed. The method is geared towards exploring the user's role in relation to calculated publics (Gillespie, 2012). The method is based on using existing data available on social media platforms in order to create a data mirror that increases users' reflection on their own role and hereby potentially increase agency in relation to algorithmic media. The epistemological premise of this method is based on the concept of communicative relations that we have developed in prior research (Schwartz & Mahnke, 2021). In this paper, we argue that users engage in a communicative relation with algorithms on social media platforms such as Facebook through everyday use. The communicative relation means that a wide range of everyday use is communicating information and preferences to the algorithms that are trying to understand user behavior in order to return the most relevant and meaningful content to the user in the form of personalized feeds. Making the user more aware about their communicative relations with algorithms may enhance media agency, as the user becomes more aware about how everyday use of personalized media is changing their everyday experiences and the content they see. Taking Facebook as an example, our method is based on qualitative interviews, where Facebook's Activity Log and the Newsfeed is integrated as reflective objects. The activity log stores personal interactions such as likes, comments, shares etc. of various content on Facebook. The Newsfeed provides detailed contextualization about why a post is showing up in the personalized Newsfeed. These contextual data allow users to reflect on their own everyday use of, and communicative relation with, the Facebook algorithm. The interview subject is asked to think aloud while he or she goes through relevant features and information as instructed, similarly to the process of protocol analysis (Ericsson & Simon, 1993). Qualitative data mirroring means that users are asked to reflect on their online behavior and algorithmic relations by mirroring themselves through the data they produce, deliberately or not. Even though the available tools and data do not provide a complete picture of the user's online behavior, it serves as a useful heuristic tool for reflection on concrete user-algorithm relations. Through this method the interview subject can reflect critically on how his or her own behavior on the data may produce an undesired algorithmic outcome. This process can influence individual user experience and consumption, but it may also have wider political implications on the distribution of content and calculated publics generated on social media platforms. Some features of qualitative data mirroring in this paper are unique to Facebook, but we argue that this method can be repurposed to other social media platforms, based on other platforms' unique affordances.

ARS12 - Data, reflexivity and communicative agency: new directions in the study of the datafication of media audiences

PN 153   Inspective and inscriptive agencies: concepts to capture agency in the media-audience data loop

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Mathieu & Pruulmann Vengerfeldt (2020) describes how data collected on media audiences circulate in a loop. Data is collected at the moment of media consumption, then interpreted, analysed and implemented in media

production, and eventually looped back to the audience in the form of personalization, recommendation, etc. In so doing, media consumption provides audiences with "formative" and "transformative" experiences of data that are possible sources of reflection and agency. This paper suggests a conceptual framework to make further sense of these formative and transformative experiences. The paper argues that people's ideas about their mediated experiences are increasingly relevant to understand agency in the face of a datafication of media that is characterized by opacity, complexity and uncertainty. Ytre-Arne and Das (2020) suggest that agency has become increasingly "prospective", that is, forward-looking, for audiences to be able to understand the implications of their use of datafied media, highlighting the role that imagination and apprehension plays for audiences in order to be able to understand their own sense of agency. In a similar move, Bucher (2017), studying people's subjective understanding of algorithms, also stresses the concept of imagination as an important capability of users. Taking my point of departure in this idea of prospective agency, I develop a conceptual framework that characterizes the 1) formative and 2) transformative experiences of data that media users encounter in the media-audience data loop (Mathieu & Pruulmann Vengerfeldt, 2020). Formative: As data is retroacted back to audiences, the experience of data is not only prospective (looking at the future), but also retrospective (looking at the past), introspective (looking at oneself), respective (looking at norms) and suspective (looking at risks). Transformative: When consuming media, audiences have the possibility to adapt their own uses of media following their formative experiences, and as such can influence (or transform) the capture of audience that media accomplish with help of data collection. Here, agency is inscriptive, i.e. being inscribed in the data loop by way of descriptions (providing an account), prescriptions (instructing a practice), transcriptions (rearranging experience), proscriptions (forbidding access), subscriptions (adhering to a practice), circumscriptions (restricting access) or ascriptions (explaining). The etymological insights of the latin verbs specer (to look) and scriber (to write) provide indeed a rich vocabulary to conceptualise agency in the face of datafied and algorithmic media.

ARS12 - Data, reflexivity and communicative agency: new directions in the study of the datafication of media audiences

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PN 154   Understanding anti-legacy media narratives in online communities on YouTube: an audience perspective

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The proposed paper develops a novel mixed-methods approach to compare vernacular conceptions of legacy media amongst audiences of 'alternative political commentators' (APCs). YouTube has lately been theorized as a radicalization machine for politically engaged youngsters, fostering echo chambers, filter bubbles, and radicalization pipelines. The main culprit in these 'narratives' is the recommendation algorithm (Ribeiro et al. 2019). Hence, the YouTube algorithm is believed to configure media users into audiences based on their cultural preferences. However – as the panel rationale argues – it is challenging to study the subjective experiences and understandings of datafication, in this case, audiences that are configured algorithmically. All the more because this algorithmic radicalization 'narrative' is increasingly being critiqued for conceptualizing a passive audience (Munger & Phillips, 2020; de Keulenaar et al., 2021) and scholars like Sonia Livingstone (2019) warn for new moral panics and technology-centric explanations (see also Picone & Vandenplas, 2021). Our paper departs from this technology-centrism critique on YouTube and takes up Munger and Phillips' (2020) explicit call to focus on participatory audiences and online community building, as embodied particularly in YouTube comment sections. Moreover, what appears to drive most political engagement on YouTube is that it allows for a countercultural engagement that rebels against established and authoritative sources such as legacy media organizations (Lewis, 2020; 2021). Many youngsters are now deeply rooted in a series of 'online culture wars' taking place all over social media (Nagle, 2017), and APCs on YouTube offer 'simply' another space and community for new modes of political engagement and ideological identification (Lewis, 2018; Jurg et al., forthcoming). While Lewis emphasized the engagement with right-wing influencers, progressive collectives such as BreadTube have also begun dominating political engagement on YouTube by appealing to anti-establishment sentiments. While there is a growing body of literature theorizing these new participatory forms of online political engagement, there is little empirical research on actual audience engagement and reception of APCs on YouTube and the possible countercultural overlap. We, therefore, engage the question: How do audiences of alternative political commentators on the right-wing and left-wing ideological spectrum compare in their conception of legacy media? Building on the concept 'Small Acts Of Engagement' (Picone et al., 2019), we develop a novel mixed-methods approach to study anti-legacy media narratives. We benefit from the datafication of audience participation by computationally scraping and analyzing the large-scale patterns in their communication while enriching this data with more traditional in-depth interviews. This approach thereby deals with broader methodological challenges within YouTube studies (and social media research in general) (Burgess & Green, 2018). The size of these platforms, on the one hand, calls for large-scale mapping of engagement patterns while, on the other hand, requiring some qualification of those large-scale forms of engagement. Our exploratory study then aims to provide unique insights into the reception and engagement of legacy media organizations

amongst alternative YouTube audiences. We wonder whether similar interpretations on the role of – and sentiments towards – legacy media exist between diverging ideological groups.

ARS12 - Data, reflexivity and communicative agency: new directions in the study of the datafication of media audiences

PN 155 Data-prompted interviewing – a new mixed method

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This paper presents a new mixed method called the data-prompted interview, in which participants reflect on their own experiences as they look at their own behavioral data. This method's advantages and pitfalls are explored in a transnational case study on the binge-watching and media habits of sixty interviewees from Pakistan, Romania, Brazil, the Czech Republic, France, China, Kenya, Turkey, the Netherlands, the United Kingdom, the United States, Hungary, Israel and Slovenia. In the data-prompted interview, a researcher helps a subject get at the logs of behavioral data that some service has generated on them, or helps them record behavioral data with a pur-pose-designed tool. Then, the two of them sit down together and use that behavioral data to ground an interview about a research question. This method is very flexible and easy to tailor to individual researchers' strengths. It also doesn't require a researcher to have a privileged relationship with one of the big platforms collecting data. The GDPR and the California Privacy Rights Act of 2020 mean that millions of potential research subjects have at least theoretical access to their own individual data, and can give permission themselves for this data to be part of a research project. This case study, which grounded interviews in platform logs from YouTube, Netflix and a large self-tracking service, showed that platform logs and interviews are complementary. In combination, they compensate for one another's deficits. Looking at the platform logs with the interviewee revealed patterns and habits in watching behavior which an interview alone would have entirely missed. But interviews also revealed quirks in the platform data which would have completely misled a researcher working with platform logs alone. The combination produced more insightful and robust research results. Because it helps people recall concrete details about how they engage with platforms over time, the data-prompted interview has potential both for audience studies in general and for researchers interested in agency and datafication in particular. In this case study, some interviewees spontaneously explained some of the choices shown in their data as deliberate attempts to affect the platform algorithm. They had made new user profiles, watched or not watched, clicked or not clicked, in order to try to shape their reflection in databases they couldn't see, and thereby change the experiences the platform would present to them. The data-prompted interview turned out to be an unexpectedly pragmatic way to take a cross-section of an otherwise opaque "data loop" (Mathieu & Pruulmann-Vengerfeldt, 2020) between audience and platform. Thanks to the legislative changes which have made individuals' platform data so generally accessible, pairing platform data with interviews is now a convenient and practical option for both qualitative and quantitative researchers interested in how people engage with, resist, and attempt to shape the platform algorithms which present them with content.

ARS12 - Data, reflexivity and communicative agency: new directions in the study of the datafication of media audiences

PN 156 Interpretative agency and the sociotechnical relations of data-driven media infrastructures

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There is much discussion in media and communication studies on the ever-growing power of digital media. Platforms are disrupting long-standing social institutions and markets (Van Dijck, et al. 2018), and people are in-creasingly dependent on data-driven infrastructures that mediate daily life (IPSP 2018) as well as perceiving and understanding their selves (Lupton 2016). Conceptualizing digital media as an infrastructure means that digital media must be seen as an existential mode for being a social subject (Peters 2015). This, we argue, is a gestaltshift in the conceptual imagination of the dominance of media power – cloud infrastructures have, for example, been described as a 'colonization' of life (Couldry and Mejias 2019). The ambiguity of media and datafication in particular urges us to ask questions of audiences' agency and resistance, not only in terms of how people understand their datafied selves and their mediated lives, but also in terms of scale and potential power imbalances. Does the notion of users' resistance and agency matter, considering that data-driven technologies offer so little opportunities for agency? Starting from how communicative agency is understood in audience studies, defined as the "capabili-ties to effect power potentials through interpretative engagements in everyday processes of communication, in relation to structures that take part in the same communicative processes" (Ytre-Arne & Das, 2020: 7), we ask how

we can conceptually imagine and inquire into people's agency to resist data-driven media infrastructures – large scale sociotechnical systems prominent in people's everyday lives. This presentation engages with this question by exploring it theoretically and conceptually, drawing on several examples of studies of data-driven media and agency. We seek to ask critical questions that we believe are crucial for audience studies such as: does the concept of communicative agency enable us to empirically address the scale of digital media growth and the ways these media are intertwined with our everyday lives? Much of the current research focuses on small scale investments and intentions, giving disproportionate attention to people's individual capacities to meaningfully negotiate techno-logical affordances. We conclude with some points that might be interesting for the immediate future of audience studies. First, we believe that we must learn to see the mutual dependencies between people and digital media infrastructures and discern people's continuous movement in and out of these dependencies, expressed often through seemingly mundane small acts of engagement (Picone et al., 2019) with data-driven media. Second, we emphasize that communicative agency within the sociotechnical relations of data-driven infrastructures is often less strategic and self-interested, but affective.

ARS13 - Datafied audiences

PP 808 Identifying factors that affect the willingness to donate media usage data

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Introduction

Whether on YouTube, social media, or search engines – user engagement online is permanently being recorded in the form of digital trace data. Such data offer insights into individual reception, production and interaction patterns on digital media services, which is of great interest for many research questions in the field of audience and reception studies. However, access to digital trace data is usually restricted, making it difficult for academic researchers to leverage their potential.

Research Question

A promising approach to overcome this obstacle, is to utilize *data donations* by individual media users. This means that media users are approached by researchers and asked to request their personal data stored on a digital service (e.g., through a takeout function) in order to subsequently submit (*donate*) these data to a research project. However, past experiences show that people's willingness to donate digital trace data tends to be relatively low and so far, little is known about the factors that predict that willingness. In this study we approach this research gap by investigating the following research question: *Which factors affect people's willingness to donate their personal data from different digital services for academic research?*

Method

To answer this question, a quantitative survey was conducted with 984 participants that were recruited through a panel provider. Based on theoretical considerations and previous empirical findings, the survey included measures for the following factors that potentially affect people's willingness to donate: the attitude towards the act of data donation in general, the attitude towards the cause of donation (i.e., the research goal), the attitude towards the donation receiver (i.e., the researcher or organization conducting a research project), the perceived sensitivity and relevance of the requested data, privacy concerns, and self-efficacy. A multilevel approach was applied to investigate the influence of these individual-level factors on the willingness to donate across different digital services (YouTube, Google Search, Instagram, Facebook). The analysis controlled for demographic variables and media usage frequency.

Results

Findings indicate that beside the attitude towards the receiver, all other factors are significantly correlated with the willingness to donate: More favorable attitudes toward the cause of the donation and toward the act of data donation, higher self-efficacy, and higher perceived relevance of the requested data are associated with a higher willingness to donate. Higher privacy concerns, and higher perceived data sensitivity are associated with a lower willingness to donate, with perceived data sensitivity overall showing the strongest relationship.

The results suggest that it is crucial for researchers to carefully plan communication with potential data donors and to explain the study goals and the donation process clearly and convincingly. Through strategic communication, researchers might be able to increase participation rates for data donation studies and hence be able to better leverage the potential of digital trace data for audience and reception studies.

The presentation will discuss the findings in detail and emphasize feasible strategies to increase participation rates for data donation studies.

ARS13 - Datafied audiences

PP 809   Strategies to collecting digital trace data through data donations for communication research

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Digital trace data that unobtrusively capture people's online behavior and interactions with digital services are of great interest for studying a variety of communication phenomena. However, communication researchers face the challenge of accessing these data and exploiting their potential. A relatively novel approach to obtain digital trace data is the collection of data donations from citizens. The general data protection regulation (GDPR) in the European Union gives users now the right to request and share the data that (digital) service providers have stored about them (Ausloos & Veale, 2021).

One way to collect data donations is to leverage the takeout functionality offered by digital media platforms (e.g., Google) and instruct study participants how to request their data takeout and submit it to the researchers (Boeschoten, 2020). This approach offers the distinct advantages of obtaining individuals' active and informed consent and easily enriching the donated data with survey responses (Stier et al., 2019). However, the biggest challenge is to recruit participants willing to donate their data for research.

In this contribution, we discuss and compare experiences with three different recruitment strategies that we applied over the course of one research project, where we asked participants to donate their Google Search and YouTube usage histories:

- A: A market research company was commissioned to recruit participants from its panel. Interested participants were redirected to the data donation application hosted by the researchers. Upon completion, participants received a fixed remuneration through the panel provider.
- B: The research project was promoted through an advertisement campaign on Facebook that redirected to the same application. Participation was incentivized by a high chance of winning a voucher for a big retail company.
- C: The study was promoted on a commercial platform where individuals can sell their data to third parties for a fixed price. The data submission and remuneration took place on the platform.

The strategies are assessed with regards to their participation turnout, recruitment costs, and administrative burden.

All strategies resulted in low participation turnout. For strategy A, for example, 4'235 persons were contacted, of whom 1'223 followed the link to the data donation, but only 161 donated their data. The turnout of strategy C was particularly disappointing as this platform is specifically aimed at users willing to share their data.

Overall, the average cost per donation was 37.7 Euro. Recruitment costs were higher and more unpredictable for strategy B, as there were costs associated with the display of the ad, while costs in the other strategies were directly linked to the number of recruited participants.

From an administrative perspective, strategy B was the quickest to set up, as there was no direct communication and negotiation needed with another party. Implementing the actual data donation application, in turn, was time consuming and technically demanding for strategies A and B, while in strategy C this was taken care of by the platform.

The strategies will be discussed and compared in detail and recommendations for future research will be derived.

ARS13 - Datafied audiences

PP 810   Who is watching what? Exploring news consumption on YouTube through data donation

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The role of the audience has become increasingly vital when studying news communication, concerning both their perception of news and their daily news usage. Previous studies in this vein have investigated the routine of news consumption dominantly via surveys and diaries (e.g., Kümpel, 2020), while interviews have been commonly used to disentangle how the audience defines news today (e.g., Craft, Ashley, & Maksl, 2016). Despite the growing interest, challenges remain when taking the audience's perspective with such self-reporting methods: the accuracy of this kind of measurements is difficult to be guaranteed, and the diverse insights gained from the individual re-spondents are usually not generalizable enough. More importantly, little research applies the audience's definition of

news to study their news diets. To fill this gap, using data donation (Boeschoten, Ausloos, Moeller, Araujo, & Oberski, 2020), we not only collect users' YouTube footprints (i.e., search strings, watching histories, and comments) but also ask them to indicate news items among their own watching histories according to their own definitions, which constitute a unique news data set manually filtered by the users themselves.

Via a panel company, we are now in the process of recruiting 500 participants who regularly use YouTube and our study will be conducted during spring in 2022. After that, using automated content analysis, we will be able to retrieve different topics and detect the linguistic features of these collected videos. With the golden rules of journalism becoming blurry on social media, we are specifically interested in the classic journalistic dimensions of factuality and formality, which will be automatically assessed using a method with high levels of accuracy that we have developed in a previous study. Both topical and linguistic features are then linked to the users' demographics and our other interested variables, including trust in news institutions, political interest, and ideological position. In this way, our innovative method allows us to answer the following three research questions based on users' characteristics: *a). How do they define news variously? b). How does their YouTube news consumption differ? c). Are the differences in news definition and news consumption related to each other?*

Answering the call of the "audience turn" (Costera Meijer, 2020), the present study provides evidence of actual news usage and definitional input from news consumers themselves. Our data donation approach overcomes the previous limitation of inaccurate recall in self-reports, monitors cross-platform data, and allows us to trace the topical and the linguistic patterns of news data back to the respondent's characteristics, further distinguishing different groups of news consumers. These identified clusters could also help practitioners better understand their news audience and further improve their journalistic decisions.

ARS13 - Datafied audiences

PP 811   **Transmedia Witnessing of Datafied Audiences: Constructing Russian Protest Movements**

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Many studies on activism in the digital age state that people participate in politics by belonging to 'networked' (Castells, 2007), 'convergent'(Jenkins, 2014), 'participatory' (Carpentier, 2011) cultures and audiences, and as such, to publics emerging in the post-broadcast age. However, the notion of audiences itself, in studies on social movements and digital activism, could be said to have taken a secondary position and been implied rather than a focal point. In earlier studies on digital activism and social movement construction the 'network' metaphor dominated the epistemological paradigm (Kaun & Uldam, 2018). Further, studies on activism explicitly focused on the 'event-based perspective' (Liu, 2017), that is, the phase when people take to the streets for protests, whereas until recently much less attention has been paid to how social movement construction and activism intertwine with people's everyday media practices. *What links everyday media use with political participation? How can we think analytically about digitalised/datafied audiences' involvement in political actions and 'politicisation' in times of 'deep mediatisation' (Couldry and Hepp, 2019), when the 'private' and the 'public' are increasingly intertwined?* These questions are explored through a Russian case-study, wherein Russian *TikTok* audiences published more than thirty thousand short videos by which they paid tribute to the oppositional politician Alexey Navalny, following his return to Moscow in January 2021 (and after his much-publicized poisoning). The emphasis in this case study, firstly, is on the intersection of activism and audience and looks at this intersection through the lens of everyday communicative practices and agency (Livingstone, 2019). What needs to be taken into consideration and recognised, I will argue, is the 'intermediate' position of such audiences – between 'activism' and 'mundanity', between a public sphere and a private life. Secondly, building on affordance theory and the concept of 'media witnessing' (Frosh, 2009), the paper aims to answer the question: how have 'transmedia' (Jansson and Fast, 2019) technologies like *TikTok* enhanced the sense of witnessing through the creation of 'a social space' with remote others, and how do they eventually contribute to the creation of a public? The concept of "media witnessing' as theorised by Frosh (2009) and Peters (2009) brings forward the social aspect of 'audiencing'. Ellis (2000) has called "media witnessing" the child of 'mass society', but what is 'media witnessing' in the age 'abundant access' (Auslander, 2012) and as related to datafied tools? How do audiences 'decode' affordances (Shaw, 2016) of media environments? The aim of this paper is to develop a theoretical framework that could help answer these questions.

ARS13 - Datafied audiences

PP 812 **Influencing algorithms: Awareness of personal data collection as an important algorithm skill**

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Algorithms influence what information users receive online and what information gets shared about them. While researchers have studied the influence of algorithms *on* people, less attention has been paid to *how users try to influence algorithms.* This is relevant, as research on Internet skills has shown that people possess different skills leading to inequalities in their ability to benefit from Internet use (Hargittai, 2007).

To influence algorithms, users must (a) be aware of algorithmic selection processes while using the Internet and (b) have an understanding of how algorithms select information. One way for aware users to manipulate algorithms is to understand that personal information plays a key role in algorithmic information-selection processes as companies feed their algorithms with users' personal data to customize the content they show them (Latzer et al., 2016). Having some sense of the collection and use of personal data might therefore be central for people to develop algorithm understanding, and based on this, have some control over algorithmic selection processes. In this study, we explore people's awareness of personal data collection and their understanding of personalization processes as important algorithm skills.

We conducted 83 one-on-one in-person interviews with adults 18+ in summer 2019 in five countries. Recruitment materials referred to a study about online experiences so as not to bias against or toward people who are more or less skilled with technologies. During the interviews we focused on people's perception of online processes *with* algorithms (i.e., people's awareness and understanding of algorithms when they research products and travel services) without ourselves mentioning the word algorithms unless brought up by the respondent.

Our interview data suggest that being aware of personal data collection helps users understand algorithmic personalization. Skilled participants understood that the information that platforms and sites can collect about them influences the content shown to them. Such skilled users:

· had a basic understanding that personalized information is shown to them in different scenarios of use based on the collection of personal data;

· understood that they can adapt their usage behavior to influence the information shown to them;

· formed opinions about the pros and cons of algorithmicly personalized content.

However, our data also suggest that users miss having convenient ways to control the level of personalization of the content shown to them. Instead of a patchwork of different personalization approaches on different platforms and websites, regulators should push for uniform policies and technical functionalities that help users take control of their data and the information they receive.

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Communication and Democracy

◼ **CAD01 - Social media and political contention: challenges and opportunities for comparative research**

PN 023   **Comparing political contention in the digital age: a systematic review of social media research**

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Social media have changed political contention, opening up new ways and channels for engagement by various groups of users. Both traditionally offline and online-only forms of contention are facilitated by social media today. As such, social media enables easier organisation and connects people with a common aim, for better or for worse. Movements such as #MeToo but also 'viral' right-wing conspiracies illustrate its potential to create a transnational arena of political contention. Social media can therefore serve as a tool for mobilising peaceful protest but may also be used to incite and channel political violence, for example, with the aim of eroding trust in political institutions. Extant research has reacted to the increasing importance of social media and analysed different aspects of how citizens use different platforms to participate in political life. However, there is little comparative research, suggesting, thus, that we have little basis for advancing theory. In addition, the existing debate might be biased in that it relies on single case studies, often favouring more easily accessible languages and Western countries. Comparative research helps identify general mechanisms and helps advance the theoretical debate. Against this background, our paper explores the dimensions of comparison in comparative social media research on political contention by conducting a meta analysis of the relevant literature. Based on a coding scheme inspired by similar studies, we develop a search string to identify the relevant literature from the EBSCOhost research database and classify the retrieved research relying on abstract and keywords. Doing so, we take stock of the dominant methodologies, cases, topics, and events, and identify the research gaps currently prevalent in the debate. Drawing on the results of this analysis, the paper proposes a typology for comparative research and avenues for future research. Our paper contributes to building a solid foundation for analysing digitally mediated political contention across different constellations. In this way, the paper also helps to advance the theoretical discussion on political contention on/via social media, for example, by providing options for more systematic concept definitions.

◼ **CAD01 - Social media and political contention: challenges and opportunities for comparative research**

PN 024   **Comparing movement parties' visual communication on Instagram across Europe**

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Visual communication plays an increasingly important role at the intersection of political contention and party politics across Europe. Accordingly, the analysis of visual frames, symbolism, iconography, memes and other forms of visual culture in relation to contentious politics has received increasing attention. Despite the potential of visual material to bridge language barriers, comparative research across countries remains rare. Our study examines the visual communication of six movement parties on Instagram: Alternativet in Denmark, AfD in Germany, Jobbik in Hungary, Movimento 5 Stelle in Italy, USR-PLUS in Romania, and UKIP in the UK. Movement parties are a family of diverse and inherently transitional parties of different ideological backgrounds that have entered the European party landscape in recent years and are characterised by bridging institutional and protest arenas with connections to social movements or by aligning themselves to street protests. As such, we expect movement parties to differ from traditional parties' visual communication, both in form and content. Our study employs quantitative content analysis to analyse the six movement parties' 7,980 Instagram photo posts between 2013 and 2021. We systematically compare content variables (e.g. image type and policy issue) and formal variables (e.g. posting date and production type) to discuss how movement parties' visual communication differs across countries, time, and political orientation. In this presentation, we focus on the challenges of cross-country comparison of visual social media communication on different levels: Contextually, the diverging trajectories of the six movement parties range from marginalised opposition to eventual government participation. This prompts questions of comparability as processes of establishment, institutionalisation or conversely, returning to the protest arena may impact visual narratives of movement parties. Additionally, despite the advantage of being (seemingly) agnostic to language differences, the visual repertoires (e.g., symbolism, iconography) and communication culture vary across the six country-cases leading to challenges in reliability. Conceptually, differences in political ideology (e.g., left-right positioning and populist stances) may lead not only to highlighting different policy issues but also to differences in the personalisation of political culture (e.g., emphasis on party leaders). Methodologically, vast differences in data volume need to be tackled (e.g., Five Star Movement in Italy with 4,901 image posts compared to the Romanian USR-PLUS with 349 image posts). We argue that comparing movement parties' Instagram posts gives us insights into the visual narratives and symbols of

political contention at the intersection of the institutional and the protest arena across countries. However, there are limits to the quantitative comparability of such data, and we need to consider variation in communication culture, data, and visual language – contextually, conceptually and methodologically.

CAD01 - Social media and political contention: challenges and opportunities for comparative research

PN 025   Emerging xenophobic nationalism: "Trump blaming China for the pandemic" on Twitter and Weibo

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This paper presents one of the first comparative studies on nationalism on social media. While nationalism interacts with communication technologies in unprecedented and complex ways, the discussion about nationalism is mostly limited to single-country cases, with little attention paid to a possible comparison of nationalism across different digital platforms. We conduct a comparative study focusing on the claim of "Trump blaming China for the pandemic" on Twitter and Weibo, two of the largest social media platforms in the world. A set of keywords related to the "Trump blaming China for the pandemic" claim (e.g., "Trump", "accusations", "US" in Chinese translation) are used to extract relevant tweets from the Weibo-COV-2 dataset (with more than 65 million posts by 20 million Weibo active users from 1 November 2019 to 30 December 2020), as well as a Twitter dataset using a search query with the same keywords during the specified timeframes. We first identify major issue topics related to "Trump blaming China for the pandemic" by week using an unsupervised machine learning approach – Latent Dirichlet Allocation topic modelling (LDA) – in both datasets, each associated with 100 terms. Next, we select a number of issue topics (N = 10) that occur most frequently on a weekly basis from the collection of issue topics from LDA results. Third, 10% of social media posts from each dataset are randomly selected and classified using supervised machine learning techniques into the top ten issue categories. Fourth, we construct matrices that reflect the associations among the ten issue topics, each pair of issue topics being weighted according to the frequency of their co-occurrences in the selected social media post. Lastly, we used Multiple regression quadratic assignment procedures (MRQAP) to statistically examine and compare the association between the issue matrices regarding posts on "Trump blaming China for the pandemic" on Twitter and Weibo. We analyze millions of tweets and posts related to COVID-19 on Twitter and Weibo to uncover what we term "xenophobic nationalism," an emerging phenomenon that is understudied in the literature. Xenophobic nationalism entails the following characteristics. For one thing, it involves an outwardly directed fear and rejection of foreign cultures without an accompanying inwardly directed sentiment, nor does it directly express (loyalty to) national identity. For another, xenophobic nationalism has a proactive, or even assertive, nature instead of the reactive nature found in most nationalism research. We further discuss the implications and challenges of comparing different social media data.

CAD01 - Social media and political contention: challenges and opportunities for comparative research

PN 026   The dynamics of mobilization in digital information ecologies: a cross-platform perspective

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While scholars and activists agree that digital platforms offer rich opportunities for mobilization, different social movements exploit the affordances offered by often multiple platforms in rather diverse ways. Digital platforms have been defined broadly as "digital infrastructures that enable two or more groups to interact" (Srnicek, 2017, p. 24) and include a wide range of socio-technical manifestations, from search engines and other aggregators to various social media, such as blogs, microblogs, and social networking sites. Even within social media, platforms strike consequentially different balances in their primary orientation toward information dissemination (e.g., Twitter), interaction and network formation (e.g., Facebook), group-based communication (e.g., Telegram), and other purposes (Taddicken & Schmidt, 2017). In this paper, we aim to conceptualize the affordances of social media for online mobilization in a comparative and cross-platform perspective. We depart from a review of existing theoretical and empirical work on social movements' variegated uses of social media. In particular, we focus on three central functions: information dissemination, networking and interaction, and communication. We compare movement activities on mainstream social media platforms such as Twitter or Facebook vs. venues more conducive to "dark participation" (Quandt, 2018) such as Telegram or VK (Frischlich et al., 2022). In our study, we ask how collective actors appropriate these platforms in different ways, thereby shaping collective use cultures and thus endowing different platforms with highly differentiated utility for social media-based mobilization. We suppose that

technological affordances and their purposeful appropriation in a movement context are highly interdependent and may impact on the technology itself (Evans et al., 2017). We develop a conceptual grid that allows us to assess equivalent functions of platform affordances and contextualize these functions against the specific uses made by social movements in different kinds of situations and political communication ecologies. Thereby we take into account particularly that digital communication and mobilization do not stop at the boundaries of a specific platform but diffuses within an interconnected digital information ecology (Häussler, 2021) marked by hybridity of fora, technological functions, actors, and communication patterns. The comparison of different types of platforms allows us to assess similarities and differences in their appropriation by mobilization actors in different contexts and discuss implications for comparative and cross-platform research on information dissemination, digital interaction, and communication.

CAD02 - Affective politics: emotional mobilization in the public sphere

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PP 070   **Between information laundering and emotionalization: Analyzing the sharing and embedding of alternative and mainstream news media articles in counterpublic telegram channels**

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News media play a crucial role in providing information on the most relevant issues. But how do people who have turned away from the so-called mainstream get information? Particularly in the light of the COVID-19 pandemic, discussions are ongoing about the extent to which skeptical counterpublics and conspiracy communities are drifting away from the societal common ground. In this context, alternative reference systems come into play: alternative scholars or media outlets that position themselves as 'correctives' to a hegemonic, but failing, 'mainstream' media system (Holt et al., 2019). The spectrum of alternative news media is multifaceted, ranging from more or less pro-fessional appearances to more or less extreme positions. But are these counterpublics isolated discourse spaces, or are sources from the so-called mainstream still being consulted?

Following the concept of information laundering (Klein, 2012) counterpublics address their agenda cloaked as le-gitimate information established either via credible sources (mainstream media) or via credible forms of information transfer (alternative media imitating professional journalism). In addition, research on news sharing behavior shows that emotionalized content is disseminated more frequently, and users also post links to articles with opposing views (e.g., to differentiate themselves). However, there is little evidence on how links to different types of media are used in counterpublic online spaces to underpin alternative ways of reasoning.

The current study aims at investigating which kind of media sources are used in counterpublic telegram channels, for which topics alternative or mainstream media are more likely to be referred to and how these media sources are embedded in terms of distinction, mobilization or emotionalization. As an example for highly active counterpublic spaces, we collected 98,887 messages from 48 telegram channels of the Corona critical *querdenken* movement during the fifth wave of the pandemic (November 2021 to January 2022). To measure the topical scope, em-bedding, and emotional loading of linked articles and telegram messages, we conducted an automated content analysis combining Biterm topic modeling (which is especially suitable for short texts like headlines), sentiment analysis, and close reading.

About 18 percent of telegram messages link to external media content, whereby alternative media are slightly more common than mainstream media. However, conservative mainstream media are central to the media repertoire, with emotionally charged opinion pieces (e.g., on containment measures) being used especially for approval. A disapproving stance is taken mainly with regard to public service media's coverage on vaccines. Overall, the shared mainstream articles contained more negative sentiments than the alternative media outlets. The present study provides insights into the reasoning of counterpublics but also hints at highly emotional content by mainstream media as a breeding ground for information laundering.

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Communication and Democracy

PP 071   **Affective publics and the politics of fear: mobilising the figure of the child in anti-vaccination discourses**

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Debates on anti-vaccination protests in the last year of the COVID-19 pandemic have mostly focused on the role of disinformation and its consequences on public health. Such an approach, however, takes for granted the rationality of the public and the normative role of news media, both assumptions that have been long challenged. Instead, this paper approaches anti-vaccination actors as a public assembled via affective responses instigated through and around social media discourses. It focuses on how fear as an emotive basis for the formation of anti-vaccine publics is constructed and expressed through online discussions about children in relation to COVID-19 vaccinations.

Theoretically, the paper draws upon the concept of 'affective publics' (Lünenborg, 2019; Papacharissi, 2015), with a particular focus on the politics of fear (Nussbaum, 2019; Wodak, 2015) as an emotive force for the formation of publics. It argues that the figure of the child serves as a particularly potent symbol capable of drawing in increased support for anti-vaccination discourses. Importantly, the anti-vaccination movement pre-dates its latest iteration around Covid 19 (Reich, 2016). Middle-class anxieties around loss of status in an increasingly unequal world have led to greater investment in the child, as well as a vulnerability to initiatives that evoke the spectre of potential harm to children. Ideas of child harm and -abuse have also notably become an integral part of popular conspiracy theories of recent years, such as 'Pizzagate' and the QAnon movement, crucial overlaps with which will become apparent in our empirical discussion.

The empirical discussion is based on a thematic analysis of social media posts of mainly UK-based groups resisting or debating COVID-19 vaccines during the summer of 2021. In particular, the empirical material includes Facebook pages, such as Stop the New Normal and UK Medical Freedom Alliance, Twitter posts, including #wedonotconsent and #novaccine, parenting online forums such as Mumsnet and Netmums, and Instagram groups, such as @SaveOurRightsUK and @PeoplesFreedomAlliance.

The analysis of the social media posts and discussions unpacks the different ways in which children are being employed in discussions about COVID-19 vaccines, ranging for medical questions and expressions of hesitancy to outward accusations of vaccines as 'child abuse'. Ultimately, the paper argues, these discussions weaponise the figure of the child as an affective mechanism for the incitement of fear, itself the basis for anti-vaccine publics.

PP 072   **Emotion mobilisation through the imagery of people in Finnish-language right-wing alternative media**

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Right-wing alternative online media oppose the mainstream media and employ right-wing populist communication practices (e.g. Haller and Holt 2018). In this study, we examine these websites in terms of their oppositional interpretations of multiculturalism and immigration in their emotionally charged visual content. We investigate how negative emotions are mobilised to bolster right-wing populist messages via images of human actors. We focus on negative emotions because such emotions depict the right-wing populist rhetoric framing issues like immigration and thus work as a tool for inflaming hatred and exclusion (Salmela and von Scheve 2017; Wahl-Jorgensen 2019). To accomplish this, we analyse the visual meaning-making process in MV-lehti's stories surrounding three cases related to the so-called European refugee crisis during 2015–2017. MV-lehti is the most well-known and controversial right-wing alternative news site in Finland.

Our research question is as follows: _How and why does MV-lehti construct and exploit negative emotions to bolster right-wing populist messages through images of human actors in its immigration coverage?_

The theoretical framework of this article draws on three research traditions—visual communication studies, populism research and the study of emotions. First, images can be used to underpin the symbolic side of a news story instead of only covering the world as it is (Zelizer 2010). Second, for right-wing populist political parties and grassroots activists, imagery appears as a strong communicative element to politicise immigration (see Doerr 2017). Third, we see mediated emotions as performative and dependent on past histories connecting with conscious meaning-making processes (see Ahmed 2014; Nikunen 2019; Wahl-Jorgensen 2019; Wetherell 2012).

Using methods of visual content analysis and critical close reading, we find that the most prominent emotions evident in the imagery of people are fear, disgust, hate and distrust. Through these negative emotions, each group of people is represented as a scapegoat for the 'distress of ordinary people'. By excluding these groups from 'us', MV-lehti identifies them as representations of Otherness. This goes hand in hand with a distinctive populist style arguing that society is separated into two antagonistic groups—'the pure people' versus 'the corrupt elite'.

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CAD02 - Affective politics: emotional mobilization in the public sphere

PP 073 The theft of counter-publics? Rethinking conceptual and methodological challenges for affective publics of resistance after the Corona-Pandemic

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Since the commence of Covid-19-containment measures, politically and ideologically diverse protesters aligned in their rejection against an alleged 'Corona regime'. Soon these protest movements, if not initiated by them, were co-opted by right-wing populist parties and subverted by far-right activists (Vieten, 2020). In our work, we investigate the emergence and proliferation of populist (dis)information ecosystems in German speaking countries established and fostered during the Corona pandemic. We are interested in what ways the populist right instrumentalizes narratives of resistance and anti-hegemonial defiance and how they claim to constitute a counter-public advocating for freedom against an allegedly oppressive regime. Traditionally, counter-publics, represent parallel discursive entities, where representatives of subordinated social groups manufacture and circulate counter discourses that allow for oppositional interpretations of social realities, identities, interests and needs (Fraser, 1990). Against this backdrop, we discuss what a potential devaluation or corruption of notions like counter-public, freedom or resistance can mean for our understanding of civil protests, expressions of dissent and a purported struggle for democratic values, when colliding with normative demands for a counter-public sphere.

Our argument is based on a qualitative content analysis (Mayring 1985, 2000, 2015) of postings (including texts, pictures and memes, links, and the sources which are cited and shared) made on three interwoven layers of populist communication during the pandemic. (Right-wing) populist communication is based on antagonistic emotionalization (Salmela & Scheve, 2017) of public discourse for political ends. A main goal of populist communication is therefore the instrumentalization of emotions, the fueling of debates, the stoking of enemy images, and consequently the creation and incitement of affective publics, which are connected by expressions of sentiment (Papacharissi, 2015, p. 125), often in and through social media. 1) Hence, first, we investigated the communication of right-wing populist parties in Austria, Germany and Switzerland on *Facebook* and *Instagram*. 2) We furthermore analyzed German language alternative media that are formally independent but nonetheless part of the populist communication ecosystem and have diverse ties to the populist parties (e.g., Austrian "WOCHENBLICK"). 3) Thirdly, we included Telegram as an example of "dark social platforms" (Zeng & Schäfer, 2021). The focus of the analysis was on how in the protest communication on these interrelated channels positions of resistance (against whom, for what ends, by which means) and of being marginalized voices (against the mainstream, against obedience, for freedom and for self-determination) were constructed and shared. The combination of these different layers of communication allowed to study the permeability between institutionalized political communication of right-wing populist parties and alleged communication from below, as voiced by concerned and discontented citizens. Our analysis demonstrates how the close correspondence between institutionalized party communication, alternative media and the public articulation of protesters renders the notion of a counter-public more problematic, because

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it is claimed by groups that have privileged access to the public sphere. We conclude by emphasizing conceptual and methodological implications of these findings for the field's further engagement with counter-publics, communication for freedom and pro-democratic goals that might serve as a disguise for its opposite.

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PP 074   **Public emotions during the COVID-19 crisis in the Nordic countries**

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Signatures of public emotions are present throughout social media platforms, such as Twitter, providing an opportunity to study public emotions at scale. The Nordic countries and the Covid-19 pandemic provide an interesting context for the study of strong public emotions. In particular, the Nordic countries share characteristics such as similar welfare state values (Syvertsen *et al.*, 2014), similar democratic systems, high levels of education and high levels of trust in organizations and the media. In addition, the Covid-19 pandemic embodies an extreme crisis where emotions are amplified (e.g., Pedrosa *et al.*, 2020; Pfefferbaum and North, 2020). While the welfare states share important similarities in their values, political and media infrastructure, the degree to which measures for managing the pandemic were enforced by law has varied widely; from the rapid work and school lockdown in Denmark and Norway to the more lax approaches followed in Finland, and specially, in Sweden (Saunes *et al.*, 2021). Research has shown that the stringency of the restrictions has an impact on public emotions and mental wellbeing (e.g., Brooks *et al.*, 2020). Hence the Nordic countries provide a unique opportunity for investigating changes in public emotion during an extreme crisis in a democratic scenario with high-levels of trust in their societies.

Data for this study was collected in collaboration with the HOPE project. The dataset was scraped from Twitter using a predefined set of the most common words used in four Nordic languages: Danish, Swedish, Norwegian and Finnish (https://github.com/AU-DATALAB/NORDIS-nordic-Twitter-data-specs). Data collection started in August 2020. We aim to detect emotions in the tweets using natural language processing tools and dictionaries for each language tailored to the detection of emotions in short excerpts of texts. We will then compute a daily score for each emotion (e.g., fear, anger, joy) and investigate the relationship between fluctuations in these emotions and different epidemiological indicators of the pandemic (e.g., number of new cases, number of deaths, stringency of lockdown measures). We furthermore plan to compare our results between the four Nordic countries. The analysis across the four different scenarios will provide new information on how the interplay between high-trust, democratic societies, public emotions and imposed restrictions develop in the face of a global crisis.

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CAD03 - From media to trust: mass media, algorithms, and artificial intelligence

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PP 079   **Media use, trust in media, trust in politics and conspiracy theories: A quantitative survey of opponents of German government's COVID-19 measures**

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Many people in Europe doubt the dangers of COVID-19-infections and are demonstrating against government's measures to contain COVID-19. One reason for this seems to be a belief in COVID-19-related conspiracy theories. The spread of conspiracy theories is a problem for democracy. Conspiracy theories often contain assumptions that democratically elected political actors would act antidemocratically. Moreover, a pronounced conspiracy mentality often goes hand in hand with a demand for anti-democratic measures (Zick et al., 2019).

Many conspiracies theories are disseminated via 'alternative' media formats (Boberg et al., 2020). As a basis to counter belief in conspiracies, it is important to understand how frequently opponents of COVID-19 measures use 'alternative' and other media, to what extent they trust in media and politics, and whether they only believe in COVID-19-related conspiracies or whether they have a general conspiracy mentality.

Studies have shown that 'mainstream' media usage and trust in 'mainstream' media is negatively related to the belief in conspiracies, while 'alternative' media usage and trust in 'alternative' media is positively related to such a belief (e.g., Fawzi et al., 2021). Moreover, the belief in specific conspiracy theories is positively associated with a general conspiracy mentality (e.g., Imhoff & Lamberty, 2020). We hypothesize that similar applies to the belief in COVID-19-related conspiracy theories in Germany.

Therefore, a standardized online survey was conducted in Germany among the little-studied group of strong opponents of government's COVID-19 policies. Because highly involved opponents were of interest, they were recruited with a non-probability sampling method via Facebook and Telegram (December 2020). 112 opponents participated. The questions focused on opponents' usage of and trust in 'mainstream' and 'alternative' media, trust in politics, conspiracy mentality, and belief in conspiracies on COVID-19.

First, the results show that about 70% of the opponents have a strong conspiracy mentality. One-third of them strongly believe in conspiracies on COVID-19. There is a positive correlation between belief in COVID-19-related conspiracies and participants' conspiracy mentality. Second, half of the opponents (almost) never use 'mainstream' media, almost all do not trust them. The use of and the trust in 'mainstream' media is negatively related to a conspiracy mentality. About 40% use 'alternative' media daily and about a third (strongly) trust 'alternative' media. The use of 'alternative media' is positively related to the belief in some COVID-19-related conspiracies. Trust in 'alternative' media is positively related to a conspiracy mentality. Third, almost all participants have no/low trust in politics. The stronger opponents' belief in conspiracies on COVID-19 and the stronger their conspiracy mentality, the lower their trust in politics.

The findings suggest that 'alternative' media play a role in both COVID-19-related conspiracy beliefs and conspiracy mentality. Belief in conspiracy theories and a conspiracy mentality are not only problematic regarding combating COVID-19, but also related to anti-democratic attitudes such as a willingness to use violence (Zick et al., 2019). It is important to counter such ideas and mentalities through information and educational measures. However, this cannot only be the task of politics, but must also be done through civic engagement.

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PP 080   Artificial intelligence versus the democratic discourse: Analysing the impact of deepfakes on the audiences' susceptibility to (audio-)visual deception

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Deepfakes allow (audio-)visual content to be faked in a way that is true to the original and combine AI technology with the creation of disinformation. Thus, it is becoming increasingly difficult for the audiences to distinguish whether an audio or video recording is real or has been created by a machine (Mattke, 2018).

Although deepfake technology is currently primarily used to create pornographic content of women, as the technology continues to evolve, it is expected that deepfakes will enter broader social and political contexts (Simonite, 2019). Latest research results indicate that the spread of deepfakes on social media leads to lower overall trust in news on social media and makes audiences uncertain about the quality of online news (Vaccari & Chadwick, 2020). Meanwhile, research on dis-/misinformation indicates that established news media play an important role in its dissemination (Allen et al., 2020). In consequence, if harmful deepfakes are falsely communicated to the audiences, the authority of established media can be undermined and trust in public institutions can be shaken, thus damaging the public democratic discourse.

This study in progress explores the audience's susceptibility to deception towards deepfakes (RQ1) and investigates deepfakes' influence on the audience's (mis)trust in media and institutions (RQ2). Therefore, in August 2022 an online experiment among 2,000 media users in Germany is conducted, in which the participants a) are asked about their knowledge about deepfakes and attitudes towards the media and institutions, b) assess several video recordings (also containing deepfakes) according to their authenticity, and c) again are asked regarding their attitudes towards the media and institutions.

So far, audiences are expected to have low levels of knowledge about deepfakes, and both deepfakes' salience and their potential dissemination by media organizations are expected to reduce audience trust in the media. Further, these effects are expected to be particularly prominent for specific groups, such as those with low news consumption, who are politically marginalized, or who have a lower level of education. The results of this study

will serve to derive guidance for actors potentially affected by harmful deepfakes. First results of the project will be presented and discussed at the conference.

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CAD03 - From media to trust: mass media, algorithms, and artificial intelligence

PP 081   Institutional trust and media use in times of political turmoil: a cross-national comparison of nine European countries

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This paper studies how the institutional trust of citizens from nine European countries can be explained via their media use patterns and political orientations. Classic studies of media trust have compared the "media malaise" thesis with the "virtuous circle" thesis. In recent years, information flows have altered, and this has reshaped notions of source credibility, media trust, and authority. Whereas social media use has often been studied in relation to political engagement, its connection to institutional trust is less clear. Furthermore, it has also been argued that the trust in and authority of societal institutions has declined in the past decades because of growing individualization, emancipation of minority groups, and contesting of traditional social arrangements. Yet the role of political attitudes and sentiments regarding social changes have not often been compared to the role of media.

Based on new, original survey data, this paper advances on existing studies by (a) offering a cross-national comparison between nine European countries, (b) examining six types of institutional trust, including political institutions and news institutions, (c) and extending the explanatory framework with political viewpoints and citizens' perceptions of changes in society.

We use survey data from nine European countries (Denmark, Croatia, Finland, France, the Netherlands, Serbia, Spain, Switzerland, and the United Kingdom) to answer our research questions. The data were collected in spring 2021 as part of a large European research project. Per country, between 1400 and 1700 respondents were surveyed, mostly via CAWI/Push-to-web and CAWI-online panel methodology. The samples can be considered representative for the populations based upon sex, age, and educational level.

Trust in social institutions is measured for four traditional institutions: (a) the national government, (b) The European Union, (c) news media, and (d) science and scientists. Explanatory variables (media use, political attitudes, and viewpoints on major changes in society in the past 5 to 10 years) were operationalized via multiple items and subjected to dimension reduction techniques (factor analysis or CATPCA).

The results suggest that explaining institutional trust in contemporary European societies benefits from a threefold model that incorporates how people get informed (media use), what their political orientations are, and how they view the changes in their society. We find clear positive effects of using legacy media on institutional trust, but the effects of social media use are less clear-cut. The main dimension of political orientation distinguished in this study concerns positioning on the populist to progressive scale. The more progressive citizens are, the higher their institutional trust. Perceptions of social change have an additional effect: more positive views contribute to trust.

It is quite remarkable how similar the effects of media use, political orientation and perceptions of change are in the nine countries under investigation. Most of the differences concern socio-demographic variables, and these need to be further examined in additional analyses.

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PP 082   **Connectors and disconnectors: Distinctions in media use, trust and civic engagement practices**

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Challenged by the opaque logics of algorithms that secretly structure the online public space (Gillespie 2014) in the bleak service of surveillance capitalism (Zuboff 2020), many researches perceive the public spheres of modern democracies to be in bad shape. One tradition of research is particularly concerned with those who tend to give up or disconnect from the public sphere as non-participants (e.g., Sakariassen 2021) or news-avoiders (e.g., Skovgaard & Andersen 2020). This paper contributes to this line of research, but takes a relational approach to practices of 'disconnecting' by analysing how this intricately interplays with other public practices and social characteristics using a rich body of survey data.

Theoretically, I draw on the concept of public connection (Couldry et al. 2010) combined with the field theoretical framework of Pierre Bourdieu (1993) and the work of Jan Fredrik Hovden (2019), viewing citizens as both spectators and participants in formal and informal societal life through the concept of *public lifestyles*. Thus, I examine online and offline practices of connecting and disconnecting from the media in tandem with data on broader cultural, social and civic lifestyles, sociodemographics and dimensions of social stratification and inequality.

Empirically the analysis is based on multiple correspondence analysis (Le Roux 2004) of representative survey data to examine online and offline public lifestyles of citizens in Denmark, as previous pre-internet research indicate that dimensions of social inequality play a significant role for the level of public engagement of citizens (Hovden & Moe 2017). Denmark is characterized by high degrees of digitalisation, social cohesion and trust, which provides an interesting case-study for examining potential polarization, disconnection and weakening of social ties.

Preliminary results interestingly portray a difference between those who connect to a wide repertoire of established media across newspapers, television and radio as opposed to a group who disconnects from the very same. While the former seemingly resembles those who reside well-within the normative consensus of bourgeois society, those who disconnect from mainstream media are in general younger and divide into two different groups that vary in terms of capital and resources: the privileged disconnectors, who tend to vote on radical left parties with distinct red and green political ambitions, lives in the bigger cities and come from well-educated homes, and the less privileged disconnectors, who tend to vote on right wing populist parties, who are strongly against minorities, who distrust media, politicians, state authorities (the prime example being the Danish Health Authority in context of the Covid-19 pandemic) and their fellow citizens, and who dislikes political deliberation.

Through a methodological approach emphasising the relational aspect of social reality, this study contributes with rich and nuanced sociological insights on the practice of disconnecting in modern democracies, indicating tendencies of both apathy and activism firmly placed on the social fringes in opposition to mainstream society. Spurred on by these findings, the final part of the paper discusses challenges in terms of possible societal fragmentation of the Danish society.

PP 083   **Expressions of distrust in political communication: A comparison of the communication of politicians of the AfD and other German parties on Facebook**

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This study examines expressions of distrust (EoD) in the Facebook communication of politicians of German parties. The construct of EoD, which has hardly been studied so far, is derived from the literature on trust and distrust, populism and negative campaigning and transformed into an empirically measurable construct. Using a qualitative content analysis, a total of 1,156 Facebook posts published in 2019 by politicians from seven German parties are analysed for the occurrence and characteristics of EoD.

In a first sub-study, EoD in the communication of politicians of the right-wing populist party Alternative für Deutschland (AfD) are identified and analysed. A second sub-study analyses Facebook posts by politicians of other parties represented in the German federal parliament in 2019. The results are compared and a typology of four types of EoD is developed: As a theoretical ideal type, EoD contain all elements of sociologist Niklas Luhmann's definition of distrust as a "positive expectation of injurious action" (Luhmann, 2017, p. 80). A second type is the expression of diffuse and generalised distrust, in which no specific actions or actors are named or expectations are generalised. A third type is the expression of a persistent state of distrust stretching from the past to the future. A fourth form of

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EoD are distrust markers. These are distrust narratives, often along the lines of the populist antagonism between the people as an ingroup and outgroups such as elites and those perceived as foreign (e.g. Lewandowsky, 2015), condensed to signal words.

EoD occur in the communication of politicians of all parties studied, but more often among politicians of opposition parties and most frequently in the communication of politicians of the AfD. There are also differences in terms of quality. AfD politicians express generalised distrust more frequently and tend to construct group affiliation and exclusion by EoD. These findings are consistent with the literature on populist communication as well as empirical findings on negative campaigning.

This study shows that EoD follow a similar structure and the typology developed can serve as a basis for further studies. However, EoD differ drastically with regards to their nuances and presumed functions: distrust can either be expressed as a form of criticism aimed at addressing and remedying grievances – or it can be expressed in a way that leads to the exclusion of others and the promotion of populist views which might in turn fuel citizens negativity towards the political system and its actors.

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CAD04 - Digital activism: Discourses and frames

PP 172 Technologies of last resort: The discursive construction of digital activism in Wired and TIME magazine, 2010–2021

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The rise of citizen-led movements such as #MeToo and #BlackLivesMatter have consolidated digital activism as a staple of the contemporary political landscape. However, digital activism remains a contentious term, as there is little agreement on its definitions (Kaun & Uldam, 2018). Moreover, the proliferation of alternatives such as social media activism, open-source advocacy, hacktivism, clicktivism, etc. suggests that digital activism is characterized by a shifting discursive terrain, where a struggle over meaning is unfolding. In this presentation, we approach digital activism as an important object of discourse (Foucault, 1969) where ideals about democratic politics can be critically examined. We ask: how is the political prowess of digital technologies discursively articulated in the news magazine coverage of digital activism? This political prowess is not just about inscribing technology with values and ascribing it roles in the workings of democratic politics, but also provides citizens with recipes for civic engagement and political participation.

We answer this question by means of a comparative discourse analysis of 112 articles on digital activism published in the widely popular news magazines WIRED and TIME between 2010–2021, focusing on two main sub-questions: (1) how is digital activism depicted? and (2) How is the 'ideal citizen' emerging from the discourses of digital activism? We uncover several discourses through which digital activism gains its political significance, namely: technology as a last resort; technology as a site of creativity; technology as an alternative to top-down structures; technology as a voice; technology as a double-edged sword; technology as a connector; technology as a window into other's lives; technology as a weapon; and technology as fire / flood.

The conference presentation will illustrate how these themes are constructed in both news media outlets showcasing how they overlap, intersect, or diverge, and will address their fluctuation over time. Overall, we find that the discursive articulation of digital technologies in largely positive terms is in line with the technological deterministic and technoutopian ethos of WIRED magazine (Frau-Meigs, 2000) and the technocapitalist and neoliberal emphases of TIME magazine (Dumitrica & Gaden Jones, 2020). However, in zooming in onto the moment of citizen activation and by foregrounding aggregation as the most important aspect of political participation, these discourses are diverting attention from the question of political change and from the centrality of civic solidarity to the functioning of the polis.

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CAD04 - Digital activism: Discourses and frames

PP 173 **Confined to acts of individual responsibility? Cultural specifics of discursive construction of youth civic activism in Czech online media**

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The presented study explores the discursive constraints to civic activity of underage actors as constructed within the Czech online media discourse. As a part of a larger project on the role of Czech online media in constructing, negotiating, and practicing children's active citizenship, the study describes local cultural specifics of media representation of youth civic activism by investigating the media coverage of 6 underage civic actors and their agendas. Our results show that the evaluation of legitimacy of youth civic activity depends largely on its scope: the individual cases are thus explained referring to a scale polarizing "everyday" and "radical" activism. The scale enables us to discuss a locally-specific tendency to favor individual responsibility over system-challenging and/or collective-mobilizing activities.

Acknowledging the transforming nature of the category of citizenship and participation, both generally and with respect to children and their social agency (Percey-Smith 2015), the study builds on the premise of childhood as a social construct (Trültzsch-Wijnen and Supa 2020) and aims at further exploring the social and cultural limits to children's participation (Taylor and Smith 2015), as well as discrepancies between adults' beliefs and expectations and children's own life experiences (Woodfall and Zezulková 2019).

Through a qualitative textual analysis of online media texts informed by critical-discursive approach (Richardson 2007, Kelsey 2019), the study explores representation of minors as political and civic actors in Czech online media outlets, identifying mental schemes typical of the public debate on this topic in the Czech context. The 6 civically engaged underage social actors under scrutiny represent various areas of civic engagement – pro-EU/anti-EU activism, environmental activism, local governance and responses to pandemic measures. Explaining our results via the scale polarizing an "everyday" and "radical" form of activism, we claim the local specificity to consist in historically-determined understanding of individual vs. collective responsibility, shaped by post-socialist experience and characterized principally by a radical break with the communist past and an adoption of neoliberal logic influencing most public agendas in the 1990s and early 2000s.

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PP 175   **Relay activism and the flows of contentious publicness on WeChat: a case study of COVID-19 in China**

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This paper explores a case of public contention against the censoring of a feature article about a COVID-19 whistleblower on the Chinese social media, WeChat. Moving beyond the normative theory of the public sphere and publics, we draw on Kavada and Poell's theory of 'contentious publicness' which is flexible enough to capture the complexity, diversity and hybridity of digital contention in the context of China. Through a combination of textual analysis and participatory observation, this article analyses how citizens challenged the censorship system and attempted to keep Dr Fen's story online through what we call 'relay activism'. This included collecting and preserving stories to create a record; creatively reworking the story into new forms from cartoons to QR codes to avoid the censors; and the rapid relay of reposting, sharing and re-sharing the different stories – again to beat the censors but also to ensure the story was visible and trending. Informed by the three dimensions of "contentious publicness", we analyse the materiality of the communication infrastructure of WeChat and the temporal and spatial relations of the public contention (focusing primarily on WeChat and GitHub). In doing this, the paper contributes a more comprehensive approach to examining the social, structural and participatory characteristics of the contestation of censorship in China.

The article finds that the relay activism was shaped by the material affordances of WeChat, alongside that of the censorship system itself, with activists exploiting 'gaps' or 'opportunities' to keep the story alive. Activists tweaked their approach to suit different platform dynamics, and this was supported by platforms such as GitHub, which activists used as a space to collect and store stories – though there have been repercussions and reprisals since.

At the spatial level, the content dispersed across platforms, adapting to the materiality of each. Platforms were strategically used at different points, but also specific functions within each platform. This insight leads us to argue that to understand how the materiality of a platform shapes activism (or not) this must be understood in the context of the other platforms and tools in play. A second important spatial element was our observation that an ad hoc third space formed within some WeChat groups and there was a group of regulars who were actively engaged, encouraging each other and working as a kind of team or community to advance the cause.

At the temporal level, the activism was very rapid during the race phase, and had elements of what Earl, (2016, 375–376) has described as flash activism in that actions were often quick, temporary (or fleeting) and were influential without developing into a long-term social mobilisation. However, the relay race was also sustained over days as the crowd kept on creating and circulating the stories at speed.

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PP 186   **AI errors, their human rights impacts and the role of mainstream media in Europe**

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Over the last decades European societies have been transformed by algorithmic logics and AI-driven technologies used to profile individuals and make data-driven decisions about their lives. Here, data and algorithmic profiling is used to make the process of decision making more efficient, and to 'avoid the human error'. Paradoxically, when it comes to human profiling, however, recent research has shown that these technologies are filled with systemic inequalities, biases and inaccurate analysis of human practices and intentions (Barassi, 2020). The combination of bias, inaccuracy and unaccountability implies that AI systems will always be somehow fallacious in reading humans (Barassi, 2021). The 'human error of AI' can have profound impacts not only on human rights but on the future of our democracies. However, as Aradau and Blanke have shown (2021), little attention has been placed on the study of error and its political life.

This paper argues that it is of pivotal importance to understand how societies are making sense of and coexist with AI errors. One way in which we can do this is by investigating the role of mainstream media in framing the debate. This paper draws on a critical discourse analysis carried out between September 2020 and February 2022, which studied how different cases of AI errors were reported in mainstream media. We analyzed 520 articles with a focus

on three of the most influential European countries when it comes to technological innovation (Germany, France, and the UK). In each of these countries, we monitored five key national newspapers (daily or weekly), balanced across the political spectrum. We also analyzed key articles from the United States, Switzerland, and other European countries, where they were relevant to defining the wider discourse on AI impacts in Europe. The articles were selected through keyword search.

In this paper we will present four conclusions of our analysis: 1. Mainstream media discourses on AI errors were often defined by fatalism and resignation regarding the perceived inevitability of technological progress. 2. A majority of the AI errors reported were about mis-readings of the human body/mind. 3. The reporting of AI errors varied from country to country and across the political spectrum. 4. The response to AI errors was frequently framed as a policy issue and the voice of civil society and grassroots organizations was often excluded. By looking at how mainstream media frame the debate about AI errors, our aim is to shed light on a lack of critical responses to the problem, which can have profound implications for our democratic futures.

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CAD05 - Critical approaches to AI and datafication

PP 187   AI wars: Conflicting publics at the intersection of artificial intelligence and mediated conflict

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A drone strike initiated by US military in a residential block in Kabul in August 2021 led to international media discussions about the role of artificial intelligence (AI) in war. Ten Afghan civilians were killed, including the target, who had mistakenly been profiled as a terrorist by analysis of drone images. AI is commonly represented in the media as smart machines performing tasks that otherwise require human intelligence. The use of AI in wars is often justified by the need to prevent terror, and it receives little attention in the media unless it fails and tragic errors become known to the public (Kreps, & Lushenko, 2021). In this presentation, we use the drone strike in Kabul as a point of departure to conceptully trace the conflicting publics emerging in response to AI in media representations of wars.

Media are important for public perceptions of conflict, often as a spectacle we observe at a distance (Chouliaraki, 2006). Although AI tends to be presented as if it provides objective knowledge, it reflects and serves beliefs and perspectives of people (Jakobsson, Kaun, & Stiernstedt, 2021). Media representations generated by AI play an important role in how publics form around conflict. In mediated conflicts, AI is made responsible for identifying targets or using armed force, and ideas of decision-making, precision, and accuracy reinforce 'proclamations of an inevitable AI arms race' (Suchman, 2020). Trust in the precision and analytical power of AI, and withdrawal of humans on the ground in conflict areas have prompted negotiations of accountability. AI reduces the complexity of mediated conflict, because it suggests a veneer of objectivity and neutrality (Crawford, 2021), and thus further divides publics around conflicts. We build on conceptual understandings of mediated conflict (e.g., Cottle, 2006) to capture the role of AI in the formation of conflicting publics.

We conclude by arguing that AI is fundamental for shaping publics around mediated conflict, as it distances the observer from suffering. At the intersection of classification, precision, prediction, and human accountability, AI detaches and dehumanizes representations of conflict, which shapes the perceptions of conflict through international media and ultimately further divides publics around conflicts. A conceptual understanding that acknowledges the role of AI and its underlying processes, such as classification, visibility, and automation in mediated conflict, allows us to trace the conflicting publics forming between those intersections.

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■ **CAD05 - Critical approaches to AI and datafication**

PP 188 **Action Research in Critical Data Studies. How Impact Assessments of Data & AI Projects Capture and Shape Data Practices in Government Organisations. Findings from the Netherlands, Germany and Sweden**

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Critical Data Studies is a quickly emerging field deconstructing the narratives of objectivity of data and questioning the power asymmetries which are constituted in data practices and algorithmic systems (Breit et al., 2019; Loukissas, 2019). A core concern of these debates is how democracy and our agency as citizens is affected by the increasing algorithmisation of everyday life (Ruppert et al., 2017). However, these questions are mostly being discussed based on a limited number of cases, often drawn from US American and "big tech" contexts. While many of these accounts provide a needed commentary on pitfalls of data practices, they frequently fall short in engaging actively stakeholders from developers to project managers and decision makers in organisations where these algorithms and data praxes are implemented.

Here, our approach makes a significant difference. Using the Data Ethics Decision Aid, an impact assessment tool for data and AI projects developed at the Utrecht Data School (Franzke, Muis Schäfer 2021), we have accommodated workshops in government and regional public sector settings. Having extensive experience with this method, the Utrecht Data School recently partnered with teams in Germany and Sweden in order to facilitate participatory observation across national contexts. DEDA helps project teams to review the ethics of their data and AI projects, develop value-sensitive design and increase data ethics awareness in their organisation. But it also doubles as a tool for participatory observation (Siffels et al 2022).

With DEDA, we can get a critical lens outlining 1) what organisations want to achieve with data-driven tools, 2) what they actually produce in practice, and 3) the ethical/political spaces that emerge in-between these two fields.

This paper presents the use of DEDA in Germany, Sweden and the Netherlands and develops an initial comparative analysis of how government organisations address data ethical challenges in these respective countries. On a methodological note we argue for developing action research methods for critical data studies. We regard this socially engaged research perspective as means for an effective knowledge transfer between societal organisations and academia. In conclusion, we discuss how this new form of engagement with societal sectors allow for a more exhaustive mapping of the impact of research activities.

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■ **CAD05 - Critical approaches to AI and datafication**

PP 189 **No datafication without representation? Democratic control over data and AI projects in the local public sector**

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Dutch governmental organisations increasingly make use of digital technologies, such as algorithms (Meijer and Grimmelikhuijsen, 2021). Both at the ministerial level and the municipal level, algorithms are used for auditing, monitoring and for fraud detection (van Veenstra, Grommé and Djafari, 2020). A key issue in this development is that there is a lack of democratic control by the legislative bodies of government (Passchier, 2020; Meijer, Grimmelikhuijsen

and Bovens, 2021). Especially municipal council members are not sufficiently equipped to critically assess data and AI projects that are deployed by municipalities (Rathenau Instituut, 2020). However, a lack of technological knowledge should not prevent politicians from debating the societal impact of digitalisation.

This paper draws from several years of working with municipalities within a joint research project of Utrecht University's departments of public administration, critical data studies and several municipalities and provinces in the Netherlands. Our overall goal is to address the lack of democratic control and therefore legitimacy over government decisions regarding digitalisation.

We present different perspectives on supporting council members in providing democratic control over data and AI projects in public management. Our findings present different interventions: from educative formats, such as lectures and trainings, to instruments such as our "Digital Adviser". The latter is an interactive 'cheat sheet', guiding local council members in collecting the needed information and formulating critical questions to develop an informed opinion on a project or dossier. This paper reports our initial findings and experiences with interventions in the field of datafication and algorithmization of policy making and the role of elective representatives within this trend.

Ultimately, we argue for an empirically driven and socially engaged practice of critical data studies, covering local contexts of data practices. This provides in-depth insight into the discourses of data power, facilitating effective knowledge transfer and social engagement for building a fair and open digital society.

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■ **CAD05 - Critical approaches to AI and datafication**

PP 190   **Automated decision-making research: a map and a road to impactful media and communication research on ADM**

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In recent years the notion of automated decision-making has experienced an upswing in social science and humanities oriented research, partly in response to consistent calls for more 'human-centric' approaches to ADM. Such research promises a more focused, contextual, and nuanced way to approach the latest technological development in automation including artificial intelligence and machine learning. It has manifested not only in a steep rise in publications about ADM, algorithmic governance, AI ethics and so on, but also a number of broader, collective research efforts on international and national scale that are dedicated to exploring the applications and impacts of ADM, for example the ARC center of excellence for automated decision-making in Australia and similar initiatives and networks in the Nordic countries among others led by the authors of this article. Against this backdrop, it seems timely to map ADM as a growing field of inquiry.

This article traces the emergence and evolution of automated decision-making research across fields identifying central concerns and methods while outlining a stable baseline for future research. Based on a systematic mapping of publications and a network analysis of the most central works, we outline the contours of ADM as an area of research and an emerging empirical phenomenon. Furthermore, we suggest trajectories for continued empirical and conceptual work. Against the backdrop of the cross-disciplinary mapping, it becomes possible to qualify the critically important contributions of the field of media and communication research to the study of automated

decision-making and the possible impacts of such an endeavor for democratic processes in datafied societies. While the study of technological systems in the broad sense has historically been outside the scope of media and communication research, our field has much to offer – both in terms of concepts for illuminating relations between technological systems and the people they implicate ("what media do to people"), and in terms of an empirical sensitivity to the contextual appropriation of said systems ("what people still do with media") to fit personal and social agendas and pursuits. Consequently, we showcase the merits of media and communication research with reference to ongoing empirical work on automated welfare and datafied living within the field.

CAD06 - Digital mobilization in/for the climate movement

PP 280 **Digital activism, compost and vegan cakes – a multimodal analysis of Fridays for Future's Czech and Hungarian Facebook pages**

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A growing body of research literature has been looking at the complex relationship between children and youth media use in terms of civic/political engagement (e.g. Boulianne and Theocaris, 2020). Research findings suggest that the multimodal affordance of social media for activism plays a crucial role in today's youth online civic and political participation (Mihailidis, 2020). The aim of this paper is to discuss the varying participatory online actions youth activists take using social media by focusing on the example of the Fridays for Future (FFF) movements' Facebook pages in the Czech Republic and Hungary.

The research builds upon Facebook posts, images, videos and hyperlinks from March 2021 that were collected through SentiOne's AI-powered social media listening tool. On the 17th of March, FFF organised its third Global Climate Strike (mostly online because of Covid restrictions), which provided a fitting occasion to study the digital activism of youth involved in this movement.

We used multimodal analysis (Machin and van Leeuwen, 2007) and critical social semiotics (Caldas-Coulthard & van Leeuwen, 2003) to analyse the data. More specifically, we carried out (1) a linguistic analysis of the social actors mentioned in the post; (2) an analysis of content and composition of images and videos shared (Kress and van Leeuwen, 2006); (3) and an analysis of the links shared in these posts for understanding how the authors are shaping their followers' trajectories on the web (Lemke, 2002).

The preliminary multimodal analysis shows that the young activists were using social media for the following four main purposes: (I) to voice their opinion on (local) environmental issues, (II) to encourage activism, (III) to gain support, and (IV) to influence the public's beliefs, attitudes, and behaviours. FFF's multimodal communication shows a wealth of resources used in order to achieve these goals: from posting tips on how to make compost, to sharing vegan cake recipes or criticising local companies' anti-environmentalist actions. These actions inevitably show both an aim for highlighting individual responsibility for climate and a push towards systemic solutions for the climate crisis.

The ultimate goal of this paper is to illustrate the different ways young people in the CEE region build and mobilise skills for having a say in local and national politics in terms of environmental protection. These young activists show remarkable resilience in times of multiple global crises (Covid-19, climate change), as they are trying to change local conservative power dynamics and the prevalent sceptic position of older generations towards climate change to make an impact for the future.

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◼ **CAD06 - Digital mobilization in/for the climate movement**

PP 281 **'Negotiating (activism) cultural differences: lessons from the FridaysForFuture's transnational and local networks'**

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Climate change has come to define the current generation of activists (Fisher, 2016; Hestres & Hopke, 2017), with social media being an integral part of this novel wave of mobilizations (Castells, 2011; Hopke & Hestres, 2018). Inspired by Greta Thunberg's Friday school strikes, the FridaysForFuture (FFF) movement is at the forefront of this fight. As a transnational social movement, FFF's organization is a complex network of national and local groups, which interact with each other via periodic video calls, meetings, and assemblies. Analyzing ethnographic data from a six-month participant observation (Emerson et al., 2007; Pink et al., 2016) of FFF-Rome and a three-day participant observation of FFF-Italy's latest training event in Brescia, this contribution discusses: (RQ1) how social media facilitate interactions among culturally different FFF groups; and (RQ2) how this cultural diversity affects local FFF groups' interactions with the local social movements' field and, by extension, FFF's local activism.

Results' thematic analysis (Guest et al., 2011) emphasizes social media's role in enabling, coordinating, and facilitating FFF's transnational network organization. It also highlights how FFF activists negotiate local values, needs, and practices with (inter)national strategies and goals (i.e. FFF-Italy localizes FFF's global fight against fossil fuels via campaigns against Italy's fossil fuel giant ENI). Findings suggest that (inter)national and local differences among FFF groups are connected to differences in activism cultures (Baumgarten et al., 2014; Jasper & Polletta, 2019), which affect FFF groups' interactions with local movements. For example, FFF-Rome's relations with the Roman student movement reflect FFF-Rome's attempts to both embody FFF's values and find common ground with Roman students (i.e. by choosing when to adopt or reject Roman activism practices) to join forces against climate change.

The proposal thus raises questions about what happens when social media facilitate interactions and negotiations among different cultures of activism within transnational social movements, how this reflects on the local social movement field, and what this might mean for the future of activism in the network society.

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◼ **CAD06 - Digital mobilization in/for the climate movement**

PP 282 **Reimagining the climate crisis: Activist attempts to affect the political agenda on Twitter during the pandemic**

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At the outset of the COVID-19 pandemic, climate activists used the global health crisis and lockdowns as an opportunity to envision and call for solutions to the climate crisis (Authors, 2020). This was the starting point for our analysis. However, as the pandemic persisted, this opportunity was backgrounded in climate activist communication. What emerged instead was attempts to propel political action on the climate crisis in relation to climate issues already on the political agenda. These attempts conjured up particular understandings of climate related issues. In this article, we draw on agenda setting theory (Ceron et al., 2016; McCombs et al., 2014) to examine (i) the prominence

of attempts by climate activists to put issues on the political agenda and (ii) how these issues were articulated. Here, we further draw on and develop Levy and Spicer's (2013) notion of climate imaginaries to theorize these understandings. Empirically, we analyze tweets (n = 4492) and Facebook events (n = 329) by Extinction Rebellion and Greenpeace in Denmark during the pandemic. On the basis of this, we show that initially Extinction Rebellion and Greenpeace articulated the climate crisis as a larger looming crisis, which will eclipse the COVID-19 crisis. But as the pandemic continued, this was replaced by smaller, concrete issues such as a national agricultural reform, national climate legislation, and a campaign against greenwashing by a meat production company. These attempts evoke climate imaginaries of fossil fuels and industrial farming were articulated as unsustainable, ascribing responsibility to politicians to ensure they soon become remnants of the past, a climate imaginary of biodiversity conjured up images of destruction, ascribing responsibility to politicians to ensure the human rights of indigenous people at the frontline of the destruction of natural habitats, a climate imaginary of sustainable lifestyle conjured up images of citizens as consumers, ascribing responsibility to the individual. On the basis of this, we show how Extinction Rebellion and Greenpeace produced imaginaries that are not merely dystopian, but express hope over despair and visions of solutions rather than merely criticism. In doing so, they emphasized political responsibility rather than corporate or individual responsibility. Our findings contribute to research on activism and agency beyond the Danish empirical context by providing insights on how climate imaginaries (Levy & Spicer, 2013; Wright et al., 2013) are articulated in efforts to set the public agenda.

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CAD06 - Digital mobilization in/for the climate movement

PP 283   Rethinking the democratic power of memes – How Internet memes mobilise users on social media in the Fridays for Future movement

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Modern protest movements largely rely on digital forms of activism on social media serving as an important conduit for protest mobilisation. Among the great variety of contents and formats on social media, Internet memes have emerged as a popular practice of expression and participation during political protests. In this way, "they may present, the idea of democracy itself" (Shifman, 2014, p. 144). Although it is known that social media facilitates mobilisation (Boulianne et al., 2020) research has neglected the role of distinct types of content for mobilisation. Moreover, the mobilisation potential of Internet memes is lacking empirical evidence. To address these research gaps, this study will investigate the role of Internet memes in the protest mobilisation process. Drawing on the four-step-model of mobilisation (Klandermans & Oegema, 1987), we examine hypotheses related to the (1) mobilisation potential, (2) recruitment networks, (3) motivation to participate, and (4) participatory outcomes related to Internet memes.

We conducted a quantitative online survey among users who create and share Internet memes on social media (e.g., Reddit, Twitter) related to the Fridays for Future movement (*n* = 338). Structural equation modelling was used to test the model and the hypotheses (model fit: $\chi2 = 13.29$, *p* < .000, CFI = 0.255, RMSEA = .191, SRMR = .189). The results provide empirical evidence that the mobilisation and democratic potential of Internet memes has largely been overestimated in the literature. While meme usage fosters political interest and issue involvement, it does not automatically reinforce social media activism, participatory efficacy, or social identification with the movement. Participatory outcomes are mainly driven by the users' network size and the perceived value of the collective good. Generally, effect sizes prove to be small.

By empirically examining the role of Internet memes in the process of mobilisation, we aim to advance the studies of digital protest by initiating a shift towards a distinct social media content type. By looking at Internet memes through the lens of their creators, we want to contribute to rethinking the democratic potential of a phenomenon that is becoming increasingly popular for both users and protest movements. Limitations and options for future research will be presented.

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CAD07 - Addressing hate speech and incivility online

PP 289 Networks of hate: Exploring circulation and producers of online hate

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Hateful, misogynist and racist expressions have become mundane, even ordinary, part of digital communication. The growth of hateful discourse has shaped participation and dynamics of public debates across the globe (Govil and Baishya 2018; Matamoros-Fernandez 2017). Hate speech can no longer be seen only as a limited discursive practice produced and participated by marginal groups, or affecting only people in either disadvantaged or high societal positions. Instead, hate speech is simultaneously mundane and complex digital practice and phenomenon that shapes the foundations of deliberation, democracy and sense of solidarity in a society for us all, and also transforms the technologies we are using. (Daniels 2018; Noble 2018; Udupa and Pohjonen 2019).

From this starting point, we set out to analyse circulation and production of online hate speech. We base our analysis on an on-going project titled Networks of hate. The project explores the Finnish producers and spreaders of hate speech, including their networks, online practices, and motives in order to better understand, which current cultures of communication and digital practices enable and maintain circulation of hate online, and how it could be countered. The study applies a combination of computational and qualitative methods. It includes computer-assisted classification of hate speech from a large dataset of public on-line discourse in Finnish. Through a cluster analysis of the network of producers of hate speech, we first identify groups of pseudonyms producing hate speech and describe differences in their thematic focus. These quantitative findings are complemented with observations from online ethnography and interviews, aiming to further analyse and understand various types of circulation as well as the contexts and practices of those who spread hateful contents. With our data we are able to describe the complexity of the phenomenon and suggest tools to make sense of it.

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CAD07 - Addressing hate speech and incivility online

PP 290 What do you need from algorithmic transparency? – Findings from qualitative interviews with moderators of online discussion fora in public administration and journalism

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Online discussions are constantly threatened by toxic content, such as hate speech, discriminatory comments, harassment, and threats of violence (Bormann et al., 2019, Masullo et al., 2021). In order to quickly respond to or delete such content, many platform providers consider algorithm-based moderation software. Such software

often applies *Machine Learning* algorithms to automatically identify potentially toxic comments, which are then recommended to human moderators for moderation (Jhaver et al., 2019; Gorwa et al., 2020). Algorithm-based moderation is also attractive for online discussions organized by political organizations, public administration, or journalism. However, given few human, financial, and technical resources and digital know-how, the integration of Artificial Intelligence (AI)-supported systems is far from being a daily routine (European Commission, 2021). Additionally, moderation itself is a sensitive aspect in online discussions because it is sometimes perceived as censorship, non-transparent, or a threat to freedom of speech (Wright, 2006). Adding algorithm-based systems in online discussion fora of democratic institutions creates additional challenges, because algorithms are considered error-prone and opaque (Annany & Crawford, 2018; Gillespie, 2020; Gorwa et al., 2020). Therefore, communicating and justifying algorithm-based moderation decisions to delete comments is an essential task for democratic institutions to uphold democratic legitimacy claims. To ensure this, however, algorithm-based decisions must be transparent and comprehensible to moderators in a first step. To meet this goal, research on transparent and explainable AI-supported systems recommend focusing on different audiences' capacities to interpret and work with transparency information while solving work-related tasks (Ehsan et al., 2021; Suzor, 2019; Vaele et al., 2018).

The current study investigates relevant user characteristics and job context affordances of employees of public administration and journalism for the implementation of algorithm-based moderation software. Our research interest is twofold: We investigate 1) the perception of AI by human moderators of public online discussions and 2) which challenges occur while using algorithm-based moderation software at the workplace. Furthermore, we ask if and how transparency applications are suitable to overcome those challenges. Our data come from an interdisciplinary research cooperation, in which software-developers for citizen participation and social scientists develop an algorithm-based moderation dashboard for online discussions, which is specifically tailored for the target group of moderators from the field of public administration and public service journalism in Germany. We conducted a cognitive walkthrough and extensive qualitative interviews with 12 practitioners from the relevant field. Our findings suggest that transparency mechanisms are potentially beneficial for the acceptance of automated content classification in moderation systems. However, we find evidence that differences regarding AI perception and technology commitment within the target population corresponded with different transparency needs placed in the moderation system. We assume that meeting those differing needs by different transparency mechanisms may positively affect technology acceptance. Our findings are instructive for designers of content moderation software, content moderators, platform designers and scientific researchers in the field.

■ **CAD07 - Addressing hate speech and incivility online**

PP 291 **If "Everyone Is Responsible", Why Won't Everyone Intervene? The Role of Injunctive and Descriptive Norms in User Intervention against Incivility Online**

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Online discussions in which groups or individuals are belittled, threatened, or insulted can be understood as digital emergency situations that threaten individuals, groups, and democratic values (Naab, 2016). In theory, when witnessing such an emergency situation, users are faced with the decision of whether or not to intervene (Latané & Darley, 1970; Naab, 2016). Scholars have argued that user intervention is critical for combating incivility online, particularly in the light of an uneasy legal situation regarding the regulation of disruptive content (Leonhard et al., 2018). However, while norms of good citizenship—the norms of *ought* (Cialdini et al., 1990)—might demand that users intervene out of solidarity or a concern for the public discourse (Kunst et al., 2021), from observing how interventions online typically unfold—the norms of *is*—users may come to believe that their intervention may not matter at all (e.g., Shmargad et al., 2021).

Since previous research heavily relied on experimental research and interviews with activists, our understanding of how regular users perceive and negotiate different norms related to user intervention is still underdeveloped. Thus, the present study asked: *What norms do regular users perceive related to intervention against incivility, and how do these matter for their intention to intervene?* To foreground user perspective, we employed vignette interviews as the standalone method and interviewed 20 young people (aged 20–25) in Germany in the spring of 2021.

We find that participants widely shared the abstract idea of discursive responsibility (e.g., "we are all responsible for the public discourse"). However, this generic responsibility did not translate into specific action requirements (e.g., "one should counterspeak") (cf. Bormann et al., 2021). In other words, the idea of discursive responsibility was not necessarily connected with an intention to intervene nor a demand that others intervene (injunctive norms). Instead, participants focused on known scripts of how such an intervention typically unfolds (descriptive norms), leading them to find numerous reasons why intervention, in fact, was not meaningful. We speculate that contrary

to activists, who as a community of practice translate the discursive responsibility into concrete action on the group level (Passy & Monsch, 2020), regular users may have difficulty finding a meaningful path to connect discursive responsibility as a generic ought expectation with a concrete intervention, and thus strongly rely on descriptive norms when deciding whether or not to intervene.

CAD07 - Addressing hate speech and incivility online

PP 292 Two steps of moderation in online participation: Evidence from discussions on an online participation platform

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Moderation is considered a promising tool to stimulate high-quality debates in citizen participation processes (Blumler & Coleman, 2001; Wright, 2009). Specifically, moderation is meant to encourage rational, reciprocal, and respectful exchange and contain uncivil comments. Despite its theoretical relevance in online deliberation research, empirical representation of these multifaceted moderation techniques in online participation processes is rare. A comprehensive systemization to describe moderation techniques and to evaluate moderation consistency and exhaustiveness is missing. This study aims to offer an extensive analysis framework of moderation. We propose to view moderation as a *two-step process consisting of (1) the systematic selection of comments to be moderated and (2) the implementation of the appropriate moderative action* (see also Einwiller & Kim, 2020; Paasch-Colberg & Strippel, 2021). Our framework will be applied and critically discussed using the example of a German online participation platform. We ask:

RQ1: Which attributes differentiate moderated from unmoderated comments?

RQ2: Which styles of moderation are employed?

We draw on data from the German online participation platform "#meinfernsehen2021" [#myTV2021], a citizen participation process to discuss the future of public broadcasting in Germany. To answer RQ1, we conducted a quantitative content analysis of moderated and not moderated comments (*N* = 1682). The coding scheme was mostly based on deliberative quality and included key dimensions of deliberative norms, such as *rationality* (e.g., reasoning), *reciprocity* (e.g., reference to other users), and *storytelling* (e.g., Bächtiger et al., 2020; Friess & Eilders, 2015; Ziegele et al., 2020), as well as indicators for *incivility* (e.g., insults) (e.g., Coe et al., 2014). To answer RQ2, we analyzed all moderation comments (*N* = 373) using a thematic qualitative content analysis (Kuckartz, 2014).

Regarding RQ1, a logistic regression revealed that incivility was the strongest predictor for moderation (*b* = 0.61, Odds = 1.85, *p* < .001). Furthermore, there was a positive effect of rationality on the probability of a comment to be moderated (*b* = 0.43, Odds = 1.53, *p* < .001). Regarding RQ2, the moderation was predominantly supportive and aimed at promoting *rationality*, e.g. by *asking for reasons, sources and examples, providing additional information, introducing additional aspects to the discussions and correcting distorted or incomplete information*. Furthermore, moderators made sure that participants *stayed on topic* and aimed to limit *incivility*. This was often done in a regulative tone, e.g., through *admonitions* or clear *counter-speech*. Only one comment was deleted because of incivility. However, even predominantly regulative moderation comments often also contained *supportive aspects* such as *questions* and *appreciative statements*. *Polite manners* and *acknowledgements* also played a central role in moderation.

Overall, the moderation strategy of #meinfernsehen2021 can be assessed as beneficial for a deliberative discourse. In this context, the moderation was aimed in particular at limiting incivility and promoting rationality as well as a respectful tone. This pattern occurred consistently in the selection of moderated comments and was also reflected in the moderation comments.

CAD08 - Rethinking how silence frames communication

PN 075 Rethinking the impact of Silence in Democratic Public Spheres

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Silence is often considered a sign of repression. This theoretical paper will supplement this understanding with the opposite point of view: It will be argued that silence is also a foundational precondition for exchanges in the democratic public spheres in which participants are able to challenge each other. The paper departs from a deliberative understanding of democracy. A motif common to this tradition is the emphasis on rational public processes as the proper way of deciding how to handle political challenges. Reflections on the deliberative democratic public sphere often refer to the work of Habermas (Habermas 1992). His analysis outlines a number of

important mechanisms for individuals to overcome their differences, which is crucial from a democratic point of view. However, as several critics of Habermas have pointed out, the concept of the individual flourishing in the collective is also somewhat naive (e.g. Jungkunz 2013; Keating 2013; Brito et al 2019; Hansen 2021). It is argued that the discursive horizons that such exchanges are based upon are only possible based upon communicative silencing. In order to be part of a communicative community, the individual must accept the discursive horizon on which the communication is based – in order to reach what Habermas calls "Verständigung". The more you are immersed in the communication, the more you run the risk of being swallowed up by its horizons whereby individual characteristics are diluted. While acknowledging the main intuitions of the deliberative approach, this paper will suggest that its underlying understanding of intersubjective relationships must be supplemented with the host/guest analysis that is articulated by Derrida (Derrida 1997). In this analysis Derrida argues that real intersubjective interactions presuppose that the agents silence themselves – in order to be able to listen to the alterity of the other. The deliberative quest for reaching towards mutual understanding must be supplemented with a quest to acknowledge the fundamental incomprehensability of the other (and their views). In this way it turns out that deliberative public exchanges presuppose the ability of participants to silence themselves, as a means to overcome discursive silencing.

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CAD08 - Rethinking how silence frames communication

PN 076   Silence in Foreign Policy

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There is a consensus in foreign policy analysis (FPA) that silence is indivisibly linked to the field. Whether it is secret diplomacy (e.g. Bjola & Murray 2017), silenced actors (e.g. Brummer 2021), or hushed events (e.g. Augsten et al. 2021), silences are an integral part of foreign policy processes and of foreign policy itself. Still, FPA scholars should stick to communication and observable behavior (Morin & Paquin 2018: 19), ignoring silences. This exclusion is caused by a twofold problem: First, unlike speech, silence has no identifiable markers and is characterized by a strong ambiguity. Second, it is produced by individuals engaged in interaction processes and has its roots and effects in larger social systems. Hence, silence is a slippery and multi-layered phenomenon (Murray & Durrheim 2019: 9–12). FPA, however, is characterized precisely by a richness of theory on the one hand and a multi-level perspective on the other hand (Hudson 2005: 2). Thus, the discipline lends itself to the study of silence at various levels of analysis and from different theoretical perspectives. Two benefits result from the integration of silence into FPA: First, silence research further advances from a new approach that takes into account the ambiguity and, at the same time, the multidimensionality of silence. Second, an emphasis on silence allows foreign policy to be understood in a more holistic way. This paper presents the first chapter of a PhD project. It focusses on the elaboration of a concept of silence by merging preliminary studies. The aim is to distinguish between different types of silence and to identify their demarcation lines. Subsequently, by applying theory triangulation, those different types of silence are integrated into realist, liberal, social constructivist, critical and psychological-cognitive approaches of FPA. The insights gained will be empirically substantiated in the following chapters through various case studies.

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Communication and Democracy

■ **CAD08 - Rethinking how silence frames communication**

PN 077   **Between saying and not saying: Explicit silence in user comments on the AfD Facebook page**

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Based on a corpus of just under 20,000 user comments and replies on nine migration-related posts on the Alternative für Deutschland Facebook page, this paper investigates the frequent, repeated, and varied occurrences of explicit silence. Facebook users demonstrate communicative abstention, such as stating their speechlessness, stating not-saying because of anticipated sanctions, stating their lack of voice in public discourse, and they use ellipsis to, at the same time, indicate and avoid taboo words or content. In contrast to politicians being asked questions by journalists which might prompt them to use strategies of evasion (Clayman 2001, Bull 2003), Facebook users can easily abstain completely from commenting. This paper will discuss why users may instead choose to comment, just to declare that they have nothing to say, or that they cannot or do not want to say what they have to say. Based on a Discourse Historical Approach to Critical Discourse Analysis (Reisigl/Wodak 2009), these performances of absence will be considered as part of a continuing metadiscourse about silencing and taboo on part of the German New Right (cf. Weiß 2017). This metadiscourse will be discussed in a wider context of increasing emphasis on voice in public discourse (e.g., Couldry 2010), and an increasing problematisation of silence in democratic governance (cf. Schröter 2013). This wider context might explain the perpetuation of this metadiscourse on part of the New Right: the claim to be silenced serves at the same time to self-victimise, to self-legitimise, to delegitimise others who allegedly silence them, and to problematise public discourse as well as the state of democracy in Germany. The analysis will demonstrate that followers on the AfD Facebook page have adopted the habitus of the silenced opponent.

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■ **CAD08 - Rethinking how silence frames communication**

PN 078   **Silent Yielding to Democratic Restraint**

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Possibly the most important thing we can do to promote democracy, and in the shadow of the horrific police brutality against black and brown bodies, is to convince various groups and individuals that they need to exercise "democratic restraint" (Brown 2005). The foundation of the typical democratic "agent," within and upon topographies that practice whiteness as power, priority, property, and privilege, excludes whole swaths of people whose identities are not only different than the dominant white norms, but also are better situated for real democratic dialogue and engagement (Jungkunz 2011; 2013). Our commonly held assumptions about democratic citizenship are based upon a character type that is always proactive, engaged, and highly participatory (Ferguson 2003). In contrast, we argue that what is needed right now, is a democratic restraint, a posture that opens up the possibility for real and authentic democratic friendship, empathy, and compassion. As is said, over and over again, the United States is a deeply divided country. However, how do we really know this division, if we have not listened to one another, particularly if we have not allowed the racialized "other" to not just speak, but to move others? The democratic subject has been called to unleash oneself, to talk and claim and mark one's territory. We call for that subject to act against these impulses, and to exercise a humility that opens the possibilities of democratic vistas we've not yet imagined.

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CAD08 - Rethinking how silence frames communication

PN 079   Silence as refusal

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Over the past 10–15 years, we have witnessed an explosion of identity formations presented and potentialized surrounding sexualities. These discursive constructions into the public sphere have also interconnected and intersected with other well-entrenched, oppressed, liberatory, diverse, broad and deep identities, resulting in a new set of discursive constructs mostly intended to express a number of so-called "authentic" selves. There might come a day when this phase is looked back upon as a truly transformative and emancipatory period of history for trans- subjectivities. Yet, this movement is far from over, and has still to uncover many alternative and possible instantiations that could lead in multifarious directions, not all of which many would consider to be phases of emancipation. It has instead ushered in a new era of confession that can be and lead to heavy-handed, authoritarian, and totalitarian-fascist regimes of truth, especially if we are not very careful about our deployments of our authentic selves, and of our calls and interpellations towards the confessions of others. In this paper, I explore the potential danger of not just a confessional setting (as Foucault had done much to uncover the forms of power inherent in confessional societies), but of the continual focus upon the pervasive call to talk about, declare, redeclare, define and redefine who and how we are sexualities. I will put forth a (dis)engagement with silence that is a means of refusing to be, refusing to become subjected to, a regime of truth that masks as asking but really is telling us that we must come forward and tell, and that if we do not see the emancipatory nature of telling, that we deserve to be told upon and be subjected to the policing of the trans multi-verse. I am calling for a possibility of a silence that refuses participation and contestation altogether. Building on work from Michel Foucault, Jacques Ranciere, and Wendy Brown, among others, I interrogate the regime of truth that is the trans-discursive multi-verse and present an alternative that I will argue is far more so-called transformative than telling and talking and confessing and undressing the "naked" truth of the self. In the enormously garrulous world in which we are, silence might be the only practice and space that gives us recourse and respite from the nonstop synapses between the utterances that seek us and track us down for who we are.

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CAD09 - News and democracy: Social media, citizen media, and state control

PP 391   News is more than information. An empirical exploration of the democratic function of news beyond the deliberative ideal

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This paper investigates the societal role digital news media fulfilled during Covid-19. It uses the news coverage provided by twelve news websites in two Western democracies, the UK and Germany, as a case study to explore the changing democratic role of journalism. Employing content analysis to study the news output during two selected weeks of the pandemic, it complements this analysis by qualitative in-depth interviews with British and German journalists. The purpose of the study is to contribute to a better understanding of how news media engage with their democratic function.

The intimate link of journalism and democracy to the point that both appeared the same (Carey 1996) has dominated journalism scholarship throughout the 20th century (Ryfe 2020). However, over recent decades this close connection has been put into question for a number of reasons (Zelizer 2013). The centrality of democracy for

journalism rests on the liberal model and its deliberative ideal (Habermas 2006) that tasks journalists with providing accurate information, enabling citizens to participate in politics on the basis of well-informed rational decisions (Gans 1998). This theory not only privileges the western variety of journalism (Josephi 2013), it also neglects new forms of journalism afforded through digitisation such as experimental journalistic practices (Deuze & Wittschge 2020), and forms of participatory journalism (Singer et al. 2011). It also overlooks the role of emotions in news and for the political engagement with audiences (Papacharissi 2015; Wahl-Jorgensen 2019). Still, recent studies found that the liberal model and its deliberative ideal remain adhered to across the world (Staendaert, Hanitzsch & Dedonder 2019; Bachmann, Eisenegger & Ingenhoff 2022). This study, therefore, follows Ryfe's (2020) call not to abandon democratic theory but to develop a new one that better fits with actual journalistic practice.

The Covid-19 pandemic appears an apt case study to investigate the democratic function of news media beyond the deliberative ideal. Not only has Covid-19 brought the issue of disinformation and with it the informational function of news media into sharp relief (e.g., Boberg et al., 2020), it also highlighted the emotional aspect of news, for example when people increasingly turned to positive news and solution journalism (Nguyen et al. 2021). In addition, the Covid-19 pandemic poses a tough test for democracy's ability to respond to the pandemic (Greer et al., 2020; Karabulut et al., 2021) whilst protests against Covid-restrictions in the UK and Germany mobilised identity politics.

News items (N = 756) were collected between 26.4.–2.5.2020 and 3.-9.2.2021 from the UK news sites *BBC News, HuffPost UK, Independent, The Guardian, The Telegraph,* and *The Times,* and from the German news sites of *Der Spiegel, Die Zeit, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Tagesschau,* and *Buzzfeed News DE*. The top four news stories were selected as proxy of what editors (or content management systems) considered as most important news at the time of observation. News items were not restricted to those covering pandemic-related issues. The interviewed journalists (N = 12) were asked to reflect on the values and beliefs that informed the notion of democratically relevant news.

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PP 392 **Perceived Social-Media Literacy (PSML) and its efficiency in identifying counterfeit digital disinformation. A pilot study on the Romanian social-media users**

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The phenomenon of disinformation is complex and often requires an interdisciplinary approach to understand its mechanisms. There is an ongoing debate among scholars on how this phenomenon could be diminished; there has also been discussion about the failure of the current epistemic environment to offer a precise solution to it. According to Eurostat (2021), an average of 47 percent of adults aged 16 to 74 in the European Union were exposed to misleading or ambiguous information three months before the poll via both news sites and social media. Only 23% of those who were exposed to ambiguous information attempted to find the source of the information. Romania ranks second to bottom in this rating, with only 11% of the population, whereas countries like the Netherlands, Luxembourg, Ireland, and Sweden lead this top with over 35%. Given the aforementioned considerations, critical thinking and social media literacy are essential components of a long-term approach to combat disinformation. A previous study (Thomas et al., 2021) in which users completed informational lessons and were faced with a real-life situation in which they had to choose between true and false information suggests that those who visited informational websites could spot the misleading information in contrast to the control group who performed weaker at the given task. This is because individuals tend to overestimate their ability to discern facts. This present research proposes social media literacy as a predictor for digital behavior in the context of disinformation. As a predictor for digital behavior, the Perceived Social Media Literacy (PSML) scale will be used (Tandoc et al., 2021) that tests four dimensions of social media literacy, namely, technical competency, social relationships, informational awareness, privacy, and algorithmic awareness. An online survey based experiment was developed and will be applied during March-April 2022. The respondents will be given the task of identifying the elements of fake news. To select the news for the study, a qualitative analysis of viral false information from different fields (politics, economy, and health) distributed in the public space on social media will be performed. Ten news items found on Facebook will be kept for the purpose of this study, six of which will be coded as false and four as genuine. The users will receive only the headline, image, and description of the Facebook post.

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CAD09 - News and democracy: Social media, citizen media, and state control

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PP 393 Elite and public perceptions about the current threats to the political information environment

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Media play an important role in the democratic process worldwide. In the current high-choice media environment, a series of threats such as news avoidance, selective news use, and potential exposure to misleading content could negatively impact a healthy democracy, being mostly associated with a growing number of uninformed, selectively informed, or misinformed citizens. While each of these threats has received a lot of individual attention, we could not find academic studies simultaneously exploring elites' and citizens' perceptions about the potential threats the political information environment is facing nowadays. In such a context, based on Strömbäck's (2005) conceptual work on the role of media in a democratic political system, we aim at exploring perceptions of (1) Romanian elites and of (2) younger and older generations from Romania about the main threats the political information environment is currently facing. By means of in-depth expert interviews conducted with 5 high-profile journalists and 4 politicians, members of the Parliament, and two focus groups – one with younger adults (18–25 years old) and one with eldest adults (55+ years old) –, we explore both elites and regular citizens perceptions about the threats to democracy brought about by the current media environment. Additionally, we investigate the potential solutions that both elites and regular citizens advocate as being helpful in limiting the negative consequences associated with such threats. Main findings show that both elites and regular citizens perceive similar threats to the political information environment. Nevertheless, there are some differences in the perceptions of elites and regular citizens in terms of potential solutions against such threats. Specifically, both groups perceive the potential exposure to misleading content as the most important threat within the current political information environment. Exposure to misleading content in the media is often associated with both individual and societal negative effects such as high levels of confusion, uncertainty, and anxiety among citizens, the difficulty to distinguish between true and false narratives, along with the erosion of trust in authorities, and high levels of polarization among citizens. News avoidance and selective news use are also regarded as important threats, being oftentimes associated with a superficial behavior of getting new information, a high level of vulnerability when encountering potentially misleading information, and a generalized low level of involvement in the social and political issues. Education and cultivation of critical thinking abilities are frequently mentioned by both elites and regular citizens as long-term solutions to avoid such threats. Nonetheless, while elites perceive that some solutions sustaining the efforts against such threats are totally in their hands, regular citizens do not think elites could help because they are part of the problem. Findings from this study could be further used to design evidence-based interventions aimed at limiting the negative effects of media-related threats to the political information environment.

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CAD09 - News and democracy: Social media, citizen media, and state control

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PP 394 'State narrative' construction on Twitter. A case study around news stories on LGTB issues in Russia

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There are now more multi-party autocracies in the world than there are military dictatorships, monarchies, or single party regimes (Magaloni, 2010). The political actors in all states, both democratic and authoritarian, are creating their own state strategic narratives—a tool to extend their influence, manage expectations, and change the discursive environment in which they operate (Miskimmon et al, 2013). This research takes a multi-disciplinary approach and uses the framework of hybrid regimes from political science (Ekman: 2009), the state strategic narrative conceptual framework from the intersection of international relations and communication studies (Miskimmon et al, 2013), and framing theory (Goffman, 1974) to explore the Russian state strategic narrative built around news about the LGBTQ community on Twitter.

It takes as a case study the construction and deconstruction of the Russian authoritaritanism 'state narrative' on Twitter around news on the LGBTQ community as an example of actively used conservative frame. Methodologically, the research uses mixed qualitative and quantitative methods: the research blends Social Network Analysis (SNA), qualitative content analysis with human coding, computational text analysis (topic modelling), and qualitative semi-structured interviews with journalists, so that each stage complements every other, and each answers the research questions. This study contributes contribute to the growing body of research on building and sustaining state strategical narratives through Twitter discussions around anti-Western values and the exclusion of an 'out group'—in this case the LGBTQ community, in contrast with "homonationalism" (Mole: 2017) of the .West' presented in the narrative.

The main objective of the presented research is to explore the construction of the strategic 'state narrative' on Twitter around news on LGBT issues in a competitive authoritarianism country. The central conclusions are that the 'state narrative' on LGBTQ community is present in Twitter discussions and is being actively used by state actors such as pro-government media accounts. Exploiting the 'state narrative' on LGBTQ is also dependent on Twitter users' pro-government political affiliation, although the dependency is more significant for the media. Our findings demonstrate that 'state narrative' construction is taking place not only in official state sources but also on social networks such as Twitter in Russia. Moreover, our research indicates that the 'state narrative' is simultaneously also being questioned and deconstructed by Twitter users. The study also suggests that the use of the 'state narrative' by media accounts on Twitter may be connected to both external restrictive intervention by the state and internal editorial policies and self-censorship. (Ekman, J. (2009). Political Participation and Regime Stability: A Framework for Analyzing Hybrid Regimes. International Political Science Review, 30(1), 7–31. https://doi.org/10.1177/0192512108097054; Goffman, E. (1974). Frame analysis: An essay on the organization of experience. Harvard University Press. Magaloni B: The Game of Electoral Fraud and the Ousting if Authoritarian Rule. 2010. American Journal of Political Science. Vol. 54, #3, July 2010. pp 751–765; Miskimmon, A., O'Loughlin B., and Laura Roselle (eds.) 2017. Forging the World: Strategic Narratives and International Relations. University of Michigan Press. Mole, R. (2017). Homonationalism: Resisting nationalist co-optation of sexual diversity. Sexualities. 20(5–6), 660–662.)

CAD10 - Datafied welfare: methods, concepts and future avenues

PN 098 Private data for public good?

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The Nordic welfare states are characterized by a peculiar mix of liberal ideas on citizens' individual rights and market freedom combined with extensive public datafication, monitoring, and state intervention. Historical examples of these ideological tensions include debates about unemployment and public benefits, market and consumer regulation, intelligence and crime prevention activities, childcare intervention, health policies, and so forth. The comprehensive digitalization of government activities along with recent attempts to fight the pandemic, reinvoke these underlying ideological tensions in new ways and raise fundamental ethical and political questions such as: how do we balance ideals of individual freedom and the public good? How can we seize the digital possibilities and take part in the global data economy without sacrificing key welfare values? And how can we ensure and strengthen democratic debates and transparency around processes of datafication? Addressing these timely and urgent challenges, our paper presents a methodological discussion of how we as researchers can impact and qualify contemporary discussions on datafication and digital tracking. Building on an ongoing empirical study of the implications of datafication across personal, work and institutional domains in Denmark, we enquire into how data harvesting and distribution materializes in the context of a Nordic welfare state and how citizens experience these processes and infrastructures. The study uses novel data-driven as well as more classic fieldwork methods to develop a comprehensive understanding of the interplay between technological infrastructures for datafication and human practices with such infrastructures and data (Flensburg & Lomborg, 2021). Specifically, we offer methodological ideas and examples of how the use of mobile tracking data visualizations of dataflows in digital infrastructures might help us illuminate ordinary experiences of datafication, and document the intertwining of public and private interests around datafied welfare technology in the context of, e.g., public schools and healthcare services. And, speaking to the question of impact, we conclude by reflecting on how we might harness the potential of participatory approaches to enhance empirical research datafication research in ethically caring ways.

Communication and Democracy

PN 099   **"We use, therefore we trust!"**

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This paper explores how citizens cope with the everyday datafied living, entangled with platforms and apps that collect, analyze, and make predictions based on their data. While the amount of data produced in societies has historically only increased through the development of different technologies that made it easier to collect data, the pace of datafication across today's societies has intensified to the point that the amount of data pertaining to each and every individual has never been more extensive or so individuated and relationally structured (Athique, 2018). Previous research has identified a privacy calculus for assessing the pros and cons of media use, while also noting a privacy paradox (Hargittai & Marwick, 2016; Young & Quan-Haase, 2013) based on a misalignment between users' discursive concern for privacy issues related to datafication and their everyday practice on social media platforms. This paper contributes to the body of literature by including public service platforms, private and public digital services and apps in the empirical scope. Adopting an audience approach in analyzing how citizens make sense of and develop trust in the datafied platforms and services they use in their everyday life, in particular those platforms they are entangled in as a consequence of the datafied welfare state. Empirically, focus groups with 34 participants from different social backgrounds were used to explore how everyday life mediates the trust of citizens in different datafied platforms and media. Denmark is the context of this study, and forms an interesting case study because of the extremely high internet-penetration, the high degree of digitalisation and the high trust in public authorities in the country. The paper shows that the participants' assessment of trust is an ongoing and practical negotiation that is weighted against the benefits they get from platforms and services, and the entanglement of those platforms with their everyday life. In between the two poles that Facebook and DR represent, different media and data collecting platforms instantiate different trust assemblages. Digital platforms, such as Mobile Pay (a mobile payment application) or www.sundhed.dk (the official internet-based portal for the public healthcare system), are mostly understood in terms of the purposes they serve and users' experiences of datafication. Trust was often the chosen coping strategy when platforms connected to state ownership, such as tax, health or apps connected to education, as everyone agreed that the data were much more sensitive (i.e. personal) and that these platforms could not be avoided. Interestingly however, these platforms and services were described in a much more positive manner, and possible data mining was accepted by and large as it could "help society"—for example, by detecting diseases or families with problems. Based on this analysis the paper discusses how data anxiety and coping are ingrained in discourses of datafication and on the other hand in the context of the welfare state, how the entanglement of public digital platforms in people's everyday lives is making it almost impossible to imagine other futures or how to cope in other ways than blindly trusting.

PN 100   **Exploring data inequalities in the Nordic welfare state**

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Research on datafication has pointed out the ways in which data driven systems entail risk of multiplying already existing inequalities. As argued by Gangadharan (2012) datafication has impacts on the political freedom (racial profiling), economic well–being (redlining), and health (medical profiling) of people from different social classes, ages, ethnicities, racial affiliations and circumstances. Eubanks (2015) further argues that digitalization of public services reproduces old power hierarchies and privileges. While the research above on datafied inequalities is located in the US context with its own specificities, this paper explores datafied inequalities in the context of a Nordic welfare state. The Nordic countries, that have traditionally kept detailed records and data on their citizens, have now moved fast to digitalize public services and introduce automated decision-making as part of their welfare system. While datafication of public services aims at efficient and objective decision-making, voiced in the visions of 'the world's best services in the age of artificial intelligence' there are several risks included in datafied public services. To tackle these risks Andreassen et al (2021) introduce four pillars of data welfare state. These pillars include justice and non-bias, decommodification, data diversity and transparency and sustainability. The four pillars, drawn from media welfare state model (Syvertsen et al 2014) are considered central for supporting the democratic welfare state ideals, equality and social justice in datafied society. This paper is based on an empirical study that investigates experiences of datafication among three social groups that are considered to be vulnerable in terms

of their opportunities, life situation, knowledge or skills: the undocumented migrants, unemployed persons and the older adults. Based on diaries, interviews and case studies the paper introduces the manifold and sometimes unpredictable implications of datafication among these groups in Finland with the specific view on the four pillars of the data welfare state. It looks into the ways in which different pillars bear relevance in the experiences of datafication and the distinct challenges they reveal among the different groups.

CAD10 - Datafied welfare: methods, concepts and future avenues

PN 101   The welfare state and refugee management: data-governance and social (in)justice

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This paper explores how data and datafication come into play when the Nordic welfare states determine asylum applications. It throws light on how the Nordic welfare states, which (in theory) should protect refugees in need, might risk causing harm and be contributing to inequalities when they increasingly employ data-driven asylum evaluations and data-driven refugee management. In the Nordic countries, most refugees who are denied asylum are rejected because the immigration authorities do not believe their stories of persecution. In legal terms, these refugees are termed 'untrustworthy', and in the asylum system they are considered 'fraudulent'; this separates them from 'genuine' refugees, whose stories are believed and who, consequently, are granted asylum and protection. Over the past few years, Nordic migration authorities have increasingly incorporated content from mobile phones and social media accounts into their processes of determining whether a refugee is 'genuine' or 'fraudulent'. This paper provides different empirical examples of how asylum is granted (or denied) based on mobile phone content, as well as how the welfare state can withdraw asylums (which it previously had granted), due to a refugee's activities on social media platforms. Empirically, the paper analyses legal asylum verdicts, where mobile phone content has played a role for the verdict's granting or denial of asylum. Theoretically, the paper draws on critical data studies and data justice, which point to the ways in which data and datafication processes can contribute to (in)equalities, shape social realities and influence subjectivities (e.g. Dencik, et al., 2018; Metcalfe and Dencik, 2019; Taylor, 2017). It also contributes to digital migration studies (Leurs and Smets, 2018; Gillespie, et al., 2016; Melcalfe and Dencik, 2019), as it analyzes how datafication plays into migration and refugee management within the welfare state. The paper argues that the increased use of digital traces in asylum verdicts can be interpreted as part of a larger data development, intensifying processes of data-driven governance within the welfare states. The practice of taking refugees' fingerprints, and sharing them across Europe, in order to sort refugees into 'genuine' and 'illegal' refugees, also contributes to this development. While migration authorities' use of refugees' mobile phone content might seem different from the welfare state's employment of automated decision making processes (sometimes termed artificial intelligence (AI)), they are both representations of contemporary data-driven governance. Furthermore, they are both illustrations of how the welfare states increasingly are relying on 'data', as if data is accurate, objective and neutral, i.e. dataism (van Dijck 2014), when evaluating and determining human beings' level of public support and assistance.

CAD10 - Datafied welfare: methods, concepts and future avenues

PN 102   Towards a Theory of Basic Values in Artificial Intelligence

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There is increasing attention for ethical issues and values in artificial intelligence (AI) design and deployment. However, we do not know how those values are embedded in the artificial artefacts and how they are perceived by the population groups. Based on the prior theoretical literature on ethical principles and (moral) values in AI, we designed an original survey instrument, including 15 value components and an original scale to estimate the individuals' importance of these values. The article is based on the representative population survey conducted in Estonia, Germany, and Sweden (n = 4501), representing diverse socio-cultural welfare systems with diverse automation experiences. The exploratory factor analysis has revealed four underlying elements of values by the participants concerning the design and use of artificial intelligence: techno-social security, socio-cultural adaptability, data justice and social welfare. The comparison has revealed some embedded values being more universally valued among specific socio-economic groups across the three countries like data justice, others being more inherent to country context (residents in Sweden and Estonia value more techno-social security and social welfare, whereas

in Germany the deficiency regarding all the underlying value dimensions was expressed) or social groups (women and older age groups value techno-social security generally more). The analysis of the associations reveal that higher valuation of techno-social security and social welfare is related to higher trust in public institutions in general, or data owned, collected, and used by public institutions. At the same time, techno-social security associated with lower agreement with automation in public sector and lower agreement with data justice principles; to express it differently, the higher valuation of techno-social security leads to lower agreement with data justice principles. Based on the exploratory factor analysis and inspired by the theory of human values, a framework to conceptualize the basic values in artificial intelligence is suggested.

CAD11 - Addressing diversity across different political sectors

PP 478 Silence and public listening: Media coverage of the Truth and Reconciliation Commission in Norway

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For several decades, post-colonial societies have sought to come to terms with the effects of discriminatory state policies and past injustices committed against Indigenous peoples. Several Truth and Reconciliation Commissions (TRCs) have been appointed worldwide. A TRC gives the opportunity for truth-seeking public discussions at a national level, can contribute to judicial and political change and open for a change in the national discourse and in the understanding of Indigenous peoples' experiences (McCallum & Waller, 2021). After a lengthy public debate, the Norwegian Parliament appointed a TRC in 2018 to investigate past injustices inflicted by the Norwegian state upon the Sámi People, the Indigenous population of North Europe. Two national minorities, the Kvens and the Norwegian Finns, were also included in the mandate. The TRC's mandate is comprehensive and includes creating a foundation for reconciliation between the minorities and the majority population.

This study investigates the mediation and media coverage of the TRC in Norwegian news media in the period 2016–2021. Past injustices, traumatic experiences and racist practices have led to silence about these practices both in the majority and minority populations. Three recent strands of theorising guide the analysis. First, we expect that the logics of mainstream news production, in which disregard of Indigenous and ethnic minority issues is well-known, impact the media coverage of the TRC (McCallum & Waller, 2021). Second, we take a public listening approach, looking out for media coverage that signal that the TRC creates "practices of receptivity, attentiveness, and response" (Dreher & de Souza, 2018, p. 24). A third aspect is politics of refusal (Simpson, 2014); refusing the opposer's power of recognition and saying 'no' to what presumably is perceived as a 'gift', in this case the TRC, which is appointed by the Norwegian state. Following previous studies, our research questions are formulated as follows: RQ1: *How extensive is the media coverage on the TRC, and what themes, issues and discussions do we find?* RQ2: *In which media do we find the coverage, and what indications do we find of public listening?*

The analysis is based on a mapping of media content, showing tendencies over five years. Articles on the TRC are coded with respect to background data (date, media outlet, etc) and themes, to show tendencies. The results show that the media coverage is uneven over time and between types of media outlets. In the conclusion, our findings are discussed in relation to media hierarchies, public listening and politics of refusal.

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Simpson, A. (2014). *Mohawk interrupts: Political life across the borders of settler states*. Duke University Press.

CAD11 - Addressing diversity across different political sectors

PP 479 The impact of Politics of Recognition of Alevis on Conviviality in Burgaz Island, Istanbul: Fixing ambiguity, losing heterogeneity

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Building on 14 months of ethnographic fieldwork in Burgaz in 2009–2010 and follow up interviews with the islanders in 2021–2022, this paper explores the impact of politics of recognition of the Alevis on conviviality in Burgaz island, which is home to more than twenty different ethnic and religious groups from different socio-economic backgrounds. In the Treaty of Lausanne in 1923, the Turkish legal system adopted the logic and the bureaucracy of the *millet*system of the Ottoman Empire. While non-Muslims (Jews, Greek Orthodox and Armenians were

recognized, all Muslims regardless of their ethnicity and/or denominations of Islam (such as Alevis, Kurds, Zazas) count as one group under the dominance of Sunnis. Building on Cowan (2008), who criticises Kymlicka's (1995) perception that bounded groups already exist in the country awaiting for the state's recognition, I show the process of asking for recognition created the need for the non-recognise group, to define who they are and segregate their practices into different categories and hence impacted the social cohesion and conviviality on the island. Based on this longitudinal study, I also show the change of discourse among the Alevis regarding the issue of recognition. During the "democratisation packages" in 2009 in Burgaz, Alevis were more inclined to ask for recognition by organising panels and memorials, using the media to represent how they are different, emphasising their non-religiosity or Alevi traditions, embracing secularism and so on. The process of asking for recognition created an artificial and forced way for the Alevis to focus on their religious identity in defining what Alevism is, while they had also been stressing that Alevism was not only about the practice of religion, but included traditions, cultural practices and philosophy of life. Alevis, who are eclectic in their practice of religion (combining syncretic Anatolian practices from Islam, Manism, Muslim, Christianism, Zarathustrianism) had to separate out "Alevi components" from "Sunni components" and emphasise the differences between Alevis and Sunnis. This complicated Alevi-Sunni relations and underestimated what they share and have in common as well as created cleavages among the Alevis, who disagree about what kind of recognition they want whether as a separate sect under Islam or not. After the Gezi Park protests in 2013 and the failed coup in 2016, Alevis opposed Erdogan's Sunni domination, who in his political rhetoric, condemned, otherised and marginalised Alevis. Hence, the politics of recognition discourse of Alevis shifted to asking for inclusion and equal rights. Alevis in Burgaz recently argue that having a minority status will put them in unequal terms as a minority against a majority of Sunnis and many reject being considered as a minority but see themselves as a part of the majority.

Cowan, J., K. (2008). "Fixing National Subjects in the 1920s Southern Balkans: Also an International Practice." American Ethnologist(2): 338–356.

Kymlicka, W. (1995). Multicultural Citizenship Oxford, Clarendon Press.

CAD11 - Addressing diversity across different political sectors

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PP 480   **Academy and civil society: How "diversity" arose as a public issue in the Belgian francophone public arenas**

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In the past few years, the concept of diversity became widespread in the Western world. Its polysemy and vague referent (i.e., the social phenomenon it refers to) has not prevented the word to become a keyword in rich countries, characterised by the acknowledgment of a postcolonial society and the coexistence of ethnic minorities. In the French field of discourse analysis, it has been noted that the word behaves like a fuzzy expression that condenses complex social issues that the word _per se_ helps to shape. In a social context where different interests, power relations and strategies « have made its use necessary and at the same time problematic » (Maingueneau 2014: 98), the word _diversity_ is manipulated « in political and social discourse without ever being explicitly defined » (Devriendt 2012).

Belgium has embraced diversity, a concept that we can easily find in the media as in political discourse, even if it has no clear meaning (Senac 2012; Devriendt 2012). In the francophone Belgium, the idea of diversity emerged at the beginning of the century under the influence of American management, but also in a context where international organizations (mainly the UN and the EU) advocated for the promotion of cultural diversity and the end of ethnic discrimination (Mathien 2013; Sholomon-Kornblit 2018; Senac 2012). In the post-multiculturalism era, diversity seeks to engage with the cultural complexities of ethnic identities, while rejecting communitarian multiculturalism (Hall 1991, Titley 2014).

In the Belgian political agenda, diversity appeared alongside the concept of equal opportunities in the last twenty years, as a follow-up to migrant integration and ethnic and racial discrimination (Adam 2006; Tandé 2013). According to some scholars, the reformulation of the public problem of discrimination into diversity led to a depoliticization of the issue (Tandé 2013). Based on a corpus of the three main francophone newspapers from the year 2000 onwards, using the keyword _diversity_ (7 million words), we used a mix of discourse analysis and corpus linguistics, a mixed methodology that can help observing under which social conditions a lexical shift occurs (Calabrese & Mistiaen 2017), in order to understand how diversity was gradually constructed in newspapers as a public issue, namely a social problem seeking for solutions involving public authorities.

In this communication, we specifically seek to articulate our research on how diversity arose as a public issue in the media, competing with and reconstructing other public issues (Cefai 1996), with our own experiences on the public issue, through research, teaching, policymaking and advocating, in several public arenas and sectors

(academic, private, public, NGO) throughout the last ten years. This communication will question the role of the researchers in the (re)construction of a public issue and its relationship with other stakeholders.

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Sénac, Réjane (2012): *L'invention de la diversité*. Le lien social, Paris, PUF.

CAD11 - Addressing diversity across different political sectors

PP 481 Diversity, Collaboration and Citizenship The museum as a democratizing space?

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Notions of inclusion, participation and citizenship has had a central role in debates on cultural institutions communicative outreach, not least in the recent years. With regards to museums as communicative institutions (Drotner et al 2019) this has also led to a renewed interest in the role of cultural institutions in democratic societies i. e. how they can to reframe their role as agents of empowerment and democracy. This concern is also reflected by numerous calls for museums to take more activist and more actively democratizing positions (Janes and Sandler 2019; Chynoweth et al 2021). Such strategies however, often implies multiple challenges relating to how to handle ethics in collaborative processes, prioritise in developing a diversity of communication and how to promote citizenship and for whom (Achiam, Haldrup and Drotner 2021). This presentation suggests rethinking impact beyond strategic institutional goals. It does so by reflecting on a case-study 'queering' museum communication (Sullivan and Middleton 2020). In bringing together non-binary and queer interests and concerns to bodies, gender and sexuality at an event during the Copenhagen pride week 2019, a collaborative group of curators (including the author) developed communicative and creative tools for unlocking, activating and embodying mythological material at a classical art museum in Copenhagen and in doing so invite audiences to participate and activate their imagination to take ownership of objects, art works and narratives in the museums. This was done with the explicit purpose of reversing the positionality of audiences and institutions and instead of including marginalized voices into the museum, giving these a space for impacting the museum. Drawing on these experiences of ‚doing rights with things' (Isin 2019), we may evaluate the various opportunities and pitfalls for addressing issues of diversity, collaboration and citizenship in museum communication.

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CAD12 - Grassroots mobilization for collective action

PP 569 The rebellion power of pop: An exploration of popular music's participation in Hong Kong 2019 social movement

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Music is crucial in the mobilisation in social movements, which Eyerman and Jamieson (1998) regard 'not merely political activities' but also 'provide spaces for cultural growth and experimentations', infusing new kinds of meaning to music, and entails the making and re-making of cultural traditions that serves as a potential to generate new wave of mobilisation in further political activities. Echoing their idea, popular music significantly interacts with the development of democracy and social movements in Hong Kong, even with increasing importance under the digital epoch. Taking the 'collective behaviour' approach by Blumer (1951), this study examines the participation of popular music in Hong Kong 2019 Anti-Extradition Law Amendment Bill Movement. By employing the concept of repertoires, which Tilly (1995) refers to the selected tools and activities in a movement, at the same time with the aid of Hall's encoding-decoding model of communication (1973), the study sheds light on the 'how?'of the movement

according to Melucci (1985)'s taxonomy of the two major approaches in social movement analysis: questioning 'why?' (i.e. the cause) and 'how?' (i.e. the process of organisation and maintenance).

Undertaking a combination of textual analysis, discourse analysis and participant observation as methodologies, this study investigates the way of networking and mobilisation of people through popular music. Lyrics of songs; any political and democratic discourses from the producer and comments from the audience via the internet; as well as the observations by participating in related events between June and December 2019 will be explored. The preliminary findings indicate that popular music serves as important roles ranging from indirect mobilisation that works ideologically and emotionally, to concrete and specific repertoires during protests. Likewise, the 'encoding' process by the producer becomes less significant in the digital era. At the same time, it illustrates how the stage of 'circulation' and dissemination of music is less manipulative under the advancement of digital media, which consumers are gaining more autonomy in music consumption so that they can actively interpret and 'decode' according to their own senses, and even reproduce new meanings for songs and start another encoding process to mobilise people. It forms a 'cycle of encoding-decoding model' that stimulates the flow of the social movement which Castells called the 'networked social movement' (2015). This study looks into the future for more possibilities of popular music in social movements and its political implications.

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CAD12 - Grassroots mobilization for collective action

PP 570   **Imagined communities on social media and offline public mobilisation during the 2020 Hungarian SZFE student protests**

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One of the signs of a well-functioning democracy is whether there is a healthy discussion between citizens in the public sphere and politicians who represent them. Protests allow citizens to clearly express their discontent towards the status quo, and with the increasing presence of internet and social media in our lives, these platforms could be an important step in their organisation. As DeLuca et al. (2012, p. 500) explained: "social media create new contexts for activism that do not exist in the world of traditional mass media organizations. With social media, the grounds of possibility for activism have been multiplied and transformed." This paper aims to research the impact of social media use on the outcome of a student protest that took place in late 2020 in Hungary against the government's decision to change art universities' institutional structure. More specifically, the paper investigates how social media aided students of the University of Theatre and Film Arts (SZFE) in Budapest and their 'FreeSZFE' movement to mobilize participants. Using Anderson's (1991) work on imagined communities as theoretical framework, this paper draws on past literature concerning social media activism and offline protest mobilisation to research whether social media platforms were an important catalyst for offline democratic behaviour.

This paper uses a qualitative research method and in-depth semi-structured interviews of Hungarian student activists who managed the social media channels of the protests, particularly Facebook and Instagram. Results showed that use of social media was essential for the students and influenced offline behaviour to some extent. Social media helped to shape the student protesters' narrative instead of mass media defining it. The discourse initiated on social media had a spillover effect in mainstream media, which helped the success of the movement, as argued by Molaei (2015). Furthermore, creating an online community was also an essential part of the protests: supporters of the protest created their own initiatives, groups, and forums to help SZFE students, which allowed people to meet over social media and subsequently offline. Therefore, online interaction over social media, both initiated from the community itself, or from the managers of the social media platforms, proved to be an important part of citizen participation in real life. Even though the effect of social media action on offline democratic participation was deemed successful, it did not change the government's measures, which pushes for additional research on what makes a protest and online action influence politics on a large scale.

Communication and Democracy

PP 571 **Role of Digital Media and Strong Ties Networks in Protest Mobilization in Networked Authoritarian Contexts (Based on Study of Winter Protests in Russia in 2021)**

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Studies proved that digital media allow for wide broadcasting of alternative information and protest coordination. Responding to the digital threat, political elites have elaborated legal and technical measures of internet control in order to manage critical publics. Conceptualizing this extension of authoritarian control to the online sphere MacKinnon (2011) coined the term 'networked authoritarianism'. Unlike classical authoritarianism, on such regimes citizens have more freedom to express grievances, but power-holders control critical publics using technical and legal instruments. The role of digital media in protest mobilization, and the measures of state political control over the internet have been under intense academic scrutiny. Meanwhile, we know little about how protest mobilization occurs in a situation when online dissemination of critical content is limited by the state.

Russia where the tightening control over the internet coexists with reoccurring discontent activities provides rich empirical evidence to clarify this issue. Despite the state attempts to remove the critical content from digital media, the video about Putin's palace, made by the Anti-Corruption Foundation has gone viral in December 2020. Following up this video, in January 2021 the Foundation asked citizens to come to the street to protest against corruption and the arrest of Navalny, an oppositional politician. Over 50,000 participated in the protest across the country and about 4,000 were detained. Drawing on a series of semi-structured interviews with the protests, I analyse how the protest mobilization takes place. The fieldwork is currently in progress and put forward the preliminary results of the study.

I argue that to understand protest mobilization in network authoritarian context it is important to account for how strong ties networks (STN) may structure digital media use and content perception.

Firstly, STN may counterbalance the impact of internet control on critical content dissemination and, consequently, facilitate protest mobilization. The control aims at minimizing citizens' exposure to the critical content by shutting down independent media outlets, and by prioritising the pro-regime content adding scripts to algorithms (Dovbysh, Somfalvy, 2021). Discussions of news with colleagues, friends and family members on a par with media become a source of information about politics. During such discussions critical content gains more visibility and credibility.

Secondly, scholars report that protests in the digital era tend to be concurrent with the spikes of critical content in social media (Enikolopov et al., 2020), but exposure to critical content is not a sufficient condition for deciding to break to the street given the high cost of participation. Discussions on political topics within STN in some cases guide the perception of critical content and support the positive perception of the protest agenda. Moreover, participation in a protest with friends and family contributes to the perception of risks as less significant.

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PP 572 **What might we learn from actor-network theory for studying digital activism?**

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Expanding on Beisel's (2020) discussion on the lessons actor-network theory (ANT) can offer when approaching healthcare issues, this presentation showcases the results of an ANT-inspired examination of a digitally enabled social movement. We position this contribution against a growing methodological tendency of approaching activism exclusively or primarily through its digital traces. We ground this critique and the ensuing recommendations in a study of the recent anti-corruption movement in Romania (2017–2019) – offered here as a case of citizen activism reliant upon digital technologies for mobilization, organization, and amplification of the cause. Data for this discussion comes from a set of 28 in-depth interviews with nationwide citizen-mobilizers (undertaken during fieldwork in Romanian in May 2018) discussing the interviewees' involvement in the movement, as well as their

assessment of the movement's lifecycle and of the role played by digital technologies in it. Taking these interviews as proxies for the networks within which the interviewees were embedded, we trace the connections between the various human and non-human actors brought up by each participant. This leads to the development of several clusters of actor-networks through which the movement comes to life. We discuss the interplay between human actors such as individual activists, citizen collectives, public figures, or politicians and non-human actors such as collective memory events, repertoires of action, and technology. This allows us to present the movement as a heterogeneous entanglement of human/ non-human relations and to foreground fluidity and complexity as central features of movements – and our presentation intends to engage with the ensuing methodological implications of this approach. In so doing, we echo Latour's warning "not to slice the delicate network" but rather recover the importance of approaching the digital as embedded within and reflective of incipient and existing relations among various actors (quoted in Beisel, 2020, p. 253).

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CAD12 - Grassroots mobilization for collective action

PP 573   Digital activism – online-petitions as tools of political agency and individual media practice

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In many European democracies, petitions are the most used tool for political participation right after voting (ESS 2018). Digitalization has made it easier to sign petitions as well as to start them. Petitions represent an interesting dichotomy, as they exist in different participation spaces: in invited spaces on official platforms created by parliaments or governments, and in invented spaces on open platforms created by civil society organizations. Therefore, petitions are a formal way for citizens to insert topics into the political process, but they are also an instrument of activism used to protest and mobilize. The dynamic of petitions makes them to a potential source of instability and turbulence in politics (Margetts et al. 2016: 106). The proliferation of petitioning also led to widespread criticism, dismissing petitions as slacktivism, a form of low-quality activism that just consists of a few clicks without real engagement. This assessment is influenced by the focus on the act of signing a petition, while the act of starting petitions is rarely considered. Thus, little is known about the thousands of people who initiate petitions every year.

The proposed paper focuses on petitioners and their experiences, motivations, aims and activities. It is based on a study conducted in Germany funded by the Friedrich-Ebert-Stiftung. The paper will present data from a survey of petitioners from three different platforms (change.org, openPetition.de and the official petition platform of the German parliament). Additional insights come from in-depth interviews of selected petitioners. This research aims to have an impact on the future figuration of petitioning as the findings deliver valuable insights and debunk stereotypes about petitioning. In addition, it gives voice to the seldom-heard petition starters and thus can serve as an example for 'impact from below'.

Petitioners are often seen as lone warriors. While this is partly true, many of them act in connection with others in many different forms of collective and connective action. Contrary to the idea of slacktivism, many petitioners put a lot of effort into their petitions to achieve impact on different levels. In both participation spaces petitions are used to bring topics to the agenda and to influence political decisions. Petitioners use online and offline activities to gain support for their cause as well as to initiate a public discourse and achieve mass media recognition. The petition platforms offer different communicative means for this but depending on the topic a wide variety of online tools are used. Petitioners also actively seek a dialog with the political decision-makers.

Overall, petitions can be seen as an expression of a complex, communicative, personalized practice of activism as well as media practice by citizens. Petitioning is rooted in an active understanding of citizenship and the role of citizens in democracy and can be seen as a way to achieve political agency on an individual level and a new way of starting collective actions.

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Communication and Democracy

PP 582   **Targeted as counterpart? Analyzing actor constellations in alternative news media Facebook Posts**

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During the COVID-19 pandemic, alternative media played a unique role in reporting current events and partic-ipating in public discussions concerning the social, economic, and political impacts of the crisis. However, they provided a home for actors spreading misleading information about the virus and mobilizing against containment measures. Alternative media perceive themselves not only as a corrective but position themselves overly critical of the mainstream news media and the political establishment. The criticism extends to anti-systemic messages either against the system as a whole or prominent representatives, which can provide an ideal breeding ground for the spread of disinformation and conspiracy theories. In the public debate, internal actors in the alternative media scene step into the spotlight to defend this oppositional stance vehemently. Their counterparts are often omnipresent individuals in the mainstream news media, such as politicians, leading medical experts and virologists. Previous research on personalization shows that external actor diversity in alternative media varies according to political orientation (Buyens & Van Aelst, 2021). However, little is known about the thematic contexts in which internal and external actor constellations appear within alternative media and whether certain key figures are used as antagonists to nourish the narrative of an enemy image.

To examine the patterns of central actor constellations that occur in highly engaging posts and whether topics are associated with certain key individuals, we analyzed German alternative news media sites on Facebook via automated content analysis. Provided by CrowdTangle we crawled the public content of the selected Facebook pages from a three-year period from October 2018 to September 2021. We combined a co-occurrence analysis of annotated named entities with a subsequent sentiment analysis.

Results show that internal and external actors act as referents in different subject constellations. While actors who are part of the alternative media system are integrated as representatives, especially political actors and people who are present in the mainstream news media are targets of negatively labeled posts. In addition to the stylization of individual actors as provocative key figures across various topics, there is also an increasing generalization into undifferentiated simplified categories that confront each other. By analyzing the constellation of actors in alterna-tive news media, our study offers insight into the strategy of instrumentalizing individuals who act as counterparts in a coherent story to support the alternative system and attack opposing points of view simultaneously.

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PP 583   **"Not without us!" An exploration of knowledge resistance and grip to interpretative power of epistemic authority within the corona protest movement**

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In this paper I approach the phenomenon of knowledge resistance in the corona protest movement from a social epistemologist perspective (Godler et al., 2020), that is I understand the phenomenon as an issue of group belief and knowledge. I take as my starting point the question of what it means for a group to develop common beliefs and socially share epistemic responsibility, drawing primarily on the works of Lackey (2021), Fricker (2007, 2011, 2016), and Medina (2013). I then develop an approach of critical discourse analysis (Jäger, 2015) that is grounded on the normative framework of José Medina's (2013) Epistemology of Resistance, a conception of democracy based on resistance instead of consensus, influenced by Miranda Fricker and Iris Marion Young. Designed to grasp the gendered and racialized oppression of knowing subjects, Medinas concepts function as two sides of a coin and also explain the immunization against knowledge by those who claim and hold interpretative power. In my anal-ysis, I accordingly employ epistemic virtues (humility, curiosity, open-mindedness) and epistemic vices (arrogance, laziness, closed-mindedness) as central heuristics.

I focus on a protest newspaper ("Demokratischer Widerstand") of the corona protest movement in Germany here. While much of the radicalizing potential of the movement has been attributed to Telegram chats in the public de-bate, the selection of material is grounded on my I aim to add to a growing body of research on the phenomenon without contributing to a "[…] quasi-religious reliance on quantitative big data analysis" (Treré, 2020, p. 5) in the study

of social movements. The outlet curates the movement's prominent lead voices and arguments and is therefore a valid and practical object of investigation to answer my following research questions:

RQ1: What are the dominant counter-narratives of the Covid-19 crisis in the corona-protestor knowledge community?

RQ2: How is epistemic authority constructed within the movement?

RQ3: How are the movement's beliefs justified?

Results show that the corona crisis is mainly perceived as a phenomenon of global collapse brought about by a capitalist elite. Epistemic authorities of the dominant knowledge order are considered collaborative-facilitators of the staged crisis. Epistemic authority within the movement is based two pillars: Lead figures present themselves on a par with hegemonic epistemic authorities, that is they appeal to their audience with similar hierarchical indicator properties of expert knowledge (e.g. academic degrees). At the same time, they exaggerate the epistemic status of the group by devaluing hegemonic viewpoints of science and media as irrational and sick. Thereby they are functioning as "laziness-masters" (Medina, 2013, p. 146) that reinforce epistemic laziness and arrogance in the movement – rendering any engagement or acknowledgement of the dominant scientific consensus on the pandemic a derogatory practice and promoting active ignorance. Beliefs are justified in part with reference to excerpted statistical or anecdotal evidence. Mostly, however, group belief is justified in a closed circle, based on the premise that the virus is not dangerous. This premise protects epistemic leaders within the group scrutiny of open-minded justification procedures, leaving the intuitive in-group self as the last instance of knowing.

CAD13 - Disinformation, conspiracy, and knowledge resistance

PP 584   The digital dark and deep play of the QAnon conspiracy theory

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Since 2017 a global conspiracy theory has spread from the imageboard 4Chan to other social media platforms and broadcast media. The transmedia conspiracy theory is centred on the belief that several named (especially US) celebrities and politicians are part of a secret cabal that traffics, tortures, and sexually abuse children in order to harvest their adrenochrome but it has grown to include a wide range of other conspiracy theories that has floated around in online communities for years. Several elected US politicians now ascribe to the conspiracy theory and QAnon believers were a main ingredient in the insurrection at the US Capitol on January 6, 2021. As such, the presence of this conspiracy theory in contemporary digital media culture continues to have consequences for democratic processes in both small and not-so-small ways.

This paper argues that in order to understand the development of the widespread conspiracy theory it is key to shed light on the play aspects of participatory culture. Taking its departure from fan studies (Click 2019, Gray et al. 2017), participatory culture (Quandt 2018, Massanari 2015) and play theory (Skovbjerg 2016, Petersen 2022), this paper considers and develops two central concepts, *dark play* (Schechner 2013) and *deep play* (Geertz 2005) in the context of digital conspiracy theory communities. In dark play, a concept from performance studies, participants are playing without letting their surroundings know they are playing. On digital platforms, practices such as LARPing (live action role playing), trolling and bots may constitute dark play. In the context of QAnon, the conspiracy theory grew out of LARP-practices on the image board 4Chan, but its transmedia spread meant that this initial practice was lost to non 4Chan users. In deep play, a concept originated from anthropology, players are in over their heads with more to lose than they stand to gain. It seems relevant to consider followers of the QAnon conspiracy theory through this lens. For example, in an interview clip on YouTube from *The Late Show With Stephen Colbert* with Tom Hanks, who is considered a part of the cabal, Q-Anon fans have flooded the comment section with their thoughts on Hanks' involvement in the conspiracy. For example, one commenter says: "We are awake, we know what you are saying. But guess what? No more children for you to eat Mr Nice Guy!!!".

This paper analyses the comment sections on selected posts on YouTube, Facebook, and Reddit in order to bring light to the transmedia practices that fans of Q-Anon engage in and discuss how Q-Anon fans are practicing deep and dark play by risking social ties and sometimes even legal ramifications in order to maintain their fan-like attachment to the conspiracy theory.

Keywords: Q-Anon, conspiracy fandom, deep play, dark play, transmedia fandom, participatory culture

Communication and Democracy

PP 585 **Whistleblower Memoires: Deconstructing the Rhetorical Signature of High-Profile Disinformation Producers' Insider Stories**

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There is a bright spot illuminating the dark side of today's disinformation industries. It is lit by whistleblowers assuming to draw away the curtain that veils the shadowy business of state-sponsored propaganda and "dark PR" channeled through an interlocking platform infrastructure. Thanks to them, the disinformation and microtargeting machinations that are part and parcel of the political economy of platforms seem to be less secret anymore (Bastos & Farkas, 2019; Briant, 2018; Cabañes, 2020). Yet while the dubious promotional schemes are becoming the focus of investigation, not much critical thought has been given to whistleblowing as a peculiar sort of civic resilience. In a somewhat ironical twist, the clandestine doings increasingly become the subject of debate, but the highly propagated whistleblowing ventures remain understudied.

Whistleblowers have been instrumental in laying open the massive investments into spreading lies and administering tailored false information. Their look behind the scenes usually takes the form of popular books marketed as offering explosive and extraordinary insider stories. By interrogating these recollections, our talk is interested in the discursive strategies that help crafting whistleblowers' experiences and revelatory stance into narratives. Arguably, it is through these highly publicized memories that whistleblowing was propelled from little observed workplace exposures to the grand stage (Di Salvo, 2020; Eide & Kunelius, 2018; Qin, 2015; Wahl-Jorgensen & Hunt, 2012).

We examine the rhetorical signature of the high-profile accounts. In detail, this involves the following four questions: How do whistleblowers provide for the credibility and authority of their statements? Where do they place themselves in the context of their story in terms of agency and accountability? How do they describe and justify their conversion? And what kinds of postulations do they infer from their reports?

The talk contributes to better understand the identities and moral justifications of disinformation producers (Ong & Cabañes, 2019). Conceptually, our study is inspired by work on whistleblower celebrities (Di Salvo & Negro, 2016), participatory citizenship (Salojärvi & Jensen, 2021), and the ethics of truth-telling (Folkers, 2016; Foucault, 2007, 2011)). Methodically, we refer to critical discourse analysis in order to deconstruct the rhetorical signature of positionings, rationalities, and argumentation patterns along which the story unfolds. We analyze and compare three autobiographies: Edward Snowden's *Permanent Record* (2019), Christopher Wylie's *Mindf*ck* (2019), and Brittany Kaiser's *Targeted* (2019).

Our analysis shows how whistleblower accounts oscillate between reckoning and self-report. All three offer a look that is intimate and distant alike. They at once promise to get close, even behind, what has escaped public scrutiny and in return try to dissociate themselves from their former trade. This balancing act takes the chronology of well-intentioned aberration, moments of epiphany, and unresolved mission. It weaves together biography, dispatch, and critique of the abdicated activities and of the protagonists involved in it. In their self-serving stories, the renegades disenthralled with the trade they once had helped to build style themselves as honest moral arbiters in service of the civil interest and disillusioned brokers of exclusive knowledge.

PP 586 **Normalizing or Marginalizing: The Alternative Health Narratives of Antivax Influencers during Covid-19**

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Virology and virality went in tandem during the covid-19 crisis (Depoux et al. 2020). The virus spread rapidly and so did information and misinformation. Authorities strived to instruct the public on best behavior (Hyland et al. 2021), and alternative voices such as celebrities and influencers also became part of this communicative battle on how to cope with the pandemic on individual and societal levels. While politicians and health authorities made strategic partnerships with some influencers to gain support for their messages (Abidin et al. 2021), other influencers took an anti-government, anti-vaccination stand (Germani & Biller-Andorno, 2021). Such influencers mobilized their social media visibility and following, cited scientific studies and applied the same concepts of 'misinformation', 'propaganda' and 'fake news' that opponents used against them. Several were censored by social media platforms seeking to curb misinformation, prompting dispute about free speech and personal autonomy (Baker, 2022).

Theoretically, this paper develops a framework for understanding the interplay between misinformation, anti-establishment mobilization, and influencer logics during times of crisis. The paper is based on a comparative case study of two Danish influencers, situated in a high trust political and media environment (Nielsen & Lindvall, 2021; Newman et al., 2020), who have consistently criticized covid-19 policies on social media: Saszeline Emanuelle Dreyer, a former pop singer, model and TV show host, who based her protests on her personal health and lifestyle choices; and Vibeke Manniche, a trained doctor, who used her medical authority to question official health strategies. We adopt a mix-methods approach to study the public performances and narratives across media *by* and *about* these influencers, i.e., their presence on social media and their coverage in professional news media from December 1, 2019 (pre-covid) to December 1, 2021. We pay particular attention to the alternative health narratives promoted by these influencers, and how these narratives were rearticulated in the news media, including the changing labels attached to them (e.g., doctor/pop singer, anti-vax/silver paper hat), and discuss how these changing labels marginalized or normalized their stance.

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CAD14 - Elites, parties, citizens: differences in political communication approaches

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PP 669 Sustainable democracy in digital society. Young Danes, information, and democratic self-efficacy

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As far as I know things do not work in countries without democracy. Someone always fucks up things. So, I am simply for democracy. (Woman, 24).

The argument in this paper triangulates three points: young citizens must be seen as bearers of future sustainable democracy (Mascheroni & Murri 2017; Cammaerts et al., 2014); informed citizenship continues to establish a vital element in the foundation of sustainable democracy (Bennett 2008); sustainable democracy depends on the collective ability to allow new forms of information and informed citizenship, and to support young generation to develop democratic self-efficacy (Cortesei et al, 2020). To support the argument this paper analyses the discrepancy between young Danes' own perception of their informed-citizen level, and their reflections on democracy.

The paper draws on 16 interviews with 15–24-year-old Danes and a questionnaire with 256 respondents. Both were conducted during spring 2021 in relation to the project *Youth, Trust, Information, and Democracy*. The study focused on questions about perceptions of information and democratic literacy, including consequences of the Covid-19 lockdown. These findings are supported by results from three representative surveys conducted among Danes from 15 years (*Democracy & Citizenship in Digital Society* (DECIDIS), 2015, 2016, 2017).

The term *Sustainable Democracy* is used to describe development of new democracies by learning from established democracies or an actual connection between sustainability goals and democratic ambition. In the context of this paper, however, the term is used to frame the challenge of sustaining democracy while also innovating the idea, foundations, and practices of democracy in alignment with societal development and the experiences and life-practices of young people.

Our informants believe in democracy and claim Denmark to be the best possible democracy, but almost all feel underinformed, without influence – and they are apologetic about it. At the first encounter most of our informants claim that they know little about politics dend democracy and that they 'only' get their news and information, casually, by algorithmic default, through social media (Schofield Clark & Marci, 2017; Stald, 2020).

It is as if they know what you are interested in because they can see what you like and then it pops up on my screen. So, if I am not interested, I am not informed. (Woman, 24).

When we deep into the data, however, even the least confident informants demonstrate knowledge and opinions about a relatively large pool of international, national, and local topics and issues. The pivotal point is the prominent perception of politics and democracy as something that takes place elsewhere, with/among someone who know more, who have more authority. But, in many cases the informants talk themselves into a realization that politics and democracy is also relatable for them, in their everyday life. This is a vital element in sustaining the foundations of democracy.

To be self-assured, daring to stand up for yourself and, well, do something about what you stand for. If you want to change something you must do something instead of watching from the sideline. (Woman, 24).

CAD14 - Elites, parties, citizens: differences in political communication approaches

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PP 670   **'Safe' space? Grounding political talk in WhatsApp groups**

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Informal political talk that emerges from the mélange of everyday chatter plays an important role in promoting a 'conversation model of democracy' (Wyatt et al., 2000). Yet in practice, social settings and communication channels shape whether and how political talk emerges within them. While social network sites are becoming less conducive to political talk due to collapsed contexts and undefined boundaries (Thorson, 2014), recent years have seen an ongoing migration to instant messaging platforms like WhatsApp where conversations are non-public and end-to-end encrypted. They provide a better venue for intimate and controlled conversations within small groups, and are hence believed to be 'safe spaces' for political talk (Valeriani & Vaccari, 2018). However, there is little research on how people talk and/or avoid politics in these digital spaces. Without accounts of the lived experiences of users, we know little about whether and how these spaces are perceived to be safe for political conversations and how 'safety' is understood and experienced there. To fill the gap, this study examines how sociality within small, non-political WhatsApp groups shapes the extent and form of political talk among young adults, a demographic most active on the platform but less engaged in institutional politics than its older counterpart.

We conducted in-depth interviews in 2021 with eighteen young adults from nine countries living in the Netherlands. Thematic analysis produced three main recurring themes. (1) Rules of mutual regard and respect dictated the way many users navigated politics; seeing politics as something personal, they consciously practiced self- and other-regulation to communicate care. (2) Seeing politics as a 'dangerous terrain', some felt that mutual trust and understanding enacted in the groups could provide some faith and certainty when political disagreement arose, although they did not consider these conversations meaningful. (3) Others saw politics as too emotionally charged and believed that WhatsApp groups were only 'safe' because of the ongoing phatic exchanges. Thus they avoided political talk or recontextualized it into something light and funny. Overall, we see that young people actively produce what they understand as a 'safe space' around politics, rather than passively experiencing it as prescribed by WhatsApp's control affordances. Whether WhatsApp groups constitute a safe space for political talk depends on the kind of social relations, rules, norms, and routines that govern social exchanges, and how people perceive politics in general. Future research should therefore draw on users' lived experiences and critically engage in the theorization of the 'safe space' metaphor.

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Communication and Democracy

PP 671 Political humor in the context of the Covid-19 pandemic: How citizens' humorous response to the coronavirus reflects a country's political trust level

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Besides provoking laughter, political humor can produce potent forms of criticism, make politics more accessible, and generalize cynicism in formal politics (Holm, 2017; Meyer, 2000; O'Connor, 2017). In the context of deepening polarization linked to the political handling of the COVID-19 pandemic, the contribution of humor to wider distrust in democratic politics requires further attention—and it the topic of the current investigation.

Using a large data-set of jokes circulated via digital media and collected by researchers around the world during the first wave of the Corona pandemic (March-July 2020), we examine the ways in which politicians, state institutions, and policy measures become appropriated in constructing COVID-19 jokes and memes. In particular, we ask: **How is the realm of formal politics articulated via pandemic humor? And how does this relate to the level of political trust in a country?**

To answer this question, we perform a qualitative multimodal analysis of data collected from six European countries ranking low/high on trust in politics according to OECD (2021) data: Romania, France, Belgium, Italy, Estonia, and Netherlands.

Preliminary analysis of this set (N = 300) suggests two recurrent themes regardless of the level of political trust across the six countries: (1) incompetence appears as a hallmark of the political class, while (2) the COVID-19 restrictions are depicted as disproportionate to the impact of the health crisis and inapplicable in the context of everyday lives. This often leads to a Kafkaesque representation of the implementation of the health management policy.

Since our cross-national analysis is currently ongoing, our actual presentation will explicitly engage with the differences across the six countries, which often can be linked to the prominence of local issues, such as corruption in Romania or postcolonialism in Belgium. Our presentation will conclude by exploring the implications of these findings for the relation between humor and trust in politics.

PP 672 Political scandals on Twitter: public debate and party's strategies in election times

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Political corruption scandals are perceived as a relevant problem of democracy (Sikorski, 2018; International Transparency, 2022:4) but empirical evidence shows that the attention paid to corruption scandals by public opinion and the media online and offline does not always determine election results. Although, according to the polls, public opinion expresses its concern about corruption scandals, a considerable part of voters tend to forget, if not forgive, the dishonest behavior of politicians when they cast their vote at the polls (Curtice, 2016; Curtice 2017; Enten, 2017; Jorge y Miró, 2021). In addition, some parties tend to decide not to pay attention to the issue when they elect their candidates.

Media coverage of corruption and its public perception have been investigated insistently, but so far the research about the relevance of this issue in the public debate on social media before, during, and after electoral campaigns is still limited. There are also only a few studies analyzing the different strategies used by political parties to defend themselves from corruption accusations and also to defend their candidates in elections. In this paper, we study the attention paid on Twitter to three national corruption cases affecting each one to three different political parties in Spain: Gurtel (People's Party, PP), ERE (Spanish Socialist Workers' Party, PSOE), and Neurona (United We Can, UP) during the key period of precampaign when candidacies are prepared. The use of frames, interactions between the different publics involved (public leaders, citizens, etc.), and parties' strategies to respond to accusations are

analyzed. A content analysis of 8762 tweets was carried out during the election campaign of the region of Castille and Leon (between January 8th and 16th, 2022) corresponding to the dates of presentation of different candidates by the parties and their official election. Around 20 percent of the tweets concerned the ERE case -affecting PSOE-; 72 percent were about Gurtel (PP), and 8 percent were related to the Neurona scandal, affecting Unidas Podemos. Results show different attention to these cases. Generally, an offensive attitude is more common than a defensive one on social media. Opponent parties and their partisans are the ones who insist on corruption (especially Vox), meanwhile, the affected parties defend themselves unequally.

CAD15 - The political impact of civil society and local media

PP 678   Linking and localizing in multi-level advocacy

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Many advocacy programmes involving international NGOs and Southern partners seek meaningful linkages between advocacy at international and national/subnational levels. However, building these linkages can be difficult or involve a lot of conflict, and programmes may run as parallel trajectories with little connection, or the connections may be relevant for one side rather than both (Jordan and Van Tuijl 2000, Arensman et al. 2017). A related challenge is that of localization, shifting leadership from transnational INGOs commonly in the lead, to Southern partners, commonly called for presently by civil society organizations (CSOs) within the contexts of development, humanitarian action and conflict. When CSOS and partnership engage both these challenges simultaneously, fundamental questions about the roles of advocates working at the different levels emerge. These are questions about 'who can do what' but also about developing objectives, coordinated strategy, and the ways to relate to each other that should lie at the basis of this. These questions of linking are important considering the aims of facilitating voice for lesser-heard populations and interest in development, humanitarian action and conflict. Drawing on 29 interviews with staff from CSOs working together in an INGO-led partnership conducting advocacy at international level and in fragile contexts, with the aim to connect the two, the study offers an integrated set of answers that address both challenges. Findings show how integration of international and national level work can be a way forward. A second starting point is a country-up approach: it is from engagement at national level and upwards that linking and localizing can go together. Based on interviewees' experiences and understandings of what works in an approach that combines linking and localizing, 10 starting points for such an integrated, country-up approach are identified. Interestingly, while setting a basis for Southern leadership in transnational advocacy collaborations, the findings indicate an ongoing important role for Northern-based advocates, but on a different premise and with a diversified set of responsibilities.

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CAD15 - The political impact of civil society and local media

PP 679   Peace builds at the speed of trust? The impact of NGO schools-based peacebuilding programmes on inter-community communication and trust in post-conflict democracies

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This paper explores the impact of Non-Governmental Organisation (NGO) schools-based peacebuilding programmes in conflict affected societies, with particular attention to indicators of trust and their underpinning communication strategies. Although we know that trust building is a key part of peace and reconciliation in conflicted and divided societies (Wong, 2016) and that communication facilitates this process (Rice et al., 2021), there is still more nuanced study required into how trust can be recognised, communicated, and thus capitalised upon to stabilise and strengthen troubled democracies. It is often within NGO 'safe spaces' that divided communities first engage in communication and build trust (Rice and Taylor, 2020). NGOs play a key bridging role through a range of activities

and programmes, many of which use education and schools as a vehicle (Stanton and Kelly, 2015). Yet, this role is often under-appreciated, in part due to a lack of rigorous impact and evaluation data that often stems from small NGOs' resource constraints (Hall, 2014). This paper addresses this research gap through: 1) A review and analysis of inter-disciplinary academic and grey literature on inter-school peacebuilding programmes; 2) a case study of the work of one such NGO programme in post-conflict Northern Ireland.

Trust is foundational to civil society in its role as a lubricant for interpersonal cooperation (Misztal, 2001). Trust comprises the willingness to be vulnerable to another actor, based on positive expectations of their behaviour or intentions (Mayer et al., 1995). It is characterised by feelings such as security, positivity and hope (Lewicki et al.1998) and it facilitates relationship building and collaboration (Fulmer and Gelfand, 2012). Viewed within this background, our multi-disciplinary literature review derives indicators of trust from the academic and practice domains which inform our case study analysis. Our case study derives from an academic-practitioner partnership with 'Community Relations in Schools' (CRIS), with a specific focus on CRIS's model of practice, Good Relations and Collaborative Education (GRACE). It focuses on GRACE stages 1–3 where reconciliation operates at intra-school, inter-school, and by embedding at family/community levels. Informed by the preceding literature review, we incorporate one-to-one interviews and a survey of CRIS stakeholders, to produce trust indicators for a practical monitoring and evaluation toolkit.

Theoretically, our analysis is grounded in the theory of 'networked learning communities' (Katz and Earl, 2010) and the idea of schools as a place to bridge divides in societies through providing young people with the social contact necessary for familiarity, trust and meaningful relationships to develop (Allport, 1954; Duffy and Gallagher, 2017). We build on the premise that communication is a form of action that can be applied by trained facilitators to sites of tension or conflict in which trustbuilding is a central goal (Pearce, 1976; Pearce & Pearce, 2000). The academic contribution considers the learnings for theory development in the area of trust, communication and reconciliation. The paper also reflects on the multi-level impact of NGO-academic partnerships as they engage with schools, other NGOs and academics, funders and policymakers, here highlighting the ripple effect of trust across local networks.

CAD15 - The political impact of civil society and local media

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PP 680   **Local media activism in non-democratic context: how local journalists in Serbia impact local governments to tackle environmental and social issues**

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This paper examines how local media outlets in Serbia work with citizens to raise issues that are rarely addressed in national mainstream media and impact local governments to tackle important social and environmental problems. This study tries to contribute to better understanding of media activism at the local level, with special interest in local journalism practices that interrogate the mainstream understanding of politics in a specific socio-political context. In contemporary scholarship, local journalism has been researched from many different angles and mostly in established democracies of the West, however the aspect of local media influence on local governments to create better environment for citizens has been neglected. Therefore, this paper looks into the established mechanisms of local media activism in a country with heavy democratic erosion, the rise of authoritarianism and rapid decline of press freedom, investigating how local journalists work with citizens to initiate stories that matter and influence local governments to create and implement policies aimed at tackling environmental and social problems in local communities. For that purpose, twenty in-depth semi-structured interviews with journalists, news editors and directors of relevant radio and TV stations, as well as print and online media in eleven Serbia's cities have been conducted. The results show that the impact of local journalism has been mostly reflected in resolving issues regarding various infrastructure, urban, environmental and other problems, contributing to better life quality of local communities. However, more serious impact that would drive local governments to create new or change existing local policies and have a long-term community impact has been limited by severe obstacles local journalists face every day, including widespread political and economic pressures, deeply established media instrumentalization, lack of human and financial resources, citizens' fear of working with media critical of government and absolute lack of solidarity from colleagues in national media outlets.

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PP 681   **Palestinian Resistance on TikTok: the rise of playful activism?**

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Palestinians, like many other diasporic and/or oppressed communities, have articulated their personal experiences and their subjectivities through digitalized channels.

According to existing literature, social media, on the one hand, have functioned as transnational springboards through which Palestinian have performed and constructed their diasporic identity, on the other, they are loci for (both internal and external) political activism.

In particular, Palestinian activists have used social networks as tools for resistance, to make their voices heard by the global public opinion.

Acknowledging that each social medium is a unique socio-technological environment, displaying particular affordances that shape its dynamics of communicative practices and social interactions, this paper focuses on TikTok, the most popular social network among Gen Zers, disclosing how the affordances of this platform shape and engender a new form of activism, that we will define "playful activism".

Focusing on the most recent escalation of violence between Palestinians and Israelis occurred in May 2021 –and renamed by the media "TikTok intifada" for the massive use of this platform- the study presents a multimodal content analysis of 500 widely viewed and shared TikToks circulated under the #gazaunderattack displaying how young Palestinians use this network to construct their narratives through playful performances, igniting affective streams of memetic content like lip sync, duets, and POV challenges that liberate and foster users' form of "playful activism." Driven by the platforms' culture of imitation and competition, playful activism enables the participation of ordinary users in emerging social-political events through memetic templates of content creation, encouraging users' soft performances that make democratic participation more relatable, tangible, and accessible to the Gen Z audience.

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PP 723   **Towards the Truth, Away from the Truth: operationalizing propaganda for the 21st century**

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The concept and reality of propaganda continue to be of great significance around the world and particularly in modern 'liberal' democratic life where controlling and tailoring information is preferable to direct force or violence. While the term propaganda was less actively engaged with in past decades on academic and public fora, it is debated in the public square once again. This resurgence coincides with a societal wave of skepticism that reveals itself in various ways, from increasingly polarized political competitions to the trustworthiness of vaccination campaigns regarding the Covid-19 pandemic. It has become commonplace to question the validity and accuracy of claims made by the news media, politicians, governments and even the epistemology of modern science, exacerbated by the explosion of social media and a growing institutional crisis of confidence.

This has led to the 'return' of the term propaganda, often appearing together with or under the umbrella of other terms such as 'fake news', 'post-truth' 'dis/mis/malinformation' and 'conspiracy theory' (Wardle, 2018) and in relationship to AI, algorithmic and computational targeting (Zuboff, 2019; Cohen, 2020). While several of these terms have recently been subject to academic examination, scholars have not paid as close attention to the concept of propaganda as a technical term. However, we require an updated analytical-theoretical framework to help capture the current situation and to allow for improved conceptual and terminological precision, something I seek

to contribute to, building from its formative academic roots (Lasswell, 1927; Bernays, 1928; Lippmann, 1929; Ellul, 1965).

I aim to situate propaganda as a tangible expression of ideology. A mode of communication to enforce ideological goals and to exercise power. I follow the definition of propaganda as a 'a sustained campaign of communication to enforce ideological goals, manage opinion and codify loyalties of target groups, whether specific social sets or broad populations' (Hyzen, 2021, p. 3482). In this contribution I seek to examine and elaborate on several key points: that while propaganda implies intent, it is not necessarily manipulated information, which is implicit in mis/dis/malinformation, but can include the process of 'manipulating' information consumption and media transmission. Propaganda can be a message containing facts/accurate information or it can be mis/dis/malinformation. In other words, propaganda can be 'true' information placed in a distorted context. I argue propaganda brings the target towards the facts/events or away from the facts/events, ultimately to serve broader ideological goals, it is a crucial, though not singular, part of analyzing and conceptualizing propaganda. Further theoretical questions arise: Can accurate information point away from the facts and events, i.e., the truth, and can mis/mal/disinformation point towards the truth? Finally, I argue that propaganda and its meaning can differ according to the intended and the unintended audience or within one ideological paradigm or another. To this end, I propose to develop a model that distinguishes the main building blocks and situates propaganda vis-à-vis mis/dis/misinformation, thus providing a framework for empirical analysis, that supports operational methodologies and that emphasizes clarity. While the paper is theoretical, I will provide empirical examples to illustrate.

CAD16 - Claiming the ‚truth': Ideological struggles and propaganda

PP 724 The effect of political trust on online influencing behavior: A three-wave panel study of Finnish social media users

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Social media platforms are powerful tools for disseminating information to influence people's opinions and behaviors. During the Covid-19 outbreak, previously rather marginal groups of anti-vaxxers and other actors who oppose institutions have attracted more attention and followers worldwide, as well as in Finland. These actors use social media actively to question the expertise of health authorities and the government. However, not much research exists on the trajectories that lead people to influence others on social media. This study aims to identify individuals who use social media to affect others' opinions and analyses factors motivating this behavior. Theoretically, this study is grounded on two main premises: *social influence* and *political trust*, which are analyzed in the context of today's hybrid media landscape, involving multiple political actors and their agendas.

Our starting point is that opinion leadership is a significant form of social influence and opinion leaders have a dominant role as information brokers who are passing messages to their less-informed fellow citizens. Opinion leaders, i.e., political influencers, can shape public opinion by informing their peers about relevant topics and, thus, alter their behavior and preferences (Nisbet & Kotcher, 2009). In the online context, influence is manifested as the ability to trigger feedback, spark conversations, and even impact the way a particular topic is talked about (Huffaker, 2010). In political discussion, opinion leaders can cause a change in other people's opinions and attitudes towards political institutions (Ceron, 2015). One reason for this may be that influencers are skeptical or particularly confident about political institutions: when they oppose or legitimize prevailing political hegemony, they also affect the trust of others (Klein & Robinson, 2020). In this study, we focus specifically on this underlying mechanism behind influential behavior and analyze how political trust affects people's motivations to influence others on social media.

We used longitudinal data (N = 2205) derived from three nationally representative surveys collected 2017–2020 in Finland. We identified individuals' trajectories to influence others on social media, while considering their changing trust towards political institutions. More specifically, we investigated the within-person effect of political trust on motivation to influence others' opinions on social media over time. Our findings showed that weakened political trust increased the likelihood of carrying out influencing behavior. We suggest that experienced low trust and frustration in institutional political actors motivate people to use social media for political action and opinion leadership.

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CAD16 - Claiming the ‚truth': Ideological struggles and propaganda

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PP 725 **Public Health comes first? Divergence and differences between communitarians and libertarians during the Covid-19 pandemic**

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This study analyzes Italian citizens' positions on one of the most controversial issues emerged during the Covid-19 emergency in western countries: the primacy of public health over individual freedoms. To investigate this issue, in 2020, we administered a longitudinal survey immediately after the mass lockdown (May) and at the end of the first period of restrictions' easing (September) to a representative sample of the Italian adults with internet access.

The first aim of the study was to portray citizens' divergent distribution on the two extremes of the scale, "communitarians" and "libertarians", supporting respectively the primacy of public health or citizens' freedoms (RQ1). In the early stage of the pandemic, researchers hypothesized a convergence on communitarian positions (Bordignon et al., 2020) due to phenomena typical of emergency contexts such as "rally-around-the-flag" (Baum & Groeling, 2008). We additionally aimed at understanding whether or not these trends confirmed in the phase 2 of the pandemic, when the oppositions and their like-minded news media raised its criticism against lockdown.

During the early stages of the pandemic, journalists and the government agreed to a truce, while critical voices and problematic content withdrew on social media. In this context, we thus investigated whether perceived high levels of infodemia on different communication arenas (MIMS, legacy and social media) increased or not the likelihood of choosing extremely libertarian or conversely communitarian stances (RQ2).

Then, given that the context of scarce scientific knowledge on the new Coronavirus disease has contributed to the strengthening of the "post-truth" process, we wondered whether the two extreme positions might depend on citizens' knowledge about COVID-19 and the management of the pandemic (RQ3).

Lastly, by grounding on researches that shown the presence of an association between political trust and observance of restrictions rules (Bordignon et al., 2020), we wondered whether extreme communitarians and libertarians positions are driven by opposing attitudes of (dis)trust on the government (RQ4).

Divergence measures provided by seminal studies on polarization and a set of cross-sectional and self-regressive logistic regression models were used for the analysis.

Findings showed that a majority of citizens' persistently converged on communitarian positions, with a significant concentration of responses on the most extreme one. The extreme libertarians are a minority and took stands significantly distant from the scale average. Additionally, compared with extremely communitarians, this minority is characterized by opposite attitudes towards the government, the "official" truths, the news provided by legacy and new media.

These trends represent a significant threat to Italian democracy. In fact, while considering "suspendable" any individual freedom to protect public health is understandable in such an extraordinary emergency time, it may facilitate normalization of democratic rights suspension. Moreover, the divergences between extremely libertarians and communitarians are fertile grounds for violent dissent practices.

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CAD16 - Claiming the ‚truth': Ideological struggles and propaganda

PP 726 Cracking open the European newsfeed: a comparative and longitudinal perspective on sharing practices of problematic news sources on Facebook

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During the last several years, questions about the quality of the information that circulates within contemporary social media platforms have been at the center of the research agenda for media scholars. This considerable effort has produced a significant advancement in what we know about online problematic information and the role played by social media platforms in mitigating, supporting or amplifying the phenomenon (Allcott et al., 2019). Nevertheless, the existing research suffers from important limitations (Benkler, 2019). For one, given the complexity and costs associated with collecting this type of data most of the existing research relies either on conventional-sized sample – that have known limits in estimating habits and behaviors that are rare on average – or on publicly available digital data – that, on the other side, risk overestimating niche-but-visible behaviors. Second, some extremely relevant data are rarely disclosed by digital platforms making research on specific topics extremely challenging. Third, a considerable amount of the existing research on problematic information has adopted a US-centric focus with the obvious risk of framing national issues as global.

In this paper we combine Facebook's URL Shares Dataset (Messing et al., 2020) and NewsGuard ratings to precisely quantify shares and views of trustworthy and untrustworthy news sources in three European countries (Germany, France and Italy). We replicate, within a European context, the methods, developed by Guess et al. (2021). Through the addition of a longitudinal perspective on the period 2018–2020 we address the following research questions:

RQ1: Are there any significant differences in the prevalence of unreliable news-sources circulated on Facebook in these countries over time from 2018 to 2020?

RQ2: Are there any significant differences in the way the different age-cohorts in these countries are exposed to (views) and shared (share) content from unreliable news-sources?

RQ3: Are there significant differences in the prevalence of low-quality links circulated on Facebook during 2018 in the US, Italy, France and Germany?

Our data analysis suggests that: [RQ1] EU countries are characterized by specific levels of circulation of content coming from untrustworthy sources. These differences are stable during the period of analysis with Italy having the largest percentage of problematic content followed by France and Germany. [RQ2] There is a remarkably stable trend across the three countries that shows content from untrustworthy sources circulating more in the older age-groups (55 years old and older). Compared to the 2018 data observed in the US, European countries have a lower level of circulation of problematic information. The paper will extensively present the results and reflect on the consequences of these for our understanding of how problematic information spreads in Europe.

CAD17 - Fighting marginalization: Representation, inclusion, and voice

PP 727 Gendered norms, gendered knowledge? Searching explanations for the gender gap in Wikipedia's biographies

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User-generated online content has become the center of attention for scholars researching the "unedited public sphere," where disinformation spreads easily and epistemic authorities like journalism and science have lost ground. The user-generated online encyclopedia Wikipedia stands out as an example of successful collaborative content creation, showing high potential for deliberation as well as a relatively high quality of content. However, criticism is voiced by gender and media scholars who argue that Wikipedia is not as open and inclusive as it presents itself, especially to women and minorities.

Despite increasing commitment to reduce the gender gap, there are still about five times as many biographies about men than about women in the German-language version, and a majority of users is male. Previous studies have focused on reasons for gender differences in contribution, the exclusionary culture of Wikipedia (Ford & Wajcman, 2017), content related differences in biographies (Wagner et al., 2016) as well as women's lacking representation (Adams et al., 2019). Still, little is known about the reasons why the notability – one of Wikipedia's core principles [1] – of women's biographies seems to be questioned more often than men's.

Drawing on the "digital transformation of the knowledge order" (Neuberger et al., 2019), I aim at a deeper understanding of who holds epistemic authority in discussions about biographies nominated for deletion, and how these acts of networked gatekeeping in their current form might help ensuring good quality content but counteract inclusiveness at the same time. I ask:

How is the (non-)notability of women's and men's biographies collectively negotiated? To whom is epistemic authority ascribed in these discussions? And where do gender differences occur?

First, I manually surveyed Wikipedia's archive of German-language articles nominated for deletion for the whole year of 2020, filtering for those deletion discussions concerned with biographies [2]. In total, 2,591 biographies had been discussed for deletion with 26.3 % about women and 73.7 % about men. Compared to the number of existing biographies – 16.2 % women's and 83.8 % men's in total, or 20.6 % women's and 79.4 % men's created in 2020 – we see that articles about women have a higher risk of becoming nominated for deletion, but they are also marked for "speedy" decisions for *keeping* the article more often.

Considering theory and previous studies, and having examined about 60 deletion discussions in a qualitative pre-study, I identified three sources of epistemic authority: 1) external experts, e.g. journalistic output, that users heavily rely on in discussions; 2) internal rules, e.g. the community's criteria for notability, which are often incomplete and incohesive; and 3) internal hierarchies between users and administrators. Gender biases might enter at every stage, for example through biased expert sources, missing internal criteria for women, or the decision-making power of only a few users. I developed a coding scheme based on those categories, and I am currently undertaking a quantitative content analysis to empirically test for gender differences in discussions and deletion decisions.

[1] https://en.wikipedia.org/wiki/Wikipedia:Notability
[2] https://de.wikipedia.org/wiki/Wikipedia:L%C3%B6schkandidaten/Archiv#Jahr_2020

CAD17 - Fighting marginalization: Representation, inclusion, and voice

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PP 728   **Creating digital citizens or consumers? The clash between digital inclusion policies and people's lived experiences**

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This paper analyzes the clash between digital inclusion policies and people's lived experiences of support for ICT use. Governments are increasingly digitizing societal processes and government services. Driven by neoliberal, instrumentalist ideas, they often place the responsibility for acquiring and maintaining competences to participate in society digitally on the individual. However, a large subset of citizens is unable to do so without help. In the Netherlands, for example, 2.5 to 4 out of 17 million citizens are estimated to lack digital literacy. Policymakers and government agencies are therefore taking various initiatives to help citizens to become digital literate. Based on extensive ethnographic research on one of such support programs in the Netherlands, we argue that these policies are based on restricted and transactional understandings of digital citizenship. While governments aim to benefit the digitalization of efficient digital government services and increase their usage, citizens expect such initiatives to enable them to participate independently in society through digital media beyond an e-government context, having a much broader perspective of what it means to be a digital citizen.

This study explores this conflict between the policymakers' visions of digital citizenship versus the experiences of citizens by focusing on the case study of the Dutch 'Digital Inclusion' program, initiated by The National Library of the Netherlands and eight governmental organizations in 2019. As part of this program, fifteen libraries introduced Digital Government Information Points ("IDOs") to support citizens with digital questions. Taking a user-centric approach, we studied the motivations, experiences, and expectations of citizens and library staff concerning digital inclusion. From October 2020 to December 2020, we conducted weekly ethnographic observations of the IDO walk-in consultation hours at three cities across the Netherlands: a major city, a regional hub, and a small town in a rural area. Additionally, we conducted semi-structured in-depth interviews (N = 32) with library staff and digitally illiterate citizens, and a systematic walk-through of online training courses for IDO employees.

Our results indicate three main discrepancies between policy around and lived experiences of digital citizenship, in terms of approach, framework, and resources. First, the IDOs are designed to help citizens with short-term, practical questions. Their need to improve digital skills beyond these questions is not addressed. Thus, citizens do not acquire the agency needed for participating digitally independently. Second, the IDOs only offer support in the use of digital government services. In practice, however, digital queries are broader and more complex, and thus remain unanswered. Also, other issues that relate to digital illiteracy, like low literacy or language, social and financial problems, are overlooked. Third, the IDOs are based on an indication of the resources available to libraries and the digital expertise of library staff. In reality, these are overestimated. The IDOs are not designed to account for issues around

trust and agency. These results contribute to a better understanding of how citizens experience digital citizenship, and how policymakers can translate these experiences into effective initiatives that benefit digital inclusion for all.

CAD17 - Fighting marginalization: Representation, inclusion, and voice

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PP 729   The Joacine Katar Moreira case study: when the Portuguese media forgot three of four dimensions of novelty

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The election of Joacine Katar Moreira in the parliamentary elections of October 6, 2019, brought to the Portuguese media arena a political figure where four dimensions of novelty converged: 1) the first woman to take a new political party to the Portuguese Parliament; 2) the first black woman heading the list of a political party to be elected; 3) the first Portuguese MP with a stutter; 4) the first MP to be elected for LIVRE, a left-wing pro-Europe party, founded in 2014.

The characteristics of the new MP, a PhD in African Studies, black woman, feminist and anti-racism activist, as well as the first MP with a stutter, forced the Portuguese media to rethink the coverage of this particular political actor. This paper is part of an on-going research project that analyses, from an intersectional approach (Crenshaw, 1989, Hill Collins & Bilge, 2016), how the Portuguese national press represented, framed and narrated Joacine Katar Moreira during the first six months of her parliamentary term. Our focus is on the most important autonomous communication devices of each publication, print and digital, i.e., front pages, covers and homepages. Our corpus includes 84 front pages of newspapers and covers of newsmagazines, and 360 homepages of the ten selected media, both quality and popular press: Correio da Manhã, Diário de Notícias, Expresso, jornal I, Jornal de Notícias, Observador, Público, Sábado, Sol and Visão, from 6 October 2019 to 6 April 2020.

The news-value of novelty is very appealing to the mass media. It was therefore only to be expected that all the novelty dimensions involving the new MP would be explored. However, our first conclusions, based on the content analysis of the 444 units of analysis, point to a silencing of three of the four novelty dimensions identified regarding the new MP. Her stutter overshadowed all the other intersectional elements of Katar Moreira as well as her academic path and her work as activist. On the front pages, covers and homepages, the mass media depicted her in a one-dimensional manner, not even echoing the fact that for the first time a woman had accomplished the feat of taking a new political party into the Portuguese Parliament, since Joacine Katar Moreira ran as the head of the Livre's list of candidates, despite not being the party leader. The discussion on Katar Moreira's stutter and her ability or inability to carry out her parliamentary duties dominated the media agenda after her election, with newspapers, magazines and websites focusing on anecdotal incidents and refraining almost completely from providing a balanced and contextualized coverage, guarantor of a healthy democracy and of informed citizens.

Keywords: Media; Journalism; Intersectionality; Democracy

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PP 730   Prosumption can backfire: Re-examining the nature of digital memorials during the COVID-19 Pandemic

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Web 2.0, also known as the participatory web, facilitates the constitutions of digital memorials with higher levels of participation, interaction, and engagement than physical memorials. Prosumption in Web 2.0 is characterized by the process of both generating and consuming content, and it plays a vital role in shaping practices of cyber-mourning, as well as in producing and maintaining grassroots collective memory. Prosumers (re)write the past in a collective, negotiatory style in a grassroots digital memorial space to challenge the official version of collective memory and make the "truth" visible.

Our study rethinks the impacts of prosumption and argues that the influences of prosumption in digital memorials can be counterproductive. The increasing level of prosumption in digital memorials can destroy the legitimacy of digital memorial spaces, make the collective memory of a death difficult to preserve, and suppress social change from grassroots activism. Macro-sociopolitical changes, platform governance, and media affordances enable prosumption to play counterproductive roles in digital memorials and collective memory.

Our argument is based on a case study of digital memorials under Li Wenliang's Weibo account. Li, a Chinese medical doctor, was an early whistleblower in the COVID-19 pandemic. His sudden death provoked intense public anger and sorrow on Chinese social media, and Li's account became a digital memorial space. By June

2020, Weibo users had posted over one million comments under Li's final Weibo post. To investigate the roles of prosumption in the digital memorial space, this study uses a thematic analysis and a critical discourse analysis to analyze 36,759 comments under Li's final Weibo post.

The study traces the discursive struggle in the digital memorial space to examine complicated influences of prosumption in digital memorials. Social media users not only participated in the digital memorial in response to Li's death, but also produced the following four typologies of discourses via prosumption: (1) a mourning discourse; (2) a digital activism discourse; (3) a therapeutic discourse; and (4) a discourse related to everyday life. The increasing prosumption facilitated the changes of the four themes of discourses. (3) a therapeutic discourse, and (4) a discourse related to everyday life became dominant while (1) a mourning discourse, and (2) a digital activism discourse became marginalized in the discursive structure of the digital memorial space, and the decline indicates that grassroots collective memory about Li became less visible, and the legitimacy of the digital space was challenged. Censorship, changes in Sina Weibo's affordances at the material, conceptual, and imaginary levels, and changes in Li's and the pandemic situation in China are factors that have contributed to the opposite effect of prosumption in digital memorials.

Our research contributes to current scholarship on prosumption, digital memorials, and platform governance in China's cyberspace by illustrating an alternative function of prosumption on social media and providing insights into understanding public online memorial spaces during the pandemic.

CAD17 - Fighting marginalization: Representation, inclusion, and voice

PP 731   **Feminist activism in digital and neoliberal times: the matrix activism of Las Kellys and #OnSónLesDones**

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The present investigation, which is part of a doctoral thesis currently in development, analyses the online and offline activist practises of three Catalan feminist groups. These groups are #OnSónLesDones, an organisation of cyberactivists that monitors how many women appear as opinion contributors in Catalan mass media, Kellys Unión Catalunya and Kellys Barcelona. The last two demand better working conditions for hotel room attendants. With the aim to enrich current research on contemporary forms of hybrid (feminist) activism, the thesis studies the online/offline ecologies each organisation inhabits and the relationships they establish with the other actors and actants present in these physical and digital spheres.

Each case study is examined using the 'matrix activism' theory. As its creator, Michela Ardizzoni, explains, the concept is conceived for the understanding of the hybrid nature of new forms of dissent, which combine online and offline activist practises and disrupt the dichotomy between alternative and mainstream mobilisation in neoliberal times. The theory also considers how each experience is shaped by the cultural context and mediatic framework in which it originates. Following the theoretical framework, the study uses a mixed-methods approach that combines the social network analysis of each group's Twitter interactions with the mapping of the relationships they establish in the physical sphere. This mapping is done using the situational analysis methodology, which is inspired by post-humanist and feminist theories.

The preliminary results of the research show that #OnSónLesDones, Kellys Unión Catalunya and Las Kellys Barcelona have become relevant socio-political agents. Both Kellys Unión Catalunya and Kellys Barcelona have dignified the work of room attendants and have established significant relationships with key stakeholders. #OnSónLesDones not only pressures Catalan mass media to comply with the Catalan law of equality between men and women, but it has also contributed to the adoption, by many social media users, of the habit of counting how many women appear in events organised by public and academic institutions.

As far as activist practises are concerned, #OnSónLesDones' activism rests, first, on online crowdsourcing: every cyberactivist monitors one specific media during a specific period. Second, the group uses a hybrid approach to interpell Catalan media. On the one hand, they publish the results of their monitoring reports on Twitter and mention all the media studied, a tactic that acts as a public shaming of those media that fail to comply with the law. On the other, the group takes advantage of some of its members' social capital to either organise (in)formal meetings or establish communications with key stakeholders. Kellys Barcelona and Kellys Unión Catalunya, despite sharing the same demands, have adopted divergent activist strategies due to the different conclusions they have reached after interacting with the actors inhabiting their ecologies. Kellys Unión Catalunya is creating a quality seal for hotels that offer good working conditions for their room attendants, whereas Las Kellys Barcelona is in the process of creating its own online hotel booking service.

Communication and Democracy

PN 189 **Alternative realities and movement formation. Hyperpartisan news media in a networked counterpublic**

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In the wake of the COVID-19 pandemic, the so-called Querdenken movement established itself in Germany as the main forum of mobilization and critic against containment measures enforced by federal and state governments (Loucaides et al., 2021). With massive street protests and online connective action (Bennett & Segerberg, 2012), especially on the messenger platform Telegram, the movement put scientific knowledge and the problem-solving capacity of democratic institutions into question. While early surveys among Querdenken participants revealed that they identify with a diverse political spectrum (Koos, 2021; Nachtwey et al., 2020), later studies documented within-movement dynamics, which point towards convergence and stronger emphasis of views more closely aligned with conspiracy theories and right-wing politics (Hunger et al., 2021; Lange & Monscheuer, 2021; Morris & Beck, 2020; Nachtwey et al., 2020). The evolution of Querdenken provides thus a unique moment and possibility to study the dynamics of movement formation in the context of a digital information environment characterized by the co-existence of hyperpartisan information providers and legacy media. These hyperpartisan information providers have the potential to fuel mobilization as they distribute 'alternative facts,' which likewise can undergird patterns of consolidation in the movement itself. Against this background, the paper sheds light on the role of various sources of information in the dynamics of movement formation. Taking the issue agendas of sub-chapters of Querdenken and their informational environment into account, we ask whether and to what extent hyperpartisan news content undergirds the patterns of movement formation over time. Theoretically, we differentiate between network dynamics of centralization, dispersion, and polarization. We argue that the self-embedding in a specific information environment can influence group dynamics, particularly in a digital setting such as Telegram, which lacks characteristics of more accessible social media platforms. Empirically, we explore these dynamics based on public German Querdenken groups on the messenger network Telegram in the time frame April 2020 to September 2021. Network analysis and a manual classification of sources allows us to assess the group's embedding in a specific information environment which we trace over time by cross-platform hyperlinks to external sources, their characteristics and content.

PN 190 **Changing issues but constant blame game? Topical shifts and co-orientation of alternative news media**

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For the past several years, there has been much discussion about how disinformation and hyper-partisan news potentially threaten public discourse. This came to the fore again particularly during the Corona pandemic: While traditional news media tried to cope with the public's increased need for information, alternative news media channeled voices that position themselves as correctives to a hegemonically 'mainstream' media system, ranging from conspiracy narratives to the mobilization of protests against containment measures. However, the alternative media landscape is heterogeneous: Some alternative outlets are oriented toward traditional news in terms of appearance and style, while others are radically dissociated, especially with regard to their topics, and refer primarily to actors in the alternative spectrum. Research indicates that alternative media serve as a bridge between mainstream media and right-wing or conspiracy online communities. The boundaries are fluid in both directions – just as conspiracy channels are linked with alternative outlets, they also feature alternative publicists who write or have written for well-known quality papers. However, there is little empirical evidence on what the content co-orientation of alternative media looks like. How do the topic structures of different alternative media influence each other and change over time? And which topics or targets are typical for specific outlets or constant across the alternative media system? In a large-scale automated content analysis spanning from October 2018 to September 2021, we compare 191,949 Facebook posts by 36 German-speaking alternative news media sites ranging from wide-reach and well-funded outlets like "Russia Today" to personal blogs. Topical structures of particular media outlets are identified via structural topic modeling (k = 22) and topical shifts and co-orientation are captured via time series analysis. The key findings show a constant dissociation from the so-called mainstream. However, the thematic foci change from migration (before COVID) to protest against restrictive measures during the pandemic. Conspiracy narratives are spread primarily at personal blogs, but then also picked up at larger outlets that otherwise give a more professional appearance. The study contributes to the mapping of the alternative news environment in highlighting co-orientation processes with both mainstream and fringe community outlets.

Communication and Democracy

PN 191   **Different platforms, same community? Comparing far-right networks on social media**

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German right-wing groups are found to be especially active in using the internet for recruitment and in organizing events and transnational activities (Caiani & Kröll, 2014). Early research on networks of the far-right showed that German right-wing websites form a centralized network (Caiani & Wagemann, 2009). In general, public figures often operate on several social media platforms and so do actors of far-right counterpublics, including far-right alternative media. But so far, mostly networks on single platforms were studied, suggesting different conclusions. On Twitter, electoral and non-electoral communities are found to be connected (O'Callaghan, Greene, Conway, Carthy, & Cunningham, 2012), while on Telegram, the far-right is decentralized and divided into multiple groups (Urman & Katz, 2020). On Facebook, different network structures have been found for different countries; in Germany, networks are decentralized but consist of both electoral and non-electoral actors (Klein & Muis, 2018). Hence, it is plausible that networks differ between platforms due to technology affordances. This study contributes to connecting the research on far-right counterpublics and the concept of technology affordances as an analytical tool to compare online communities on different social media platforms. It helps to better inform the political and societal debate about the structures of the far-right online. What differences and similarities in far-right network structures can be found between different social media platforms? We investigate this question by employing a network analysis to a broad sample of far-right stakeholders on Facebook, Instagram, Twitter, YouTube, and Telegram that are among the most-used social media platforms in Germany and differ in the type of connections they afford. Starting with a snowball sample based on a broad collection of prominent actors of the far-right—including far-right alternative media, politicians and political parties, journalists, authors, editors, and activists who heavily use social media to communicate their ideology—we compare their connections based on followers, friends, and reshares. By this actor-centered approach, we point out how platforms afford differences and similarities in the size and composition of networks of the far-right. We expect networks on platforms that afford higher connectivity—i.e. that evolve more around the social networking features—to be denser than on platforms with lower connectivity—e.g. Telegram and YouTube that are more focused on channels.

PN 192   **When antagonistic far-right media seek insider status**

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"Bring the popcorn: Resett will apply for press subsidies in 2022", announced the Norwegian far-right alternative outlet on their website in October 2021. The sarcastic title refers to the public attention and heated discussions that tend to emerge when far-right fringe actors seek towards the professional journalistic field. Far-right alternative counter-media arguable represent a particularly challenging newcomer, and professional actors have struggled with how to respond to their ideological position, media criticism and unconventional, semi-professional practices (Heft et al 2020, Krämer & Langmann, 2020; Nygaard, 2020, 2021). Far-right actors on their part, repeatedly critique established media for being biased and dishonest, and it is therefore somewhat paradoxical that they seek towards the professional field (Figenschou & Ihlebæk, 2018; Mayerhöffer, 2021). The paper analyses the tensions and contentions that arise when far-right counter-media seek insider status using a strategic action field approach (SAF) (Fligstein & McAdam, 2011). We position professional journalism as a "meso-level social order" where actors (incumbents, governance units, challengers) "interact with knowledge of one another under a set of common understandings about the purpose of the field, the relationships in the field (including who has power and why) and the field's rules" (p.3). The approach enables a critical exploration of the conflicts that surround far-right counter-media and their motivations for seeking insider status, an area that has been strikingly understudied in extant studies (Holt, 2019). It also foregrounds how often overlooked 'backplayers' of journalism (governance units such as professional associations, press councils, funding authorities, unions) guard the field and keep it remarkably stable also in contentious times (Sherrill et al, 2020). By interviewing key stakeholders in Norway, Denmark, and Sweden about alternative/professional relations (2020 – ongoing), we have identified the material (money, access, knowledge) and symbolic resources (legitimacy, authority, influence) at play, the boundary mechanisms determining forces of inclusion and exclusion, as well as strategies and tactics from all stakeholders (incumbent, governance units, and challengers) in each country. In the study, we illuminate how Scandinavian actors maneuver to maintain or gain power and influence in the field by pinpointing their social skills and ability to mobilize other

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stakeholders through collective frames (the importance of journalistic quality, ethical codes, vs. media diversity, freedom of speech).

CAD18 - Alternative media and the mainstreaming and mobilization of digital counterpublics

PN 193   The Janus face of alternative media: Fringe vs. mainstream in alternative news sharing communities

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Alternative news media combine a (quasi-)journalistic self-understanding with an explicit anti-mainstream agenda. As an important part of digital news and information ecosystems, they have the potential to foster both the inward- and outward-orientation of digital counter-publics (Fraser 1990; Kaiser & Rauchfleisch 2019; Toepfl & Piwoni 2018). While previous research on alternative news media has often considered questions of mainstreaming vs. radicalization, this has primarily been done in single-country and single-platform studies and with a focus on right-wing alternative news media. Taken together, these different research results suggest that the role and orientation of alternative news media can take very different forms, ranging from outright radical mobilization and anti-systemic opposition to an active orientation towards the mainstream public debate. To shed light on the contextual conditions undergirding alternative news media's role in digital counter-publics, the paper systematically compares the dissemination and sharing of alternative news content under different country contexts, on different platforms and for alternative media with different ideological profiles (left-wing, right-wing, anti-systemic). We analyze the fringe/mainstream character of the various online spaces and communities, in which alternative news media content is shared. Drawing on a network-analytical approach, including community detection and classification algorithms, we measure the degree to which alternative news sharing communities integrate sources with a more mainstream or a more fringe or even extreme societal position. Moreover, we draw on an exhaustive mapping of alternative news sharing communities in four European countries (Germany, Austria, Denmark and Sweden) to show how more inward- and outward-oriented spaces and communities are interconnected. The paper draws on more than 50 million social media posts that have been published from 2019–2021 on various social media platforms (Facebook, Twitter, Instagram, Youtube, Telegram, VKontakte, Reddit, Gab) and that make up the broader information and news sharing networks that form around more than 150 right-wing, left-wing and anti-systemic alternative news media based in Germany, Austria, Denmark and Sweden.

CAD19 - Approaches to technological governance

PP 788   Towards a popular understanding of digital sovereignty in the EU

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Data-driven information and communication technologies have relevant implications in our daily lives, affecting our democracies and fundamental rights. Getting a job, crossing borders, receiving public assistance, participating in politics or keeping informed are increasingly technologically mediated. However, within the last decades, tech giants have not only monopolised digital markets, but also have reached a privileged position to decide on the development and use of these technologies, leaving citizens and political institutions aside.

Facing this situation, the idea of digital sovereignty has gained importance in Europe, both in academic and political environments. However, "digital sovereignty" is a highly contested term. There are multiple reasons authors give as to why it is important to achieve digital sovereignty; manifold definitions of the term; and numerous claims on it (Floridi, 2020; Pohle & Thiel, 2020; Roberts et al., 2021). In broad strokes, while for some digital sovereignty is about reaching strategic autonomy in economic or security issues; for others, it is about guaranteeing that decisions on the design, development and use of digital technologies are democratically subject to popular control.

This paper further explores the last approach, closely related to the democratic idea of popular sovereignty. Moreover, it analyses three political problems that should be addressed to move towards digital popular sovereignty: 1. data domination: growing power inequality that constricts citizens' ability to exercise fundamental rights such as privacy and personal data protection, making their compliance contingent on the "goodwill" of digital giants and invading, therefore, the freedom of all in a republican sense (Pettit, 2012; Suárez-Gonzalo, 2019); 2. techno-elitism: drawing on elitist theories of democracy, some authors propose harnessing the potential of big social data analytics to make better decisions for the people, thus reducing their participation in political decision-making and renouncing to popular sovereignty in favour of a supposed expert knowledge (Larson, 2018; Pentland, 2011; 2014); and 3. techno-solutionism: a way of understanding things that assigns priority to technological solutions, under the false

belief that data-driven technologies can solve any kind of problem, including those that have to do with improving social organization and political governance (Morozov, 2014; Rendueles, 2013).

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CAD19 - Approaches to technological governance

PP 790 **AI and Deliberation How AI can Support Online Discussions in Deliberative Fashion – a Review**

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The literature on artificial intelligence (AI) in the field of communication has rapidly increased in recent years (e.g., Wojcieszak et al., 2021). Following Hancock et al. (2020, p. 90) AI in our field broadly refers "to computational systems that involve algorithms, machine learning methods, natural language processing, and other techniques that operate on behalf of an individual to improve a communication outcome." Despite the fact that previous research has analyzed AI mostly in the context of online discussions, there is little literature which has researched AI against the backdrop of normative democratic standards, which provide important guidelines to evaluate political communication from a democratic perspective.

This paper seeks to bridge this gap by discussing the potential of AI tools in the light of norms suggested by deliberative theories. Thus, the guiding research question reads: *How can AI support online deliberation processes?* The question will be answered in two steps. Firstly, we want to provide a theoretical discussion on how norms of deliberation can be supported by AI. Secondly, we highlight promising attempts by computer scientists to use AI to foster smarter ways of online discussions (e.g., Vecchi et al., 2021). A strand of research that seems only loosely coupled to the theoretical literature on deliberative democracy and public deliberation.

In general, deliberation can be defined as rational and respectful exchange of reasons among equal participants (Chambers, 2003). Thus, the paper will review the potential of AI tools against the backdrop of four normative dimensions: inclusiveness, rationality, civility, and reciprocity.

The review shows that AI tools hold the most potential with regard to the dimensions of rationality and civility, while reciprocity and especially inclusiveness seem to be less easy supportable by AI. For example, the automated detection of (almost) duplicates as well as argument mining and topic modeling techniques can support more rational and constructive discussions. Through the automated detection of hate speech and offensive language civility can be increased. Bots and artificial moderators have the potential to increase reciprocity among participants. Furthermore, the review suggests that most research on AI in online discussion is less informed by deliberation research even though central dimensions are involved. The paper will discuss findings for each dimension in more detail. Against this backdrop, we sketch a research agenda for empirical research in the field of AI and online deliberation.

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CAD19 - Approaches to technological governance

PP 791   The Facebook papers: understanding platform's power against the backdrop of traditional theories of media power

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Frances Haugen's leaked documents and revelations—first published in the Wall Street Journal's series called Facebook Files in September 2021, and later referred to as the Facebook papers— corroborated the idea of Facebook as a conscious actor in the process of maximising audience at the expense of efforts to minimise moderation of violent and aggressive content. Taking the recent controversies around Facebook, summarised in the Facebook papers, as our starting point, we make the argument that such discourses should be analysed as the evidence of a shifting role of platforms in public life, and of their declining power, in a struggle between institutional actors (governments and transnational authorities), social media platforms and other digital companies (Google, Apple, etc.) to set the boundaries that discriminate freedom of expression and censorship.

In our contribution, we will examine the different logics informing news media and social media, in three steps. First of all, we will discuss some classical theories of media power, like theories of agenda setting, critical theories of hegemony, and more recent post-colonial theories, testing their applicability to social media. Secondly, we will then critically review three concurrent discourses around algorithmic power, that we will define through slogans. The first one —"It's not (only) the algorithm, it's the data!"—contends that most algorithmic discriminations depend on existing power inequalities embedded in the historical data used to train the algorithms (Eubanks, 2018). The second one —"it's the algorithm, not (only) the data"— incorporates recent calls for a fairer, more equitable and ethical programming that moves beyond the belief that "algorithmic bias is a data problem" (Hooker, 2021). The third one —"It's the data, the algorithm, and the social imaginaries"— acknowledges that data capitalism works as long as the practice of extracting data from citizens' everyday lives for profit, and classifying individuals under socially and algorithmic-constructed categories, is normalised and assumed as natural (Couldry and Mejias, 2019).

Finally, in the conclusion we will theorise algorithms as discourses that construct the rules and set the boundaries of what constitutes a good and healthy democratic debate: platforms differ from traditional news media in the nature and scope of their symbolic power: hegemonic control over information is now replaced by the ability to extract, analyse and manipulate data on a large-scale. Platforms' power, in other words, consists of writing the rules of visibility and dissemination of content. How will such a discursive power change subsequently to the current power struggle?

CAD19 - Approaches to technological governance

PP 792   The socio-technological checklist. Transdisciplinary questions for digital societies

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While "Surveillance Capitalism" (Zuboff, 2019) evolves with ever new technologies, politics believe IT can provide solutions for current crises, such as Covid or climate change. Technology, though, is neither bad, nor good. Digital societies seek for measures to accompany the development of beneficial technologies. In favour of democratic societies, this paper develops a framework for the co-creative and transdisciplinary development and evaluation of technologies. As a transdiciplinary team of authors, coming from Communication and Media Studies, politics, and IT development, we intend to contribute to current debates on democratically based technology development (i.e. Jarke, 2021). To this end, the "socio-technological checklist" is presented, a guideline that assists digital societies in shared democratic processes of technology development and in entering broader discourses on relations between citizens and technology.

Our considerations root in the method of "Grounded Design" (Stevens et al., 2018; Wulf et al., 2015), which aims at developing IT jointly with their users and in their particular everyday contexts. Müller and Wan (2018) for example, developed a "location system for persons with dementia who wander" (Müller & Wan, 2018, p. 365), created with patients and the nursing staff. Theory-wise, "Grounded Design" is based in practice theory that was developed in social sciences to overcome the actor-structure dichotomy. Practice is defined as "a routinized type of behaviour which consists of several elements, interconnected to one another: forms of bodily activities, forms of mental activities, 'things' and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge" (Reckwitz, 2002, p. 249–250).

Using this perspective, we draft the "socio-technological checklist". We argue that practice-based approaches of IT development need to, first, integrate perspectives of different disciplinary and practice actors. While approaches of co-creation have so far combined the expertise of IT developers and researchers with those of users, we plea for integrating institutionalized politics (such as political parties) as well as nongovernmental organizations (NGO), e.g. hacker organizations. Re-using the dementia example: A critical perspective of NGOs would have pointed to data protection risks of tracking app. Second, public and mediated discourses on technology and related agency or power need to be acknowledged in the development of IT. Who should be in charge of developing technology and why, and what are the underlying norms and rules?

The "socio-technological checklist" systematically addresses reflective and critical questions in the process of IT development, related to (1) norms that materialize in the technologies, (2) transdisciplinary agents involved in development processes, (3) intentions and practical uses of technologies, (4) contexs of use. Systematically reflecting on these four dimensions when researching, designing, developing or funding technologies provides opportunities to iteratively shape current processes of digitization and datafication in a more democratic way and thereby implies the chance to overcome power imbalances in digital socieities. The checklist is work-in-progress, we perceive it as a "provocation piece" (boyd & Crawford, 2011). This includes an invitation for intense debate and further development.

CAD20 - Contemporary challenges to news journalism

PP 856   The impact of news deserts in abstentions of Portuguese elections

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News desert is a concept defining communities in a country without local newspapers and broadcast media TVs (Abernathy, 2018). The lack of news media was caused by the financial crisis in journalism, which led to the closing of local newspapers and radios in countries like the United States of America (USA) (Abernathy, 2018), Brazil (Atlas, 2021), and Portugal (Ramos, 2021).

The loss of local journalism in a community can lead to increased issues due to the lack of information, such as miss notification of disasters; political misinformation; and lack of orientation in moments of crises (Mathews, 2020). For example, a gas leak that occurred in 2002 in Minot, a small city of USA, had increased impact because the authorities were not notified in time (Castilho, 2017). Minot lacks a local newspaper and the existent radio station only covers national news.

This paper aims to analyze the impact of "news desert" in democracy, through the following research questions (RQ). (RQ1); What's the impact of local journalism on the voting behavior of citizens?; (RQ2); How does the quality of information impact voting choices? (RQ3); How do communities with local media and in the news desert differ in elections? A literature review was carried out on journalism (Benson, 2018; Siapera et al., 2015), news desert (Abernathy, 2018; Grafton, 2021; Mathews, 2020), and relationships between journalism and elections (Crilley & Gillespie, 2019; McDevitt & Ferrucci, 2018).

The methods includes a comparison different cities with highest abstentions rates in two Portuguese elections: local elections in September 2011 and national elections in January 2022. We analyze the difference of abstentions between cities in the news desert and cities with local media. The results point to a correlation between the districts most affected by the desert and the high rates of abstention in Portugal.

Keywords: news desert, journalism crisis, local journalism, democracy.

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CAD20 - Contemporary challenges to news journalism

PP 857   'From social justice to market justice – A critical discourse analysis of the representation of billionaires in Swedish elite newspapers'

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One of the major developments following the shift from Keynesianism to neoliberal forms of capitalism has been rising levels of wealth concentration towards the richest apex of the capitalist class, often referred to as *the super-rich.* While capitalism is inherently dependent on the existence of unequal social relations, this paper advances the argument that the rise of the super-rich provides a challenge to the justification of neoliberal capitalism – not least the system's ability to cater to prevailing ideals of social justice and democracy. As such, the super-rich are approached as a phenomenon that neoliberal capitalism must discursively incorporate into its hegemonic justice narratives if the social order is to steer clear of a legitimation crisis. In an effort to counteract the prevailing lack of research into the super-rich within media and communication studies, this paper studies discursive representations of the super-rich in Swedish elite newspapers as potential *sites of ideological struggle* between contradicting ideals of justice.

Theoretically, the paper embarks from Nancy Fraser's grand theory of capitalism as an institutionalized social order consisting of multiple normativities each associated with one of capitalism's separate yet interrelated spheres, e.g. ideals of 'market justice' within the economic sphere and ideals of 'social justice' within the political sphere. Drawing on Fraser's concept of *normative contradictions,* which describes the potential emergence of crises when these ideals conflict head-on, the paper argues that the naturalization of the super-rich under neoliberal capitalism depends on them being discursively evaluated according to ideals of market justice, or alternatively, 'market-compatible' forms of social justice.

In order to analyze whether and how normative contradictions around justice are intensified or defused in relation to the super-rich, the paper performs a critical discourse analysis drawing on van Leeuwen's approach for studying discursive transformations in the representation of *social actors* and *social actions.* The data consists of 31 feature articles centering on domestic billionaires published in four Swedish elite newspapers between 2018–19. Given that the methodological toolbox provided by critical discourses studies is apt for studying social change, Sweden provides a particular interesting case considering its transformation from being perhaps the most equal country in the world by the turn of the 1980's towards having more dollar billionaires per capita than any other country in the European Union.

The analysis shows that the recontextualization of market-compatible discourses of *competitiveness, meritocracy* and *'responsible family capitalism'* in the representation of the super-rich leaves them largely evaluated according to norms compatible with ideals of market justice. While the super-rich are occasionally subjected to criticism, the critique leans towards criticizing the consumption of moral hypocrisy of individual billionaires rather than providing emancipatory alternatives to challenge instances of social injustice. As such, despite traces of ambivalence in

the reporting, the discursive representation of the super-rich in the studied material gravitates towards neutralizing rather than intensifying the normative contradictions of neoliberal capitalism.

CAD20 - Contemporary challenges to news journalism

PP 858 The polycentricity of journalism legitimacy through alternative media discourses

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This communication aims to question the societal role of journalism as well as its impact on the public sphere from two nodal and intricate notions: the fragmentation of the informational media and the polycentricity of the democratic legitimacy of journalism. While the proliferation of alternative media tends to (re)draw the boundaries of journalism (Dupont & Bousquet, 2020), we want to understand how these media (re)negotiate the legitimacy granted to journalism. Indeed, if the legitimacy of journalism depends, as Cornu (1997) points out, on its capacity to "represent" the citizens, the identification of the latter with journalism is essential, otherwise, there may be an erosion of legitimacy (Esquenazi, 1999). In a context of growing political polarization (Jacobson, 2016), in the sense that each audience, each community has its own media, how is it possible to think about living together, debating and questioning inside the public sphere? How does this type of (fragmented) journalism invite us to "make society"? A double question which refers to the notion of polycentricity which invites to consider a system (political or media) as being made up of several "centres" from which people orient their actions and their discourses (Blommaert, 2005). Alternative media tend to assert that traditional journalists are no longer the only legitimate "center" of journalism but one center among many others, even a less legitimate center than others. In doing so, alternative media produce a metajournalistic discourse (Carlson, 2015; Ogbebor, 2020). One of the characteristics of these metadiscourses is a legitimacy that fluctuates according to projects, centres of interest or audiences (inclusion of certain social groups, themes to be integrated into the public space, etc.). We are therefore interested in how these "new media" build legitimacy from what the traditional media would not do correctly. By occupying a niche little or badly exploited by the traditional media, the alternative media displace, the legitimacy of journalists. The research intends to question this process regarding the capacity of the information media (traditional or not) to "make society".

For this, the way in which these media present themselves (for example through the "who are we?" tab) represents heuristic material allowing us to grasp the construction of legitimacy. It offers us a look at the way in which objectives, purposes, perhaps even roles related to journalism emerge that would legitimize the presence of these media in the public sphere. We intend to carry out an analysis of the way in which twenty of these alternative media present themselves (what audience is targeted, what request do they respond to, what is their democratic aim, their legitimacy…?). The interest of the research lies in the way of (re)thinking the impact of the media and journalism whose legitimacy is found in more and more different "centres" and thus impacts the public and thus impacts the public sphere.

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CAD21 - Citizen-driven political interventions

PP 863 Waste, work, repair, community: Problem-solving challenges in second-hand economies

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There is rising awareness that second-hand economies may be crucial to any response to the climate emergency, as well as other pressing social problems. Indeed, recent interest in second-hand as a key resource for such

problems has surged across popular media and culture, as well as in industry, government and academia. As a group of interdisciplinary researchers immersed in second-hand cultures and economies, we were struck by two points: 1) many of these sectors share powerful shared aims and visions, such as greater sustainability and equity, for second-hand economies; 2) yet stubborn obstacles impede achieving these shared aims. This puzzle provoked important questions for us around the potential reach, relevance and impact of our research.

Our project focuses on everyday spaces of second-hand culture – from charity shops, to second-hand economies in popular culture and the news, to our homes, freecycle message boards, makers' and resellers' workshops, and all the way to the local tip. Based on our interdisciplinary research, we identified four aims/challenges in the second-hand economy in particular: waste and reuse, repair, equity in work, and community welfare. Bringing together researchers and practitioners for a series of four workshops on these four themes, with funding from an ESRC Impact Accelerator Award from Cardiff University, we wanted to explore how the tools of design-based ideation and collaborative problem-solving might help address these stubborn challenges.

Our approach, inspired by the work of the Centre for Circular Design, among others, follows the structure of a 'design sprint'. The first step involves sketching the contours of a given challenge, in this case through brief, five-minute talks from a collection of academic, policy, and industry experts. The next steps involve brainstorming possible solutions to the challenge before choosing one idea to develop in more detail. Finally, to prototype and test that idea, we invite all participants to choose one scheme to take back with them to try in their own practice or organisation, and we follow up afterwards. Our aims for these workshops are three-fold: to build networks of researchers, practitioners and policy-makers working on second-hand challenges; to understand each challenge better and brainstorm and develop ideas for solutions; to develop and share toolkits of good practice, including this form of collaborative ideation.

Our paper here outlines our approach in the Second-hand Challenges workshop series, drawing on feedback from workshop participants, evaluating our efforts, and exploring what might come next. Impelled by the urgency of the environmental and social crises at hand, we explore 'research impact' not as a result or landing place, but as a live, unfolding and collaborative process.

CAD21 - Citizen-driven political interventions

PP 864   Satirizing science: humour, trust and community in civic pandemic engagement

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Humorous interaction is prevalent online and a driver of the 'viral' (Davis et al. 2018). It contributes to community formation – impacting inclusion, trust and intimacy as well as animosity and exclusion (Doona 2018; Friedman & Kuipers 2013). This paper focusses on the intense civic online interaction related to the covid-19 pandemic; specifically, concerning the Swedish corona strategy and vaccination policies. Since humour can challenge power and knowledge production (Hariman 2008) its impact on civic trust, and relationship with ontological security (Giddens 1990) is important to understand.

While civic humour is increasingly studied, its relation to the 'serious' is still an area of contention (Bruhn & Doona 2021). Much concerns the appropriateness or effectiveness of humour in civic engagement (Kersten 2020); positing that humour and seriousness can be neatly separated. Yet empirically, humour is inextricable from other forms of everyday interaction (Day 2011; Quiring et al. 2021).

Here, humorous interaction is highlighted yet considered inseparable from other civic interaction. The aim of this paper is to understand what role humour in the form of jokes, memes and irony, plays within civic interaction and community formation, related to complex political issues. How is trust in scientific, political and public knowledge production/institutions negotiated through humorous civic interaction? To achieve contextual sensitivity, site-specific digital ethnography is employed; including a broad range of spaces were pandemic trust is negotiated – such as comment sections on YouTube and discussion threads on Twitter and Reddit, where topics such as "big pharma" or "zero covid" are common.

Trust here includes two dimensions which often overlap in civic interaction (Meyer et al. 2008): trust in media, government, and other knowledge producers; and interpersonally, between citizens/groups of citizens.

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CAD21 - Citizen-driven political interventions

PP 865   The great challenge: the Bolsonaro x Lula polarization on TikTok

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We live in a world of information disorder. A consequence of this is that individuals cease to trust formal sources of information, media, and education and start being influenced by other subjects in environments where they can share their emotions and opinions they have in common with others. The popularization of TikTok in Brazil has enabled the birth of a new virtual environment for the dissemination of fake and misinformation as well as satires.

With that in mind, we did a case study that analyzed the contents of 400 videos published in the month of November, 2021 with the hashtags #Bolsonaro2022 and #LulaPresidente2022 and 400 videos posted using the names Lula and Bolsonaro in 2022.

Our main questions were: Do the contents published both in favor and against Lula and Bolsonaro take up balanced portions of the platform? Are there elements of misinformation and nationalism in the content published? Who benefits more from contents of misinformation? Regarding the platform's structure, we investigated whether there are substantial differences in the content that the social media suggests as "best content" in comparison to the timeline with hashtag search.

In order to answer those questions, we developed a three-stage analysis: first, we used digital anthropology techniques to identify the growth of the 15 most published hashtags throughout one week related to the names of Lula and Bolsonaro. Then, we collected the links and analyzed 400 videos published with the most popular hashtags (#LulaPresidente2022 and #Bolsonaro2022). In January, 2022, after Bolsonaro and Lula created official profiles on the platform, we noticed a substantial change in searches of those hashtags, therefore we collected yet another 400 videos by searching solely the candidates' names.

In the preliminary results, we found a highly elevated number of videos in favor of Bolsonaro, as well as comments contesting the content, which can indicate that the so-called "bubbles" or "echo chambers" had not yet been formed. Another finding is that users reproduce themes of national debates in the form of satires on the platform, demonstrating that they identify misinformation and resignify the message.

TWG – Communication and Sport

PP 533   **One event, very different interpretations: The case study of media coverage from three countries of the AC Sparta Praha vs. Rangers FC football match**

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Much has been written about the sports media construction of reality and its impact on audience reality perception (e.g., Theberge, 1993; McLean, 2014 or Cooky, 2018). Still, in the case of controversial situations encompassing nationalism or ethnicity (O'Donnell, 1994), the difference in media coverage and the construction of its meaning for the audience in various national settings can be striking. This paper deals with the media coverage of the football match between AC Sparta Praha and Rangers FC, played on September 30, 2021, that caused great discussion whether the young audience behaved in a racist manner or not. The aim of the analysis of 387 texts from the online versions of the Scottish, nationwide Czech, UK and French newspapers, plus 2246 tweets and reactions (in English, Czech and French) was to map the creation and development of the media portrait of the event in three countries.

Through the mixed methods approach (quantitative and qualitative content analyses) we were interested in the main topics, sources, complexity and possible development of the information. The observation period started a week before the day of the match (September 23, 2021) and ended a week after the UEFA statement (October 22, 2021), "there was insufficient evidence of racism or discriminatory conduct at the match."(Uefa.com, 2021) to open the disciplinary proceedings against Sparta. Therefore, the previews and the reactions could be incorporated. The selection of the media was influenced by the context of the match. Sparta had closed the stadium to its adult fans due to their racist misconduct in the previous match in UEFA Champions League with AS Monaco, so the interest of the French press was obvious.

The results were extremely interesting. In the case of Scottish and French media which had already covered previous instances of misconduct by adult Czech fans or a player from SK Slavia Praha Ondřej Kúdela, the tendency to label the situation as racism without further research and quote only the sources supporting this version was evident from the beginning. In stark contrast to that, the majority of UK nationwide papers was restrained, highlighting the Rangers' bad performance and discussing the booing of Glen Kamara by the young audience more in this context. The Czech media generally defended the audience, some outlets constructing the reaction of the international press worse than it was by quoting mainly the most radical sources which only added fuel to the fire. The tweets reflected these positions. As the situation developed, more balanced texts were published in all of the analysed media (and Twitter posts), except for Scottish where journalists and fans were dissatisfied with the final decision of UEFA.

This case study shows the impact which sports media coverage has on the audience and its perception of reality and how different these realities could be for people from various countries. From a normative perspective we can ask for factual news reporting with broader context taken into account. Otherwise, it cannot lead to the promotion of equality and fairness within our societies.

PP 534   **The media use of football orientated refugees and its impact on intercultural communication. An in-depth interviews study of six youths in Germany using the uses-and-gratifications approach**

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Since years, due to severe political and economic situation in their home countries Europe faces a migration followed by challenges of integration. Sport is credited "an important tool for the integration of immigrants" (Commission of the European Communities, 2007, p. 7), and media use by immigrants as well (Simon & Neuwöhner, 2011; Simon, Krtalic & Kloppenburg, 2020; Trebbe & Paasch-Colberg, 2016; Worbs, 2010). In spite of relevance, the impact of sports media use on the integration of immigrants and refugees is rarely researched. Ludwig and Schierl (2013) stated, "sports in media are important to people of migration backgrounds" (p. 95). They surveyed 728 immigrants with Turkish migration background and demonstrated significant interest in sports media by probands using mostly German TV programs. Drawing on interviews with Gazan men, Thorpe and Wheaton (2021) analyzed the impact of digital media use of refugees for alternative routes of migration and highlighted media use as a "multi-dimensional process of becoming" (p. 902). Recently, Van Sterkenburg (2020) summarized the impact of race and ethnicity in the field.

This paper deals with the patterns of media use of football orientated refugee youths in Germany, and the impact of these patterns on intercultural communication. Main research questions ask, if these individuals are integrated into German society and if media patterns play an important role in their intercultural everyday life. Using the theoretical approach of intercultural communication outlining culture, identity and communication (Antweiler, 2009; Bizeul, 2020; Yousefi, 2014), opportunities of football clubs for successful intercultural communication are described (Dembowski, 2010). As a second theoretical concept, the uses-and-gratifications approach (Blumler & Katz, 1974; Bonfadelli & Friemel, 2017) can help to understand the motives of media use by the surveyed young football orientated refugees. As method in-depth interviews with six probands are conducted, transcribed and analyzed using qualitative content analysis. The refugees – in one case an immigrant – can be divided into two age groups. Three adults already became part of a football club in Germany, they remembered former time in their life. Three youth are currently playing in football teams in Germany, both groups use the media selectively and actively. Findings for impact of sports media use on the everyday life of the refugees established four aspects: the interviewees' personal needs after their arrival in Germany, their expectations with regard to the media, their patterns of media use and, finally, the issue as to whether their needs and expectations could be met (group affiliation). Though social needs are the interviewees' main concern, the use of media is clearly dominated by aspects related to football. Thus, the occupation with their own sport was, for football orientated youths, relevant. The knowledge on football turns out to play a highly integrative role in society in general. The study clearly shows that a football team makes a difference when it comes to integrating youths who came to Germany as refugees. What is more, it becomes abundantly clear that the improvement of speaking abilities in the new country is directly connected to greater self-confidence.

CAS01 - The complex relationship between sports and the media. Insights into current European research

PP 535   Spornofication revisited – social media as a new stage in the pornification of sport

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Since the mid 1990s a sexualization of sport in the media and advertisement context can be observed across countries and cultures. Thus, male and female athletes are displayed in erotic poses, their appearance and attractiveness become more and more important, whilst their achievements and accomplishments play a smaller role (see Hargreaves 1994). Hence the next step in the aestheticization came to life: the pornographic display of athletes. In this context the British journalist Mark Simpson coined the term of 'sporno'. According to Simpson, 'sporno' means the place where sport and porn meet and produce a gigantic money shot (see Simpson 2011). Sporno includes all aestheticization strategies in the media to sell products and brands to a target group by means of the athletic body. Using these strategies, the media, the advertising industry and the sport system try to get the attention of potential consumers and fans in order to generate profit (see Miller 2001). In the "attention economy" the bodies of athletes are assets; a massive wealth of attention that is easy to monetize on the neo-liberal markets (see Schaaf & Nieland 2011). Accordingly, especially photos of female athletes more and more resemble themes of ‚soft porn'. Some former athletes even try to expand their product life cycle while drifting into the hardcore porn business.

So, the questions arise: Does a transition from the sexualization to the pornographization of sport actually exist? At which level is the border to pornography crossed? What impact have this pornofied sports media content to the athletes and the audiences? Based on the concept of "Sporno" we developed the "Six-Step-Model of Spornofication" (see Schaaf & Nieland 2012). With this model we described the many developments in the area of conflict between sport, sexualization and pornographization. It was a first systematization of the individual characteristics which can be observed in media sports. In recent years, the erotic presence of female sports professionals has also extended into social media. In particular, the platform onlyfans.com offers the opportunity to generate revenue directly through the paid provision of web content such as photos and videos (including live streaming), erotic and pornographic content. Therefore, the proposed paper presents a revision of the "Six-Step-Model of Spornofication" and a discussion on the relationship between sexualization in social media and empowerment strategies in women's sports. Finally, the long-term effects of the sexualization strategy on the career paths of female sports professionals will be critically examined.

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CAS01 - The complex relationship between sports and the media. Insights into current European research

PP 536   **"There is simply no substitute for on-site training" – Experiences with online training in German and Austrian grassroots sports clubs during the COVID-19 pandemic**

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The COVID-19 pandemic implies an ongoing challenge for all areas of social life, including the world of sports. While professional high-profile sports were re-started after a short period of complete shutdown, social distancing measures particularly affected the exercise of grassroot sports. Here, particularly, joint training sessions became impossible thereby endangering sport clubs' contribution to physical well-being as well as to social cohesion. In this situation, the question arises whether digital media tools may serve as a potential substitute for joint sport activities (Schulz, 2004).

With reference to mediatization theory, we analyze *how German and Austrian grassroot sports clubs have employed digital tools during the COVID-19 pandemic for training purposes and how sports clubs' executives assess the limitations and potentials of online training opportunities.*

Previous research has shown how digital media technologies have altered the way individuals practice sports (Frandsen, 2019) thereby clearly pointing at the potential of such tools for physical health. A large-scale survey on the German population found that home-based digital sports activities were popular means to stay active during the pandemic (Mutz et al., 2021). However, a recent study on the use of digital tools in boxing during COVID-19 questioned the potential of online training sessions finding that athletes struggled to manage training at home and missed training as usual (Tjøndall, 2020).

While we have initial knowledge about the usage of digital tools by athletes, we know little about if and how sports clubs have strategically implemented online training to overcome restrictions posed by the pandemic. While previous research has found that non-profit sports clubs generally assess potentials of digitalization rather reluctantly (Ehnold et al., 2019; Repenning et al., 2021) the importance of providing training sessions as raison d'être of sports clubs as well as the availability of respective tools may lead to different assessments.

Hence, we analyzed experiences with online training through combining an online survey on 732 German and Austrian grassroot sports clubs with qualitative interviews with 34 selected representatives of these clubs. Findings indicate that a majority of clubs provided some kind of online training. Central motivation was to counteract a loss of members and to motivate children and young people in particular during the pandemic. Clubs implemented online training in two formats: Some provided their members with recorded videos. Other clubs conducted regular live sessions using Zoom or other videoconferencing tools, which allowed them to create a more or less collaborative training atmosphere. Content of online training can be divided into two variants: Some clubs related the online training to the respective sports, since these could also be carried out from home. Other clubs whose sports were not feasible to do online, but still wanted to offer their members sport, switched to home workouts and alternative fitness training. Despite many positive experiences, many clubs observed difficulties associated with online training, particularly in engaging children and adolescents. Club representatives were also worried about reinforcing a digital divide since club members differ considerably in terms of available technical equipment and media competence.

CEEN Central and East-European Network

PP 037 **Capital and Labour in Central European communication research: Towards an empirically grounded theory of academic capital accumulation**

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Although the internationalization of communication research is an emerging topic both on a global scale and within the CEE, the region is still severely underrepresented in international publication. Furthermore, CEE education typically cannot be converted into international positions in communication departments at leading universities. In short, CEE communication education is not competitive globally, thus, it is almost impossible to accumulate sufficient transnational academic capital in the region. Albeit evidently overemphasized in academic recruitment, academic capital (AC) is still a largely undertheorized concept: there are severe discrepancies between the related theoretical, qualitative, and quantitative approaches, and so far, we lack the comprehensive and empirically under-pinned perspective that can measure, model, and critically analyse AC. Following the framework of Demeter (2019, 2020), I propose interconnected and measurable concepts for academic capital – as measured via degrees and previous affiliations – and academic labour – as measured via productivity indicators – in an empirically grounded, quantitative model of academic knowledge production. The model provides insight on both how AC relates to academic labour on the background of career advancement, and how geographical differences in AKP relate to unequal AC accumulation. As a result, biased self-sustaining mechanisms of academia, both in terms of social stratification and geopolitical inequities, can be critically assessed in a quantitative manner.

The present study – as a pilot employing the above-mentioned model – investigates capital accumulation process-es within global communication research with the specific aim to scrutinize how communication scholars from the CEE region, are represented and valued within the international academic context. Based on a systematic analysis of education trajectories, international publications, and research funding of CEE communication scholars, I will scrutinize if CEE education and international publication excellence can be converted into international power positions and research funding. In short, my presentation offers a detailed picture of CEE communication scholars' international representation in terms of both academic capital accumulation and international visibility.

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PP 038 **Researching Media and Communication in Poland: State-of-the-Art and Future Challenges**

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In Poland, communications and media research have strongly related to the development stages of democratiza-tion (Price, Rozumilowicz, Verhulst, 2003), with the primary focus on democratic transformation, media freedom and contextual foundations for media systems analysis (Dobek-Ostrowska, 2019; Donders, 2021). The second wave of academic studies has been launched in the aftermath of technological changes in the 2010s, followed by media users' studies and journalism education studies, becoming new areas of interestof the Polish researchers (Szpunar, 2018a; Ptaszek, 2019). While there have been attempts to contextualise phases of Polish media develop-ment, the studies on researchers' responses to media and societal change are sadly missing. Additionally, there has been no empirical evidence to illustrate the dynamics of communications and media research, such as relations between theory and empirical studies, internationalization, and the societal impact of scholarly contributions.

This paper aims to present empirical findings on the Polish media and communications scholarship published in 2000–2020, highlighting critical moments (social, political, economic and technological) that have had a signifi-cant impact on changing the direction of media and communication studies in Poland. Through the analysis of database of 1000 publications by Polish researchers, the goal is to identify state-of-the-art and future challenges in four main domains, including Journalism Research, Media Usage Patterns, Legal and Ethical Regulation and Media Related Competencies. The data was gathered and coded as a part of the European Union funded research project, entitled "*Critical Exploration of Media Related Risks and Opportunities for Deliberative Communication: Development Scenarios of the European Media Landscape*" (MEDIADELCOM) (2021–2024). The Polish scholarly

database includes journal articles, academic books, media reports, online sources, and legislation, which helped point out both the risks and opportunities. The research hypothesis is that Polish researchers might have not sufficiently responded to technological and societal challenges, focusing on theories and normative approaches instead of validating media change via empirical research.

For instance, the results prove the dominance of Journalism Research publications (39% of the items coded) above Media Usage Patterns (25%), Legal and Ethical Regulation and Use of The Data (21%) and Media Related Competencies (15%). The study shows that Poland is still struggling to adapt democratic visions, Western media ideas and research tendencies, while also being put on hold due to the cultural, systemic, including political and regulatory, and academic path-dependencies (funding for universities, the top-down academic culture). The main reasons are to be found in national media research regulations, focus on national media and communication areas, research in theoretical perspective (than empirical one) or the university/research centres evaluation procedures.

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CEEN01 - Societal impact of research and teaching in the field of media and communication in CEE region

PP 039 **The impact of higher education on European identity in the post pandemic society. Explorative research among university students from Central and Southern member states**

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The paper aims to analyse the impact of higher education on European identity among Central and Southern Europe citizens in a post-pandemic society. In particular, the purpose is to investigate if the crisis has influenced in the students with a higher level of education the confidence in Knowledge and European institutions and how it can orient the European measures on media literacy skills for promoting European identity. We can argue if the most educated young citizens both from Central Europe and from Southern Europe develop conceptual framework to watch social reality with a European-based way of thinking that impact on trust and sense of belonging in the EU.

The pandemic of Covid-19 is a challenge for the European Union after the economic recession and the migration flows. These crises involve the friction between national resistance and the need for stronger integration to tackle the global threats. Furthermore, they shown a critical relationship between citizens and EU (D'Ambrosi 2019; Parito 2019). The crises have stimulated in the Central and Southern member states a public debate highly politicised, with an important role played by Eurosceptic political actors (Statham, Trenz 2013; Risse 2015; Hutter, Grande, Kriesi 2016), nationalistic and populist responses (Martinelli 2011; Pasquinucci, Verzichelli 2016), decrease of trust in EU institutions and integration (Eurobarometer 2020), but also a rise in trust in EU during the third stage of Covid-19 pandemic (Eurobarometer 2021). In this scenario, young generation are suffering more than the older the effects of the economic crisis through high unemployment rate (Eurostat 2019, 2020) and feelings of anxiety for the future. In addition, many scholars highlight a generational cleavage (Norris, Inglehart 2019) with the youngest more pro-European Union than the older (Lubbers, Scheepers 2010; Lauterbacha, De Vriesb 2020; D'Ambrosi et. al. 2021).

Starting from these considerations, many questions arise. How did Covid- 19 affect young student's confidence in knowledge institutions and science? How has it influenced the European identity? What perception of EU has produced? We assume the Covid-19 pandemic has acted as a trigger event that has changed the perception of collective identity.

The paper applies a mixed method approach: content analysis (documents and official digital services data analysis) and quantitative study on the first months of 2022 (survey of about 500 university students aged 18–30 for each country). The questionnaire on a non-random sample of students in Poland, Hungary, Italy, Spain is translated in local languages.

The expected resalts of the data analysis is that the pandemic crisis force the most educated youth both of Central and Southern countries to attribute relevant meanings to EU, which are based on making informed decisions through knowledge institutions and recognizing a common space of interaction as an opportunity of peace, security and democracy. In this scenario is relevant how a series of mechanisms proposed by institutions to promote further integration in the European Higher Education sector (as media literacy skills) can rethink the contribution of Knowledge Institutions in influencing young students from Central and Southern Europe.

CLP Communication Law and Policy

PP 040 **Public service broadcasting's public values: Rethinking questions of impact for PSB policymaking in the UK**

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Current efforts to assess the impact of European models of public service broadcasting (PSB) recognise significant challenges to its future sustainability. Rapidly evolving dynamics in media platforms and technologies, rampant competition from new media producers, hyper-partisanship in news and information, and a widening generational gap in the appeal of 'traditional' broadcasters, amongst other issues, are transforming how audiences find, consume and value media content.

The proposed paper analyses the 'public value' of the UK's mixed model of public and commercial PSBs as a means of exploring how public interventions in broadcasting policy aim to assess varied measures of impact. It begins by outlining a typology of six inter-related public values of PSB—social, cultural, economic, industrial, representational and civic—indicative of distinct principles and obligations evident across current UK policy and regulation. These values have been identified through a close, qualitative reading of over 20 years of UK policy documents, with particular attention given to contending interpretations of PSBs' impact and influence in emerging new media ecologies.

Next, the paper presents findings from semi-structured interviews with policymakers, regulators, industry stake-holders and advocacy groups undertaken, in part, to test the assumptions informing the typology and assess its relative strengths or limitations. Highlighting a range of live debates on reforming, replacing or revoking existing PSB regulations or requirements in UK policy, we consider how a public value-centred approach can better inform policymaking. In attending to both normative ideals of PSB and empirical evidence of impact, we aim to illuminate a more nuanced framework for defining the positive role of large-scale public interventions in increasingly commercialised, non-linear and globalised media markets.

As scholars and policymakers across Europe look to evaluate the purpose and relevance of their own distinct PSB models, we argue that our typology of public value offers a novel framework for engaging constructively in debates that are otherwise typified by fraught politics and short term decision-making.

PP 041 **Rethinking the impact of PSM transparency measures: From effects to politics of disclosure**

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In the wake of the public value reform doctrine, impact measurement has become a key element of PSM governance in many countries (e.g., van den Bulck, 2015). The EU Commission's pushes to make EU member states justify the funding privileges of public broadcasters further stipulated new reporting requirements. Showcasing performance indicators and increasing transparency has been celebrated as a means to foster legitimacy and accountability of, or trust in, PSM. The European Broadcasting Union (EBU, 2015, 7) argues "that the long-term benefits in terms of legitimacy and case-building for PSM outweigh any possible disadvantages of being transparent". Despite the pervasiveness of such expectations in modern governance, empirical evidence from other disciplines presents mixed results, indicating that "the transparency–trust–legitimacy path is fragile" (Heald, 2018, 331).

Media policy scholars have though rather rarely studied PSM transparency measures systematically. By contrast, a large body of research exists in interdisciplinary organization studies. Albu & Flyverbom (2019) identify a verifiability school of research largely optimistic about the outcomes of transparency measures, and a more doubtful performativity school. More recently, scholars such as Heimstädt & Dobusch (2018, 2020), Meijer (2013), or Pozen (2020) have though proposed to shift focus from this dichotomous perspective to a more contextual and relational analysis of the processes and dynamics at play in efforts to increase transparency.

Nourished by these insights, this contribution presents a theoretical framework to assess PSM politics of disclosure, understood as the processes by which public broadcasters become transparent (see Heimstädt & Dobusch, 2018). These take place in multi-actor settings in which public broadcasters need to meet various external information demands. The conceptualization draws on theories of new institutionalism (e.g., Scott, 2013) as an approach particularly suited to capture the interaction between media organizations and media policy (Ali & Puppis, 2018). Rather than analyzing whether transparency measures create the aspired outcomes, we should take a holistic view on the impact of such efforts, assessing the recursive dynamics between PSM organizations and their environments.

Given the ongoing debates about the future role and legitimacy of PSM across Europe, further demands for greater visibility of PSM governance and operations lie certainly ahead.

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CLP01 - Public Service Media & Public Investment in Media

PP 042   On a path to media subsidy evaluation: a first approach (work-in-progress)

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The structural crises of Western journalism (Nielsen, 2016) intensifies two years into the Covid-19 pandemic. While German newspaper's sales revenue initially increased in 2020 (BDZV, 2021, p. 19), declining advertising revenues could never be offset. Ultimately, gross revenues decreased again, just the same as for the rest of the world (BDZV, 2021, p. 4; WAN-IFRA, 2021, p. 69). In light of these economic hardships but also social and political repercussions, questions of state support for media organizations in the form of media subsidies become more prevalent than ever (Bleyer-Simon & Nenadic, 2021).

Media subsidies are well-established tools of media policy since the 1960s (Trappel, 2018, pp. 75, 79). A variety of countries employ forms of direct and indirect subsidies, allocated generally or specifically (Murschetz, 2020). Recent discussions to enhance subsidy measures are highly controversial even among journalists, however. Critique ranges from potential state-interference in press freedom to inefficient resource allocation and incentivizing outdated business models (Bleyer-Simon & Nenadic, 2021; Murschetz & Trappel, 2013, p. 377).

Arguably, concerns may root in insufficient evidence on effects and impact of respective subsidy measures. *This project thus evaluates a media subsidy program to provide necessary insight.*

Research is conducted in a two-step process. First, a to be determined media subsidy program will be studied through document analysis of available program information. This identifies the 'program theory', that is, the underlying ideas, structures, functions and processes of the program (Rossi et al., 2019, pp. 65–79). This generates evaluation criteria. In a second step, these will be applied to a subsidized project to assess the program (Rossi et al., 2019, pp. 94–96; Sager et al., 2021, pp. 104–109).

Policy evaluation is the fifth and final step in the policy cycle (Puppis & Van den Bulck, 2019, p. 6). Evaluations consider output, i.e. the written laws, outcomes, i.e. in what ways behavior of those addressed by a policy changed, and impact, i.e. the extent to which the defined problem could be solved (Rossi et al., 2019, pp. 16–17). By studying measures, implementation, and expected vs. empirical results, causing mechanisms for the latter can be identified (Sager et al., 2021, pp. 33–35).

Media policy research does not put emphasis on evaluation yet (Beck & Dogruel, 2020, p. 8). Descriptive, frequently cross-country comparative descriptions of subsidies predominate (Kaltenbrunner, 2021; Puppis & Pedrazzi, 2020; Puppis & Bürdel, 2019; Murschetz, 2013; Künzler et al., 2013), only Haas' (2012) analysis attempts to include evaluation.

Building on decades of evaluation research (Sager et al., 2021, p. 39–44), the ultimate objective is to develop an evaluation tool for media subsidies. This abstract outlines a sub-project of that larger endeavor. To the best of my knowledge, there is no current model to systematically evaluate media subsidies' impact. Such tool must exceed economic criteria of cost-effectiveness and cost-efficiency. Journalism plays a substantial role for democracies. Evaluations must consider journalistic effects of media subsidies regarding content quality and diversity, structural effects on media organizations, and also technological innovations. The multi-dimensional tool to be developed enables scholars and lawmakers to assess a subsidy program.

CLP01 - Public Service Media & Public Investment in Media

PP 043   A Yank in PSM's court: What we can learn from American public service broadcasting

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The academic study of public service media has been dominated by European analyses. This is not without good measure, as the BBC represents the global template for public broadcasting/media and Europe has the most sustained and popular public media systems in the world. Outside of Europe, scholarly attention focuses on either public media in Commonwealth countries such as Canada (CBC), Australia (ABC), and New Zealand (TVNZ) or PSM institutions that are a non-European member of the European Broadcasting Union, such as those of Japan (NHK) and Israel (IPBC). Left out of the global conversation is the US experience which is defined by National Public Radio (NPR) and the Public Broadcasting Service (PBS). There may be a few self-evident reasons for this: compared to its international peers, US public media is poorly funded (roughly $1.40 per capita vs. Sweden's $100 per capita) and poorly consumed. Nevertheless, American public broadcasting has existed (formally) for over 50 years and deserves to be discussed alongside other national PSM systems. Notably, there are global policy lessons to be learned from the US PSM experience in three crucial domains: Trust, Technology, and Telos.

Just as European PSM organizations struggle to justify their "contribution to society" according to market-based logics, US PSM are engaged in a fight for survival, most recently during the Presidency of Donald Trump. When they are not fighting for their very existence, they remain an afterthought both in US media diets and in public policy. We argue, first, that the battles PSM organizations are facing, while partly contextual and path dependent, in essence are global rather than national or regional in nature and, second, that global lessons can be learned from the US PSM model and experiences. In the US, as elsewhere, PSM are looking into strategies that can capitalize and emphasize on the trust engendered within them, while simultaneously incorporating and harnessing new digital delivery platforms and mechanisms, and proving to policymakers and market competitors of their validity and purpose.

Rather than dismiss the American model, therefore, this paper discusses how these issues of Trust, Technology, and Telos play out in the US PSM systems and what 'lessons' this can provide for PSM in Europe (and beyond). To this end we combine a brief overview of its history, structure and funding an analysis of existing literature, relevant federal policy documents with an analysis of primary data from a survey with PBS audiences (N = 1500) and PBS station managers (N = 65). We analyze US PSM's ability to be amongst the audiences' most trusted US public institutions against the political, financial and policy hurdles they face to fully explore the affordances of digital technologies. This analysis will result, on the one hand, in a better understanding of US PSM's current position in a digitized, hyper-commercial media ecosystem and, on the other hand, in reflections on the policy implications for the US and beyond.

CLP02 - Processes and Discourses in Media Policy Making

PP 144   Impacting Swiss digitalisation. The role of government, parliament, and interest groups in shaping Switzerland's digitalisation process

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This paper aims at presenting the strategies the Swiss government has adopted, from the 1990s to nowadays, to foster and regulate the digitalisation of the country. Through the analysis of the *Digital Switzerland Strategies*, the documents published by the Swiss government which present and explain the various digitalisation strategies (Swiss Federal Chancellery, 1998; 2006; 2012; 2016; 2018; 2020), this paper shows the approach Switzerland has towards digitalisation, and the goals it set in various sectors of society. Moreover, it also shows the impact various stakeholders have on these strategies.

Based on *policy studies* (e.g., Freedman, 2008; Knoepfel et al., 2007; Puppis, Simon, & Van den Bulck, 2016), it highlights the values, hopes and fears related to digitalisation, together with the society's sectors which the Swiss government considers as crucial for the success of the country's digitalisation. It also underlines how these strategies have been built through the works of the Federal Council, the several dedicated commissions, and the various Parliamentary interpellations and motions on the subject.

On a theoretical side, this paper is interested in that part of *policy studies* which sees policies as "part of a strategy to attain specific" objectives, which can be "economic, political and socio-cultural" (Freedom, 2008, pp. 3, 10). In studying how policy makers work to achieve these objectives, *policy studies* also analyse the environment around policy creation together with the role of different stakeholders involved in the process, from governments to "various interest groups […], civil society organisations", in addition to everyone who is the object of a given regulation (Puppis, Simon, & Van den Bulck, 2016, p. 8). This paper views policies and, in particular, the *Digital Switzerland Strategies*, as "political actions" highly influenced by "political visions" and "public interest" (Freedman, 2008, pp. 24, 64); as such, these need to be analysed also for their effectiveness in order to offer feedback to policy makers regarding the "legitimacy, efficacy and durability" of their works (Knoepfel et al., 2007, p. ix).

The first of these strategies was published in 1998, while the most recent one in 2020; with the time, they have become more detailed and precise and, nowadays, they are revised by a dedicated commission and republished every two years, always keeping the original aim of "providing favourable conditions for digital development" (SFC, 2016, p. 3). They express the Swiss perception on ICTs and digitalisation, together with the government's priorities in implementing them in society; following specific guiding principles, indeed, the government highlights a series of sectors it considers as fundamental, such as economy, political participation, education, and culture (e.g., SFC, 2006, p. 1757–1761; 2016a, pp. 5–11; 2018a, pp. 2–31; 2020b, pp. 6–33), and lists goals to achieve for each of these sectors.

Aim of this paper is to analyse changes and continuities in the goals set by the government related to digitalisation, together with the background at the basis of these strategies, and the role of the various stakeholders (the Federal Council, the Parliament, and the various dedicated commission) in developing them.

CLP02 - Processes and Discourses in Media Policy Making

PP 145   Views on multistakeholderism: the implementation of the AVMSD and the participation of stakeholders in Portugal

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In the process of implementation of the revised AVMSD, different solutions could be adopted by members-state to adapt their national regulatory frameworks concerning the operation of VoD services. This room for manoeuvre created pressure on the public authorities regarding the choice of the solution to follow, with stakeholders seeking to influence the policy-making outcome, in a process that can be characterized as multistakeholderism, since several classes of actors were engaged in a common governance enterprise concerning issues regarded as public in nature (Raymond and DeNardis, 2015).

In Portugal, the implementation of the revised AVMSD involved several actors of the audiovisual sector that contested the first governmental draft, arguing for the need to impose other obligations to VoD services, namely a tax on revenues. This so-called 'Netflix tax' was a major issue in the debate and ended up being included in the final version of the law implementing the Directive. Although this could be viewed as a signal that multistakeholderism produced visible changes in policy-making, critical perspectives on multistakeholderism (Donders et al., 2019) suggest that the process may not be inclusive and its results are susceptible to politicians' instrumentalization.

Thus, a closer insight is needed in order to shed light on the actual outcomes of multistakeholderism. Drawing from semi-interviews with 8 high-profile stakeholders involved in the Portuguese policy-making of the AVMSD implementation, this communication analyses the perceptions of policy-makers and actors from the audiovisual sector. Results show that consultation and participation of stakeholders happened in an advance stage of the process hindering a productive discussion. Stakeholders did not feel their contributions to be meaningful. In line with other works (Donders *et al.* 2019), we found that, although some changes were introduced during the policy-making process, the effectiveness of multistakeholderism was considered to be limited.

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CLP02 - Processes and Discourses in Media Policy Making

PP 147   To overblock or not to overblock? – The discourse about platform regulation and freedom of speech in Germany

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This paper analyzes the internet policy discourse in Germany in different media settings with the help of digital text corpora and the application of computational methods. We examine the discussion surrounding the regulation of hate speech and freedom of expression online arising from a German anti-hate speech law called the Network Enforcement Act (NetzDG, 2017). The discourse about this law provides insights into the ways in which the political and societal implications of technology are currently discussed and negotiated in the public sphere, particularly with regards to the threat that the misuse of social media platforms poses to democratic decision-making processes in Western liberal democracies.

To analyze this discourse, we have compiled two corpora based on text and metadata from, firstly, tech blog entries and websites, and secondly, articles from prominent daily German newspapers. We specifically examine the conversation about one of the most important topics within the discourse about NetzDG, the likelihood of NetzDG causing "overblocking," with the help of pre-trained Transformer-based language models (machine learning). (Chan et al., 2020) This method facilitates the detection and quantitative analysis of arguments and theses in the two corpora. Moreover, it supports our exploration of the textual data by means of "blended reading" (Stulpe & Lemke, 2016), meaning we take the classifications of the model as cues to guide our close reading of designated articles.

Our research shows that the overblocking thesis (assumption that NetzDG may lead platforms to delete more contents than necessary in order to avoid fines, which may cause a restriction of users' freedom of speech) dominates the NetzDG discourse. In contrast, the "anti-overblocking thesis" (presumption that platforms will delete content moderately in order not to irritate their users, since this would put their business model at risk) is hardly mentioned within the discourse at all.

Examining selected occurrences of the "anti-overblocking thesis" allows us to specify the particular circumstances under which this argument gets represented in traditional print media and to draw conclusions about the impact of scholars, politicians, interest groups, as well as IT-bloggers on this discourse in the broader public.

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CLP03 - The cutting edge of content issues

PP 244   Opinion power under the microscope. A framework for a holistic, contemporary platform regulation

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Citizens' supply with diverse political issues and perspectives is a core function of democratic media systems, as it is expected not only to help citizens form more rational political opinions and reach better decisions (Kim & Kwak, 2017; Napoli, 1999). Therefore, at least in democratic countries in Europe, media policy regards media diversity as a central regulatory goal (e.g., Council of Europe, 2007). According to this logic, a predominant power of opinion stands in the way of a free formation of opinion and diversity.

Taking this as a starting point, the theoretical contribution critically examines existing, one-dimensional approaches to regulating opinion power and diversity in the age of platformization. More concretely, it presents a framework of ensuring diversity that does justice to the multidimensionality of platform power. Thereby, the decisive factor in democratic theory is the diversity the recipients are *exposed* to and actuallly use in the end (Helberger et al., 2018; Moe et al., 2020).

To date, media diversity has mainly been regulated *negatively* and *indirectly* in the form of antitrust-inspired concentration control designed to prevent a dominant influence on public opinion (Just et al., 2021). The underlying rationale is that content diversity can be ensured by avoiding economic concentration. Whether this assumption is justified is doubtful. Instead, empirical evidence shows that diversity of supply does not automatically translate into high diversity of content as received (Van Aelst et al., 2017). Thus, antitrust instruments alone cannot (directly) secure media diversity.

This is especially true for "platformized" media environments. Digital platforms are now highly relevant for opinion formation and pose an additional threat to diversity, primarily because of their position as gateways to journalistic content and algorithmic recommendation systems (Newman et al., 2021). Countries like Germany therefore already include digital platforms in their measures to ensure diversity. However, these measures are likewise limited to instruments inspired by competition law, such as provisions on non-discrimination. Yet, a regulation of platforms' opinion power reduced to competition law instruments falls short and does not ensure exposure diversity (Flew, 2019; Helberger, 2020). This is because opinion power cannot be considered in isolation from other platform power dimensions that effect opinion power.

To this end, we identify six dimensions of platform power: market power, capital power, data power, bargaining power, political power, and, ultimately, opinion power of digital platforms. In the following, we 1) explain the individual power dimensions and how they interact. For example, platforms can abuse their data power, i.e., their knowledge of users' preferences, to influence the visibility of issues, actors, and perspectives. They can also use their market power to force news media to adapt the selection and presentation of their content to the platform logic. Platforms can also use their capital power to selectively place journalistic funding programs. Next, we 2) map the resulting potential threats regarding content and exposure diversity, 3) consider existing regulatory approaches in Europe, and 4) finally propose concrete approaches to be complemented. These present themselves as a paradigm shift away from a negative to a holistic ensuring of diversity.

CLP03 - The cutting edge of content issues

PP 245 Game streamers conquering the audiovisual media playing field: a study of impact on adolescent viewers and regulation

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With 'game streamers' entering the audiovisual media market, video gaming is no longer solely about playing games. Game streamers are content creators who upload or livestream videos of themselves playing video games on video-sharing platforms, such as YouTube or Twitch. The game often constitutes a background activity, as the creators are simultaneously entertaining their viewers by commenting on the game and interacting with them (Feci, 2018). Over the years, game streaming has become a full-fledged genre of audiovisual entertainment, attracting billions of viewers worldwide. While game streamers have been around for years, the Covid pandemic has boosted their popularity even more (MacDonald, 2021). This paper addresses game streamers from two perspectives: their impact on Flemish adolescent viewers from a media studies perspective, and the protection of these viewers from a legal perspective.

First, the research takes on a media studies perspective. Their authenticity, relatability and accessibility make game streamers appealing (Djafarova & Rushworth, 2017). Parasocial-interactions with creators make viewers experience a sense of friendship and loyalty, challenging viewers' ability to be rational, autonomous and critical media consumers (Lou & Yuan, 2019). As part of this research – taking place within the Gam(e)(a)ble project –, an online survey was conducted amongst 455 adolescents (46% male, 51% female, 3% other; ages 11–18) in 9 Flemish high-schools. Half of the participants (49%) indicated to watch game streamers. Moreover, the prevalence of adolescent viewers in Flanders that buy products or services as a result of watching is 18%. However, viewers can encounter harmful content (e.g. violence), illegal content (e.g. gambling) and excessive/hidden advertising on video-sharing platforms. This is confirmed by abovementioned survey: 13% of adolescent viewers in Flanders indicated to have seen questionable content during game streams (e.g. nudity, weapons or alcohol).

Considering all of the above, together with the numerous opportunities for game streamers to monetize their streams (e.g. through advertising deals, channel subscriptions, donations etc.), concerns have been raised regarding

the protection of adolescent viewers by the current regulatory framework. Therefore, present research subsequently takes on a legal perspective. In particular, the status of game streamers under the Audiovisual Media Services Directive (AVMSD) – the cornerstone of EU audiovisual media regulation – will be assessed. Based on earlier research, the AVMSD is argued to be applicable to game streamers (Feci, 2018). Additionally, this paper aims to identify to what extent such streamers fall under the AVMSD, and what this means in practice. Then, the current and potential role of media regulators is examined. Finally, part of the research is devoted to the exclusion of video games in se from the AVMSD's scope and whether this is still justifiable as technological advancements have caused the boundaries between audiovisual media services and games to blur (e.g. contrary to their interactive nature, video games are now passively consumed as audiovisual entertainment, whereas audiovisual entertainment, traditionally considered as passive consumption, are also being built into video games). Based on this research, it will be concluded whether media consumers are sufficiently protected against questionable content by game streamers.

CLP03 - The cutting edge of content issues

PP 246   **Rethinking the impact of prominence on European audiovisual media policy and regulation**

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The term "prominence" in audiovisual media policy and regulation has experienced a certain development, especially within the evolution of the Audiovisual Media Services Directive (AVMSD). Since its last revision in 2018, the AVMSD has indeed not only introduced quotas and investments obligations for both on-demand audiovisual players, but it also requires European works to be clearly visible and prominent in catalogues (Article 13(1)), while recognizing Member State's freedom to adopt rules that ensure "appropriate prominence" of a specific category of actors and content, loosely referred to as audiovisual media services of "general interest" (Article 7(a)). In practice though, the vaguely defined policy objectives of these new provisions and their fragmented and diversified implementation at national level, have raised a number of questions that should be urgently addressed when creating new prominence regimes: what scope of applications should these provisions have? Which criteria could be used to define the loose notion of audiovisual media services of "general interest"? What are the impacts of such provisions on users' access and exposure to content?

Our work intends to contribute to this evolving policy area and critically reflect on such open questions through a comparative overview of relevant case studies, which will allow us to better understand the advantages and disadvantages of different policy approaches. More specifically, after conceptualizing the notions of prominence and its relation to terms like discoverability/ visibility, and contextualizing the emerging policy challenges, this paper will present comparatively five major audiovisual markets as case studies: United Kingdom, Germany, France, Spain and Italy. The aim is twofold: consider how provisions are being transposed into national legislation, while analysing if specific services and contents – such as those public service oriented – are being taken into consideration as of general interest. Empirically, a qualitative policy and regulatory analysis will be offered relying primarily on a critical bibliographic and documentary review examining a wide range of texts. Such texts include, but are not limited to, articles in academic publications and specialized media, market and official reports, white papers, studies and legal texts.

Based on such mapping, light will be shed on the advantages and limitations of the AVMSD and critically examine the different approaches used at national level to ensure prominence and visibility of certain types of audiovisual works. Concluding remarks will be drawn from a legal, political, and market perspective to explain that even though the AVMSD's prominence provisions represent a significant first step towards ensuring pluralism and diversity in today's online media environment, their vaguely defined policy objectives and their fragmented and divergent transposition into national law are also raising numerous concerns. Finally, these reflections aim to inform future policy developments to better understand the impact of prominence on European audiovisual media policy and regulation.

■ **CLP03 - The cutting edge of content issues**

PP 247 **Covid-19 content moderation and platform accountability**

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Background

Covid-19 pandemic marks a shift in dominant social media platforms' relationship with misinformation they host. The broad changes to platforms' moderation policy and product features, including an exhaustive warning-labeling of most unofficial coronavirus-related content, have been introduced with a significant amount of public accounting justifying their need and purpose. This study examines how platforms discursively construct their social accountability in terms of the perceived risks of misinformation, and their responsibility to mitigate them during the pandemic and beyond.

Problem

Viral misinformation on social media is real, if bounded problem, heightened by the growing number of people seeking health information online. Whereas traditional fact-checking struggles to reach audiences on digital platforms, the companies behind them possess wide-ranging means to potentially intervene with online misinformation and reduce public misperceptions. Their willingness to acknowledge this responsibility, however, has lagged behind public calls for factually accurate online environments. While many platforms recently began to prohibit health misinformation, legitimate concerns about their accuracy and motives still abound amidst revelations about neglected language regions and exempt user segments. Accordingly, we need to understand how platforms address these public concerns if they wish to be credible actors in combating misinformation. We therefore ask what discursive strategies platforms employ in their public statements when presenting their roles, actions, rationales, and successes in correcting and disrupting misleading claims regarding Covid-19 pandemic.

Methodology

Our data consists of public documents crawled from corporate blogs of globally dominant social media platforms owned by Meta, Google and Twitter. These companies share similar stances to self-regulation and comparable, industrial-scale content moderation systems. We draw from the theoretical concept of social accountability, that is, account-givers' social obligation to justify their actions to citizens and other societal actors. Using keyword queries, we identified documents that discuss pandemic-related issues, and engaged in qualitative analysis to detect discursive justifications for Covid-19-related corporate action.

Results

Preliminary results show that platforms frame Covid-19 misinformation with discourses and tones distinct from other harmful content. Covid-19 figures strongly across the data also in connection with issues not directly related to the pandemic; as a justification of any novel features or practices of moderation; as a typical example of problematic content; and as a general placeholder for difficult times. Tracking documents over time and across companies, we observe an interesting similarity between many platforms' initial justifications to reassign content moderation tasks from humans to algorithmic systems. Additionally, platforms follow a common trend of gradually expanding their moderation capabilities, from originally strict and oblique "hard" moderation towards including less disruptive and more transparent interventions. Platforms also show a tendency to define "misinformation problem" by their own terms, justifying (in)actions with internal investigations and unpublished data that directly undermine watchdog reporting and media accounts.

Implications

This work contributes to ongoing debates about digital platforms' social accountability and their capacity to tackle online misinformation.

■ **CLP03 - The cutting edge of content issues**

PP 248 **The Metaverse and Citizens' Communicative Rights**

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The Metaverse is a new buzzword for the "new internet" into which Big Tech companies like Facebook, Alphabet (Google) and Microsoft have invested heavily for years. The Metaverse is depicted as a new frontier that Big Tech will invade, combining the Metaverse's essential parts with its own ecosystems. More concretely, the Metaverse is

a network of 3D virtual worlds where users can play games, connect with friends, attend meetings, and participate in all kinds of virtual events. Regarding business, the Metaverse appears to be a move from Alphabet and Facebook to maintain their status as kings of the digital advertising.

The Metaverse is also a living example of platformisation, meaning the penetration of digital platforms' infrastructures, economic processes and governmental frameworks in different economic sectors and spheres of life, as well as the reorganization of cultural practices and imaginations around these platforms (e.g. Poell et al., 2019).

Critical scholars have already documented essential ethical problems that the Metaverse may contain. For example, if the prevailing data extraction of user behaviour continues in the Metaverse, the biometric data potentially collected by the platforms creates a new and severe threat to user privacy. There is also the risk that the big platforms can create a monopoly or duopoly in this new market, which would violate US and EU competition laws. Issues around algorithmic transparency and the ethical use of AI are also topical in creating virtual realities in the Metaverse.

This paper builds a sociotechnical perspective on the Metaverse, exploring its infrastructural, economic, and social features with the following research questions:

- What are the infrastructural features of the Metaverse?
- Is the Metaverse as a new phase of platformisation?
- How do fundamental communication rights fit the Metaverse?
- How do the existing platform regulations relate to the Metaverse?

In this paper, I employ a framework that divides the notion of communication rights into four distinct operational categories (Ala-Fossi et al., 2019). These categories are citizens' *equal access* to information, orientation, entertainment and other content serving their rights; *equal availability* of various types of content (information, orientation, entertainment or other) for citizens; *protection* of every citizen's *private life* from unwanted publicity, as well as protection of *personal data;* and the existence of *public spaces* that allow citizens to publicly share information, experiences, views and opinions on common matters. I will also discuss the need for the fifth right, the right to *digital sovereignty,* referencing the right to determine what kind of representations (for example, avatars) and surroundings are built for user citizens.

I also evaluate the possibility of new, Metaverse-specific regulations considering existing and future legislation, especially the EU's Digital Services Act and the Digital Market Act.

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CLP04 - European audiovisual policy in transition: the 2018 audiovisual media services directive setting the stage for media policy innovation?

PN 064   **Responsibilities of video-sharing platforms and their users**

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With the extension of its scope to VSPs, the 2018 revision of the AVMSD can be seen as trailblazing, or even as a pilot test for future platform governance in Europe. This paper contextualises the new provisions related to VSPs with an account of the growing concerns about harm from content platforms (Lavi, 2020; Moore & Tambini, 2018; Tsesis, 2017; EC, 2013). This paper will detail how the revised AVMSD innovatively managed to allocate responsibility to VSPS without undermining their exemptions from liability as hosting services enshrined in the e-Commerce Directive. It will argue that this step combined with its harm prevention approach has paved the way for the good Samaritan provisions and due diligence obligations at the core of the EU's developing system for regulating a wider range of services under the Digital Services Act.

CLP Communication Law and Policy

PN 065 'Netflix taxes' as policy instruments

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With the transposition of the Audiovisual Media Services Directive (AVMSD), more EU Member States decided to introduce investment obligations for non-domestic VOD providers, also known as 'Netflix taxes.' This research explores the key features of investment obligations as regulatory tools that are supposed to remove the asymmetry between the linear and nonlinear providers (Kostovska et al., 2020).

Based on analysis of multiple of legal texts, we show that there are four categories of investment obligations: 1) levy payable to a fund; 2) direct contribution in production of European works through acquisition of rights and/or (co-)production; 3) choice to invest either through levy/tax or direct contribution; 4) combination of levy/tax and direct contribution. An important area for policy intervention with the investment obligations, according to the results, is ensuring rights retention by independent producers and reducing tensions in contractual relationships with global providers of VOD services. We also show how investment obligations may be used not only to increase financial support for European works, but also to ensure that rights arrangements between independent producers and global VOD providers are fit for purpose. Achieving the desired effect with policy intervention is dependent on how well a type of investment obligation aligns with the long-term strategic objectives and as part of national film and audiovisual policy frameworks.

By exploring investment obligations we also provide significant background for policymakers who are considering policy intervention in this area. We already see that existing investment obligations are being reviewed soon after being enforced (e.g. France and Flanders). With US studios shifting downstream and creating their own streaming services and more SVOD providers moving up the value chain, investment obligations are expected to grow in significance as part of the European audiovisual policy toolkits in the upcoming years.

PN 066 The big grey area between breach and no breach of signal integrity

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Discourse and issues raised over signal integrity coincide with the audiovisual convergence between TV and digital; reality propelled by the existence of connected TVs. However, since 2010, broadcasters in a number of Member States have accused distributors and smart TV manufacturers of distorting, modifying, intercepting and overlaying the broadcasters' original signal for commercial purposes without the broadcasters' consent. As such, the revised 2018 AVMSD includes provisions on the protection of the AVMS provider's signal integrity, which aims to address and offer solutions to the tensions between the players active in the audiovisual value chain. This chapter aims to answer the question of how to overcome the big grey area of what constitutes a breach of signal integrity and what does not. To answer this question, our research turns to the technological context of the signal, it analyses how the signal modifications and processes are understood, analyses the ins and outs of the AVMSD provisions on signal integrity, clarifies the important role of the initiator of the service or functionality, establishes what constitutes a commercial communication, and lastly, discusses the key participation of national regulators in the adoption and application of signal integrity provisions. The result of this research is the creation of a framework which offers the possibility of a straightforward and consistent analysis and application of signal integrity measures across the EU.

CLP04 - European audiovisual policy in transition: the 2018 audiovisual media services directive setting the stage for media policy innovation?

PN 067   AVMSD and the effectiveness of media (ownership) transparency requirements

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Media transparency is widely acknowledged as an enabler for media pluralism and independence, and therefore for democracy. The 2018 revision of the AVMSD introduced an obligation for media ownership transparency into the Directive. This chapter questions whether, thus doing, the AVMSD provides a significant contribution to the public's access to information about media ownership and to financial information. To respond to this question, this chapter first defines and discusses the scope of media transparency. It then analyses the European legal framework, including both general and media-specific regulations. It provides a mapping of current legislation in the EU Member States and in the UK. This allows us to critically assess the limited contribution of the AVMSD in terms of regulation for media ownership transparency: despite stating important principles, it falls short of leading towards a higher level of media transparency across all European countries. The chapter concludes with a call for a re-conceptualisation of media transparency regimes, which would go beyond ownership and financial information to include how content and opinions are curated, moderated or prioritised.

CLP04 - European audiovisual policy in transition: the 2018 audiovisual media services directive setting the stage for media policy innovation?

PN 068   Coordination among and independence of media regulatory authorities in the digital environment

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The implementation of the Audiovisual Media Services Directive (AVMSD) strongly relies on national regulatory authorities responsible for media. However, until its 2018 revision the AVMSD did not contain a definition for how these authorities should be constituted and how they should operate. Over the years, studies showed that the independence of national media regulators could not be assumed across a number of Member States (Schultz et al., 2013; Brogi et al., 2018; Mutu, 2018). At the same time, the country-of-origin principle underpinning the AVMSD implementation across the EU and safeguarding legal certainty for cross-border services, has been repeatedly tested by incidents in which national regulators responded with attempts to take action against services regulated in other Member States. The latest AVMSD revision addressed both coordination and independence by including minimum requirements for national regulatory authorities, detailing a more streamlined coordination mechanism, and institutionalizing the European Regulators Group for Audiovisual Media Services (ERGA). This paper explains how the country-of-origin principle has operated over the years and gives an account of the evolution of coordination among (independent) regulators. In doing so it provides evidence for the urgent need that inspired the reforms and critically discusses their implications in the context of the digital communication environment and the platform regulation.

CLP05 - Resisting disinfodemic: social, political, and technological insights from Lithuania

PN 090   A whole-society approach to disinformation: Anti-vax as a symptom

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It is commonplace to treat anti-vaccination and other covid-related conspiracy theories as standalone phenomena, specific to the pandemic context. Under this view, these conspiracy theories are effectively coping tools that people have invented and employed for dealing with the stress, anxiety, and unpredictability of the pandemic. Instead, it transpires that covid-related conspiracy theories are merely a symptom that act as a release of a broader set of concerns, ranging from economic ones to those based on values and convictions (e.g. opposition to same-sex partnership). In this sense, covid-related conspiracy theories have merely provided a joint platform and a common release valve for the otherwise disparate groups. This also ties well with existing literature, which suggests that belief in conspiracy theories is often interrelated with other similar beliefs and multiple conspiracy theories can be

adopted and seemingly connected at a time. The development and release of the symptom is, however, also re-lated with the platformization of the contemporary media environment whereby users are nudged into groups and channels of like-minded, thereby reinforcing each other's views and commitments. In this way, the underlying fabric of dissatisfaction is stitched with the symptom of covid conspiracies with a thread weaved by the major technology platforms, such as Facebook, YouTube, WhatsApp, or Telegram. Hence, the paper will conclude with a model of a whole-society approach, which includes the social, cultural, and political pressures that underlie the society in question and the technological infrastructure available to that society in conjunction with external stimuli that impact upon the society to produce a symptom that acts as a release valve for the underlying emotional intensities.

CLP05 - Resisting disinfodemic: social, political, and technological insights from Lithuania

PN 091 **The art of mimicry and legitimation of falsehood: A discourse analytic approach to disinformation**

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Disinformation has lately been receiving extensive attention in communication and mass media studies, political science, psychology, and other areas, but it has been addressed to a relatively limited extent from the linguistic perspective even though the main vehicle for expressing it is language. The present study aims to investigate legitimation strategies in disinformation texts to determine how they are used to legitimise false information to make it look credible. The discourse-historical approach (DHA; developed by Reisigl & Wodak, 2009; van Leeuwen, 2007; and van Leeuwen & Wodak 1999) is applied to give a broader outlook to the linguistic mechanisms that are at work when framing the COVID-19 pandemic in Lithuania. This approach of legitimation strategies has mainly been used to investigate discriminary discourses in political/institutional contexts (Rojo & van Dijk, 1997; van Leeuwen & Wodak, 1999) but not so much disinformation. The current analysis is based on 20 disinformation texts on the topic of COVID -19 obtained from public media in Lithuania. The following research questions are addressed: What legitimation strategies are used to justify false facts in Lithuanian disinformation texts? What legitimation strategies are used to de-legitimise opposing viewpoints? Which non-verbal aspects contribute to the mechanisms of (de-) legitimisation through linguistic resources and in what ways? How does the use of different strategies help to mimic factual texts and the informative style characteristic of them? The DHA-based analysis of legitimation strategies shows that the mimicry of factual information genres plays an important role in disinformation. The argumentative style clearly imitates informative style of factual genres through such strategies as legitimation by reference to different types of authority, reference to value systems, and (theoretical) rationalisation imitating scientific conven-tions realised as definitions, explanations, and predictions of activities. As Horbyk et al. note, "mainstream media storytelling is hacked, imitated and hijacked by 'fake news'" (2021: 30). Through the mimicry of informative style supported with intricate legitimation strategies, disinformation texts take over the journalistic form void of journalistic content, which has a dramatic effect on the society in that "'Fake news' creators use the news genre to subvert it" and thus undermine its trustworthiness (Horbyk et al. 2021: 46).

CLP05 - Resisting disinfodemic: social, political, and technological insights from Lithuania

PN 092 **Multi-layered social resilience: Assessing the Lithuanian audience response to disinformation**

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The pandemic has triggered infodemic and disinfodemic, and resulted in growing circulation of disinformation, manipulated facts, conspiracy theories, hoaxes, lies, hate speech, discrimination and other forms of information pollutionResearch (Baltic Media Health Check, 2020; Eurobarometer, 2021; Statista, 2021, etc.) shows that the pandemic significantly affected media consumption practices and especially boosted online news and social media consumption. On the other hand, we could witness decreasing empathy, solidarity, trust and reciprocity, and increasing polarization, discrimination, and disappointment. Access to reliable and accurate information is critical during the coronavirus crisis, therefore, the role of media and information, as well as public awareness of different information disorders and media literacy competencies should be considered as an important tool for self-protec-tion and resilience against disinformation and harmful content. The role of individuals and their response to the rising challenges of information disorders is an important dimension of the DIGIRES project of Vytautas Magnus University. In order to better understand public response and resilience to disinformation, conceptual refinements and empir-ical applications are needed. Based on a growing body of research (Brown, 2013; Hall & Lamont, 2013; Keck & Sakdapolrak, 2013; Lorenz, 2013; Reuter & Spielhofer, 2016; Nielsen & Graves, 2017; Nelson & Taneja, 2018; Haavik, 2020; Humprecht et al., 2020, 2021), social resilience is defined here as capabilities of individuals and communities

to respond to, to cope with and adjust to various challenges of information pollution. Resources, including structural conditions (e.g., professional media and other democratic institutions) and individual capacities (human and moral agency), are important to be available to the members of society, to be resilient to the information-driven uncertainties and challenges. This paper takes an actor-oriented approach, which provides evidence on public response and resilience to disinformation, based on sociocultural factors (attitudes, perceptions, values, beliefs, knowledge and experience). Along this line of thinking, public/social resilience is a dynamic and systemic process, which is changing over time and involves social actors embedded in larger social, economic and political contexts. Also, it is a discursive phenomenon and should be understood as public power to identify the risk, knowledge and discourses in response to disinformation. The authors of the paper will add to existing knowledge and provide individual-level data on public/social resilience to information disorders and media disruptions, based on the survey data and qualitative interviews. The main questions addressed in the paper are: How disinformation is perceived by the public (as a threat, danger, risk, etc.)? What are perceived threats of disinformation (to the individual, society, democracy)? What are the sources, measures, capacities of social resilience to disinformation? What are the social factors and cultural values supporting social resilience to disinformation (ethics, knowledge, risk culture)? What kinds of other enabling factors (governance, trust, participative capacity) are relevant?

CLP06 - Governance for fundamental rights: speech, privacy, & IP

PP 541   Holding tomorrow's news accountable: lessons to be learnt from Australia's broken system of news media oversight schemes and their global counterparts

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Globally, news media are being disrupted, and so too news media oversight schemes. In response, countries including Denmark and Norway have enacted ambitious reforms seeking to introduce comprehensive and coherent standards schemes for journalism. In countries such as Australia, however, news media oversight remains fragmented, incoherent and inadequate. In this paper, we draw on research conducted over the past five years comparing developments in news media oversight schemes in a range of global jurisdictions. Our particular focus is Australia, where the oversight of news media is in disarray. Currently Australia has 14 standards schemes to oversee journalists and news media, resulting in a shoddy patchwork that leaves some publications regulated by the Australian Communications and Media Authority, some overseen by the Australian Press Council, and others by a confusion of bodies (Wilding et al, 2018). What's more, there is a glaring disparity between, on the one hand, print and broadcast media and, on the other, much digital media. While the former are heavily-regulated, the latter are largely unregulated. This inconsistent regulatory landscape is further complicated by the emergence of new oversight mechanisms, such as Facebook's quasi-external Oversight Board. In this context, Australia's controversial news media bargaining code, enacted into law in 2021, was a missed opportunity to foster a more effective and coherent oversight system. In this paper, we outline Australia's mess of news media accountability schemes with reference to reforms happening in overseas jurisdictions ranging from Scandinavia to Canada. Drawing on this research, we make a series of recommendations for legal and policy reform in Australia and abroad with the ultimate goal of enhancing the quality of journalism and public discourse more generally. Our analysis shows that traditional values such as accuracy and the service of the public interest continue to need clear, strong support, but that regulatory oversight of news media also needs to contend with the oversight of algorithms, which play a key role in the distribution of news. Drawing on elements of the cross-media standards schemes of countries including Denmark and Norway, we argue that: 1. Australia (and analogous jurisdictions) should implement a coherent cross-platform scheme to cover news content on TV, on radio, in print and online; 2. digital platforms ought to be brought under the scheme, but not as 'publishers'; 3. algorithmic oversight must be a core component of the scheme in a way that promotes the public interest; and 4. coherent, effective regulation of the press leads to greater press freedom (Wragg, 2020). Finally, we suggest that, given both jurisdictional issues and the fast-changing nature of the news environment, such research is highly challenging, but has tremendous potential for positive impact and promoting the public good.

PP 542 **SLAPPed by the GDPR: Protecting public interest journalism in the face of GDPR-based strategic litigation against public participation**

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Strategic litigation against public participation (SLAPP) involves abusive legal proceedings typically initiated by wealthy businesspersons or political figures against those contributing to public debate, such as journalists, civil society organisations or academics. The aim of a SLAPP suit is to suppress political opposition and intimidate the target into silence. As these proceedings discourage participation in public debate, SLAPP is a key challenge in the European communications landscape. While academic and policy work on SLAPPs predominantly focus on defamation lawsuits, personal data protection law, including the GDPR, may serve as an alternative basis for SLAPPs.

The use of personal information is central to journalistic activities and thus, the GDPR has pervasive implications for journalistic freedoms. Although Article 85 of the GDPR provides for a journalistic exemption, European Union Member States are given discretion to reconcile journalistic activities with the GDPR. Positing that this leaves the GDPR open for abuse, civil society organisations identified the GDPR as a new basis for SLAPPs.[1] Against this background, this research explores how public interest journalism could be better protected in the face of GDPR-based SLAPPs. In specific, the research investigates the interface between the GDPR and journalistic activities, illustrates the GDPR's potential to turn into a SLAPP strategy, and explores legal and policy avenues to safeguard public interest journalism from GDPR-based SLAPPs.

The research is situated against the literature on SLAPPs developed by Canan and Pring, according to which SLAPPs are "instruments of political power" that cannot be seen as merely private legal disputes.[2] In light of this conceptual framework, the research analyses proceedings in Hungary against _Forbes Hungary_ and _Magyar Narancs_ where the GDPR was invoked by a large energy drink manufacturer to restrict critical reporting on its business. The research argues that due to the constellation of factors, such as the discretion left to Member States to reconcile the GDPR with journalistic freedoms, the growing eagerness to silence political criticism in a number of European states, the voluminous sanctions associated with GDPR violations and the lack of safeguards for defendants' freedom of expression, the GDPR can turn into a powerful SLAPP basis. The research formulates recommendations to minimise the danger of GDPR-based SLAPPs: first, defendants in GDPR-based proceedings should be able to file for an early dismissal motion; second, when certain threshold criteria are satisfied, the burden of proof should be shifted to plaintiffs with a rebuttable presumption that journalistic freedoms prevail; and third, a cap on sanctions should be set for GDPR cases involving journalism. As the European Union and the Council of Europe are negotiating anti-SLAPP initiatives, the research contributes to a timely and thriving policy debate by exposing the GDPR as an emerging yet underexplored new shape of SLAPPs.

[1] Index on Censorship, 'A Gathering Storm: The Laws Being Used to Silence the Media' (2020).
[2] Penelope Canan and George William Pring, 'Studying Strategic Lawsuits Against Public Participation: Mixing Quantitative and Qualitative Approaches' (1988) 22 Law & Soc'y Rev. 385, 386.

PP 543 **Protecting "free speech" from "ideologically motivated censorship": politicized internet regulation on the case of the new Polish social media draft law session title: Governance for fundamental rights: speech, privacy, & IP section / TWG / Network: Communication Law and Policy**

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The current Internet regulation debate is focused largely on legal and normative rules and technological resources related to the moderation of socially problematic content (e.g. disinformation) balancing with questions about the limits of freedom of speech. The "thin line" between these issues raises a lot of controversy and conflicts regarding the currently developed media and tech companies' policies.

Thus, in this paper, we examine the normative conflict related to the debate on the Polish draft "law on the protection of freedom of speech on social media" proposed by the conservative and eurosceptic government. The bill has been presented as a response to the removal of Trump's account from social media and the removal of other "right-wing" actors, including the profile of the far-right party Confederation (one of the most-followed profiles in

Polish politics). Moreover, the political and media contexts in which the bill was founded refer to (1) the collapsing freedom of the media (including complete politicization of public media and obstruction of the functioning of private media critical of the government – TVN case); (2) political control over the media regulator body (KRRiT); (3) violation of the rule of law (judicial system); (4) acute political conflict; (5) state surveillance of the opposition and activists (Pegasus); and (6) emergence of the alternative right-wing social media platforms (Albicla, BanBye). Hence, as the government frames it, the bill attempts to defend users against social media platforms' alleged "ideological censorship" and their "leftist bias".

In the study, we aim to (1) map and analyze the ideological logic of the regulation; (2) characterize its discursive frames; (3) identify its normative dimensions; (4) compare it to the regulations at the EU level (Digital Services Act). On the theoretical level, we implement the framework based on Internet/platform governance studies (Gillespie, 2018; Gillespie et al., 2020; Gorwa, 2019a, 2019b; Kaye, 2019; Klonick, 2018; Saurwein & Spencer-Smith, 2020) to Polish legal solutions as a case study of a "harder legislative approach" (Gorwa, 2021, p. 20), that tries to regulate platforms at the national level. At the same time, we point to the problem of regulatory fragmentation in the EU, and hence some threats to the concept of the digital single market. On the methodological level, we deploy a descriptive, critical analysis of the emerging social media policy relying on desk research – qualitative analysis of source material with triangulation of data (legislative documents, websites of state institutions, expert reports, media coverage).

The study is a follow-up analysis of our critical discourse research. We investigated political discourse's linguistic and rhetorical shaping around new platforms regulations and their ideological nature. Here we expand our critical considerations into the broader picture of the political and institutional dimensions. We assume that each regulation is in some way "politicized" – i.e., it results from subjective values, vision, political goals, economic interests of parties that influence its shaping. Therefore, we show the process of political instrumentalization of Internet policy at the example of domestic legislation.

CLP06 - Governance for fundamental rights: speech, privacy, & IP

PP 544   What is a 'good' copyright system? Reflections from Myanmar

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On 24 May 2019, an official press release from the *Pyidaungsu Hluttaw*, the upper house of the Myanmar Parliament, announced that a long-anticipated copyright reform bill had been signed into law. The bill, that had been drafted and redrafted numerous times since the late 1990s, represented the first time in 105 years that a new copyright system came into effect in Myanmar.

This paper revisits Kavita Philip's (2005) critique of Lessig's (2004) arguments toward IP reform presented in *Free Culture*, a foundational text in the open access movement. In Philip's view, Lessig justifies a regime of open access by reassuring neoliberal readers that his system is one of 'good piracy' that embodies transformative use and remix culture, as opposed to 'bad piracy' that is senseless, valueless, and, in Lessig's own words, Asian piracy. Inherent to Lessig's critique is that the dominant system of copyright is flawed, a 'bad' copyright system. The copyright systems Lessig critiqued in 2004 has only expanded in the years since to become a ubiquitous force that governs digitally mediated information goods around the world. Nation-states throughout Asia have faced mounting pressure to adopt these flawed systems of copyright, based largely on principles from the European Enlightenment and British imperialism.

Despite the many critiques, copyright protections are viewed as a 'necessary evil' in the global creative industries. Indeed, they are viewed as a desirable policy outcome for stakeholders in contexts where copyright has been largely absent for decades, in this case Myanmar. European scholars Street, Negus, and Behr (2018) offer directions as to what a 'good copyright system' should do. A good copyright system should account for issues raised by Indigenous stakeholders who know their industry better than foreign policymakers. A good copyright system should not reproduce the systematic imbalances between large international organisations and individual creators and rightsholders. A good copyright system should address concerns of local stakeholders rather than exacerbate conflicts or introduce further exploitation. Given these directions, this paper questions: was the 2019 Myanmar Copyright Act a *good* copyright system?

This paper reflects on the enduring colonial legacy of copyright, the inescapable relevance of copyright policy in the modern media and creative industries, and creative practitioners' perspectives on the impending copyright reform that took place in Myanmar in May 2019. Findings draw on three months of fieldwork in Yangon, doctrinal analysis, and interviews with thirty-four Myanmar musical artists conducted between October 2017 and February 2019. Stakeholders interviewed were receptive to stronger copyright reform based on their expectations for what copyright might afford them regarding original authorship, digital distribution, and revenue streams. Analysis of

the 2019 Act identified sections that addressed stakeholders' concerns, sections that risk exacerbating issues, and concerns that were not addressed. The 2019 Copyright Act in Myanmar raises questions about the efficacy of Western copyright systems in South-east Asia and suggests directions for further research to explore decolonizing approaches to copyright reform in the region and elsewhere in the world.

CLP07 - Policy concepts for a digitized media world

PP 644 Does it matter if we know? Media ownership transparency as European media policy challenge

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Media ownership transparency and concentration are European policy long-sellers. This paper discusses contemporary policy initiatives and evaluates the state of the art in EU member states, based on two recent research projects.

In 2022, the European institutions could celebrate a 30th anniversary. Back in 1992, the European Commission published its "Green Paper on Pluralism and Media Concentration in the Internal Market", suggesting closer scrutiny of and potential action against media ownership concentration. It is common knowledge that Internal Market regulations take time in Brussels, and controversial issues take even more time, but 30+ years is unusual, if not spectacular. But there is no real reason to celebrate this anniversary. Media ownership concentration remains a largely unregulated, although pressing, issue. In the literature, scholars seem to be losing hope that European policy will ever be able to harmonise adequate ownership rules and go beyond only discussing the problem (Iosifidis, 2007; Papathanassopoulos, 2018).

In the early years of the 2020s, however, the European Commission published several policy documents, which constitute a media policy initiative, including the media section in the rules of law report (2020), the action plan on Europe's media in the digital decade (2020) and the communication by the Commission on the European democracy action plan (2020). Another initiative addresses media ownership transparency (2020). Indeed, access to information about media ownership is a necessary precondition for any subsequent regulatory action. However, it appears that singular calls for transparency resemble panaceas rather than effective remedies for this sever media policy problem in continuity.

In this paper, transparency as a policy concept, is discussed against the background of recent social science literature (Ball 2009, August 2019, Wendelin 2020) and applied to media ownership transparency in 18 countries world-wide. Empirical data is based on the Media for Democracy Monitor 2021 project, as well as on an ongoing research project mapping legal, technical, economic and performance risks for media ownership transparency in 15 EU member states.

Preliminary findings show a certain degree of paradoxical evidence with regard to transparency. While, on the one hand, media companies (have to) vibrantly defend the right to know of citizens and journalists, in particular when it comes to access to sources of public information, they are much less inclined to share information on their ownership and business structure. Furthermore, it turns out that countries fall into three categories, those with media ownership information freely available and easy accessible, those with media ownership information accessible only to expert searches, and finally those with a strict minimum of information disclosed. These results suggest more standardisation of obligations to disclose media ownership information, accessible to regulatory authorities, as well as citizens.

CLP07 - Policy concepts for a digitized media world

PP 645 Media-concentration control in times of platformization: A cross-national comparison of six countries

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The rise of internationally dominant Internet platforms has disrupted national media and communications markets. They have established themselves as central intermediaries and gateways to opinion-forming content and have accumulated significant market power. Consequently, they are ascribed a high potential for influencing public-opinion formation and media plurality, which are seen as essential safeguards for public debate in democratic societies. This raises new questions about the control of opinion power and media concentration in platformized communications markets. This article thus examines where media-concentration regulation and opinion-power control stand in times of platformization, and whether and to what extent Internet platforms have been considered

in recent regulatory and competition-law reforms. For this, it analyzes current approaches to media-concentration control in six countries, namely in Germany, Italy, Switzerland, Austria, the UK, and the USA. The analyses are based on in-depth investigations of media and competition laws, policy and legal documents, as well as academic contributions and media coverage. This article thereby identifies the strategies and solutions that are pursued in these countries and the political importance that is attached to media-concentration control in times of platformization.

Overall, the findings indicate that reforms of media-concentration control have low political priority, especially when compared to other current issues such as privacy and data protection, the regulation of hate speech and disinformation as well as general amendments to competition laws targeted at Internet platforms. Discussions on traditional media-concentration control are thus less prevalent today, particularly in comparison to the early 2000s, when media-ownership rules were loosened in the light of convergence and liberalization. Instead of reforming media-concentration control, policymakers currently aim to strengthen the competitiveness of national media vis-à-vis international digital platforms, e.g., by exempting press companies from antitrust scrutiny, introducing media subsidies or promoting public-value content. Thus, in view of increasingly complex media systems and platformization, instruments of traditional media-concentration control must be situated within a broader context of further measures that contribute to safeguarding media plurality.

Among the analyzed countries, Germany has assumed a pioneering role by introducing thus far unique rules for online intermediaries with the aim of safeguarding media plurality in media law. In contrast, other countries focus mainly on reforming competition laws in order to limit the market power of Internet platforms. Such reforms specifically address the characteristics of multi-sided markets and anti-competitive practices of platform companies. Competition-law reforms also focus on enabling early intervention in platform markets, e.g., by tightening merger control and introducing ex-ante instruments. In this context, questions regarding the relationship between regulation and competition law and the distribution of responsibilities between regulatory and competition authorities have re-emerged.

CLP07 - Policy concepts for a digitized media world

PP 646   "Digital sovereignty": a sociotechnical imaginary and its impact in European digital policy

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"Digital sovereignty" has become a key concept in debates about the digital transformation. Authoritarian regimes such as China have long made references to "sovereignty" in order to justify the strive for more influence at the international level and the centralisation of powers at the national level with regards to digital technology and data flows. Today, democratic governments in Europe, Latin America and Asia have joined the chorus of those who wish to strengthen their digital self-determination and decision-making powers. In addition to calling for more independence of their economies and digital infrastructures from foreign IT companies, the discourses of these democratic countries evolve around the protection of citizens' rights and consumer interests in the digital sphere.

Drawing from a mix of theoretical influences from democratic theory, policy research and STS, the paper defines the idea of "digital sovereignty" as a sociotechnical imaginary (Jasanoff and Kim, 2009, 2015; Mager and Katzenbach, 2021). Over the years, it developed from a vague idea into a collective and institutionalized vision of a desirable future built on a particular socio-political and technological order. In today's digital policy, this vision has performative and material consequences – and thus impact – as measures and policies, which seek to strengthen digital sovereignty, are starting to be adopted and implemented. However, as there is still a wide variety of (often unrealistic) competing expectations attached to it, the powerful sociotechnical imaginary of digital sovereignty remains contested, multi-facetted and dynamic.

The paper provides a better understanding of the different visions, expectations and discourses attached to the imaginary of "digital sovereignty" in Germany and on the European level since 2013 (the year of the Snowden revelations which sparked the debate on digital sovereignty). Empirically, it builds on an interpretative policy analysis of selected policy documents by German and European policy actors (from government, administration, business and civil society). The findings show that actors refer to at least three distinct dimensions of sovereignty related to questions of 1) (state) security, 2) economic autonomy, and 3) the assurance of citizens' rights. Albeit partially overlapping, these dimensions are part of different sociotechnical imaginaries and materialize in different practices, policies and governance arrangements. As a consequence, their (current or future) performative effects differ. The paper moves on to discuss possible consequences of this lack of coherence and provides a critical assessment of the normative expectations attached to each of the different visions of digital sovereignty. While many actors link their vision to the protection of European values and democratic rights, suggested policy measures rarely address democratic deficits or ethical problems. What might be needed is an alternative sociotechnical imaginary of digital sovereignty that contributes to a more open, democratic, and sustainable digital future.

CLP Communication Law and Policy

Please note that this is an extended, updated and more conceptualised version of the paper originally submitted for the ECREA 2020 conference, which I had to withdraw after the postponement of the conference.

CLP08 - EU, US, and Australia's Approach to Regulating Online Platforms

PN 179   Regulating News and Disinformation on Digital Platforms: A case of Australia

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This presentation, based on a recent publication, contrasts the voluntary, self-regulatory approach used by the Australian government for disinformation to the statutory model used for the News Code – with the twist that substantial revenue has flowed from platforms to publishers simply on the prospect of the News Code applying. There are insights here into how national governments deal with digital platforms, but also into our understandings of the concept of 'accountability' and the role of self-regulation and direct regulation in delivering it.

CLP08 - EU, US, and Australia's Approach to Regulating Online Platforms

PN 180   EU legislative matrix to tackle disinformation and towards platforms accountability

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With the Code of Practice on Disinformation, the Digital Services Act, and other legislative and policy instruments the EU is working on a pan-European response to disinformation and towards making platforms more transparent and accountable for their actions. In addition, some of the member states are coming up with their own approaches. While the EU serves an example of comprehensive and complementary responses to some of the key risks associated to online platforms, this matrix already faces many obstacles in the enforcement.

CLP08 - EU, US, and Australia's Approach to Regulating Online Platforms

PN 181   When platforms self-report: Lessons learnt from "COVID-19 reports"

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While the original intent of the European regulatory approach was to assess laws and policies in relation to elections, the COVID-19 pandemic and the ensuing "infodemic" provided another relevant trigger for disinformation-related policymaking, based on the self-reporting of the platforms. The analysis revealed fundamental shortcomings in the processes of self-regulation as well as transparency problems in the reporting system itself, showing that regulation, standardisation, and transparency must be considered differently in our new communication order.

CLP08 - EU, US, and Australia's Approach to Regulating Online Platforms

PN 182   What are we thinking about when we talk about co-regulation?

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The Digital Services Act, as a new EU legislative proposal in the pipeline, seeks to establish a transparency and accountability framework for online platforms and sets out a co-regulation as a desired form of regulatory regime in addressing harmful content online. Co-regulation is often presented as the most adequate option in platforms regulation but is rarely operationalised in the context of information gatekeeping platforms. This presentation further considers the capabilities and competencies of media authorities to take part in such regime.

PP 044   Four ways of looking at a satellite earth station

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In November 1972 a satellite earth station located on a forested hillside above the volcanic Laguna de Nejapa, just outside the Nicaraguan capital city of Managua, was inaugurated. The station allowed Nicaragua's state telecommunications agency to send and receive telephone, telex, and television traffic to and from the US-led INTELSAT network's Atlantic satellites. After the 1979 Sandinista revolution, Nicaragua did not end its relationship with INTELSAT. Instead, it simply added another earth station and large satellite antenna—a Soviet TNA-77, communicating with the Intersputnik network—in the very same spot. What were ostensibly separate Cold War satellite communications networks, corresponding to rival Cold War blocs, were thus in fact deeply entangled on the ground in Cold War hotspots like Managua, and were characterized as much by cooperation and coexistence and as they were by competition, suspicion and hostility.

A wave of new research has emphasized the importance of investigating the specific sites in which satellite networks takes place on earth—from the places from which humans propel technical objects into space, to the more quotidian earth stations and communication infrastructures, the "nodes" where messages were sent, received, and intercepted (Siddiqi 2016, Parks 2020, Alonso and Parmola 2017, Redfield 2000, etc). These sites provide the opportunity to access a more nuanced, dynamic and detailed picture of the histories and materialities of global communication networks.

In the paper we assemble evidence about the Managua earth station's life as "technology-in-use", and consider what it can tell us about communication infrastructure technologies that fall well outside of our Cold War expectations. The paper draws upon a range of sources, outlining "four ways of looking at a satellite earth station": official documents in US and Soviet archives, newspaper reports, Nicaraguan eyewitness accounts, and representations of the earth station in postage stamp series. As a result, we argue that from the 1970s onward, socialist and non-aligned countries like Nicaragua were as active in their pursuit of globalization in the space industry than the United States was by the 1970s and 80s, and that we need to include socialist bloc and developing world actors in our analysis. Furthermore, we argue that the different ways of looking at an earth station employed in the paper help us to see the history of human space activity on earth, and global communication infrastructures, as a cyclical story of repetition and mimesis, conflict and erasure, rather than as a triumphant series of "firsts" organized into a story of national progress or of bilateral "international cooperation." In conclusion we hope to make the complicated and ambivalent nature of space technological sites and communication infrastructures on earth somewhat more thinkable.

PP 045   Understanding remnants of past practices: Conceptualising large-scale web archaeology

Janne Nielsen[1]

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The world wide web has existed in more than 30 years, and web history is a continually growing field of study. The important role of the web in contemporary history can be studied using national and international web archives, where (parts of) the born-digital cultural heritage is preserved. One way of studying the history of the web is doing large-scale analyses of the source code of websites. This allows for mapping the development of specific technologies or ways of writing the web over time. In a project about tracking on the web, this method was used to find traces of tracking technologies in the html code, and in another project, the source code was examined to find a certain meta tag used to make a webpage responsive, i.e., adapt to the screen-width of the user's device. Studies like these can be considered a sort of large-scale web archaeology, where we dig through the code to find remnants of past practices to understand how they have developed over time. However, as these studies have brought to light these traces, like other historical remnants, can be difficult to interpret. It is already well-established that web data are often very messy, an issue which is amplified when working with large amounts of data and with archived web as we also have to consider the reborn-digital nature of the material (how the archiving transforms the data). Websites are written and rewritten by people –professionals and amateurs– in a multitude of different ways and for many purposes. This creates a complex environment of structured and unstructured data, which is characterised not only by the differences in web design (understood broadly as the process of creating and developing websites) but also by peculiar practices, including the use of outdated techniques, strange syntax and errors in the source

code. The studies mentioned found that some websites exhibit inconsistent or downright incompatible use of elements on different webpages, which seem to indicate incorrect or inconsistent practices in the design and development of the website. However, this might also be caused by a lack of maintenance. If web editors do not remove outdated code, which seems to be the case in some cases, how does this impact our interpretation of what we find? Web historians aiming to describe developments in for instance web design practices over time face the challenge of interpreting whether the presence of something is purposeful or simply signify leftover elements from previous practices. Can we develop a systematic way of analysing and interpreting such remnants? This paper discusses how a large-scale web archaeology can be conceptualised and operationalised, and what key methodological issues should be addressed. It also discusses how insights from such studies can inform and impact our understanding of the broader, more general challenges of historical web studies.

COH01 - Innovative methods and Issues in and for Communication History. Historiography, Theories, Research Practices

PP 046 **Public relations historiographies and Ghana's Akan historicity version; An evidence of reflection for the orientalists narrative**

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Public relations has evolved with concepts from Western historiographies and communication philosophies (Verčič, 2017). PR historians according to Pearson (1990), come to public relations historical narratives with varied views, different assumptions and moral philosophies about PR epistemologies and ontologies. Critical PR scholars like Sriramesh (2009b) and Verčić (2017) have underscored the need to appreciate the diversity of societies and develop what Anderson (1989) called an international Public relations concept that will reflect the context-specific nature of the world systems. The propose topic to be presented at the conference, **"Public relations historiographies and Ghana's Akan historicity version**; **An evidence of reflection for the orientalists narrative"** is one of such response to deconstruct and de-westernise PR concepts and histories to reflect African narratives. The presentation will aim to explore Ghana's Akan indigenous palace communication practices that can be conceptualised as Public relations functions. Indigenous palace communications as used in this context describe the original way of organising the cultural life of people through communications that occurs within the Akan palace communication milieu (Agyekum, 2011; Ansu-Kyeremeh, 2005). The purpose of my conference presentation will therefore be; to analyse Ghana's Akan indigenous palace communication concepts that have public relations significance. It will identify PR roles in the Akan palace functionaries and also analyse how Akan palace communications practice fit into the excellence communication framework. To better understand such a phenomenon that occurs in the cultural and historical setting, the qualitative research method and the case study design will be adopted for the presentation. This will be supported by participant observation, interviews, focus group discussion and audiovisual sources as data collection methods guided by the purposive sampling approach (Creswell, 2016; Braun & Clarke, 2013; Yin, 2014). The findings of the presentation will establish that Public relations activities like image-construct, relationship-building and communication management existed in Ghana's Akan indigenous palace communication practices. Palace communication functionaries like the roles of the linguist and the reputation chief could also be compared to the roles of the PR communication manager and the media relations officer respectively. Low-level palace communication functionaries like the hornblowers, the drummers, messengers, etcetera are also identified as personnel playing the PR communication technician role in the Akan palace. The theory of generic principles and specific application (Verčić, Grunig & Grunig 1996) and Hofstede's (1980) cultural framework will guide the findings and discussions to further establish that Ghana's Akan palace communication roles are unique in accordance to their cultural values. Lastly, the presentation will also conceptualise a palace communication diagrammatic framework that consolidates Akan's public relations knowledge from their historical traditions. The framework has the council of divisional chiefs identified as the dominant coalition, the communication functionaries as the Akan palace public relations unit and the people of Akan communities who acted as the publics. This conference presentation will be significant to properly place Ghana's public relations practice in context to inform the planning of public relations activities and campaigns taking note of the already conceptualised historical knowledge of the Akan people in PR concepts.

PN 037   Accelerate digging. CERN archives and the sources to retrace the history of the World Wide Web

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Although the World Wide Web can be considered the key factor of the birth of digital archives, frequently used to make web history (Brügger & Milligan, 2018), the CERN Web archive – the location where the web was born and where unexplored archives to retrace its origins are preserved – is still traditional and not yet digitized. Due to legal reasons, these 5-line-meters documents have been closed to scholars for the past thirty years. However, since October 2020, our research team has had the privilege to access this material, allowing us to reason about methods and tools to approach these physical and heterogeneous files. Therefore, this presentation wants to provide a general overview of the CERN Web-related archival material to stimulate reflections on the sources' potentials and the problems tackled during the analysis. To accomplish this intent, three main points will be addressed. First, a bigger picture of the CERN Web archive establishment and its sources' typology will be given, outlining, and showing the variety of handwritten, printed, and visual material contained in 76 Web-related files. A closer look at these sources lets us claim that all material is paper-based and that is composed of different types of documents which can be grouped into the following categories: abstracts, agendas, scientific articles, books, bulletins, business cards, conference programs (including lists of participants, registration form and PowerPoint slides), emails, corporate documents (administrative forms, assessment forms, memorandum, meeting minutes), flyers, brochures, user manuals, personal handwritten notes, invoices, letters, maps, memos, newsgroup messages, newsletters, newspaper articles, magazine articles, organizational charts, pictures (like the logo to put on a t-shirt), postcards, webpages, reports, resumes, and proposals. The presentation will show these paper files with a particular focus on the several World Wide Web proposals. Second, the presentation will concisely illustrate the tool and the methodology adopted while approaching the archive for the first time, an often-neglected topic while considering historical sources (Brennen, 2021). Third, we will delineate the issues we are facing with regard to sources like their availability, their origins/owners, and their triangulation with different archival materials such as the digitized mailing lists of the first WWW forum, still available online. Finally, this presentation wishes to stimulate a debate about the outcomes we can achieve using the Web archive with reference to the early history of the Web, its development at CERN, and subsequent promotion and spread to the rest of the world.

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PN 038   "Challenge accepted". The many sources to catch the history of virality and memes

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Gifs and memes (Kaplan and Nova, 2016), "buzz" on the Web and social networks are inherent to digital cultures since the very first steps of the Web (i.e., Godwin's Law, Dancing babies, Hamster Dance, cf. McGrath, 2019). Virality has developed and changed over time, may it be related to forms (macro images, videos, etc.) and platforms (YouTube, 4Chan, Twitter, TikTok, etc.), audiences, curation and dissemination (with features encouraging spreadability within social platforms), etc., while relying on some patterns that were identified by Shifman (2014), Milner (2018), Jenkins (2009) and others. However, history and diachronic approaches still remain underrepresented in studies of online virality, although Finn Brunton's Spam, Jason Eppink's visual history of gifs (2014), or the Memes entry in The Sage Handbook of Web History (McGrath, 2019) can be mentioned. Historicizing virality through times, spaces and platforms is at the heart of the Hivi project at C2DH, University of Luxembourg (https://hivi.uni.lu). While starting to historicize these "Internet phenomena", may it be Numa Numa Guy, Leave Britney Alone, Grumpy Cat, the Harlem Shake, Distracted Boyfriends, etc., challenges related to sources become more and more obvious: researchers have to deal with ephemerality as well as data overload, with several spaces of heritagization on the live and archived web, with gaps, silences and noises, issues of searchability in web archives, etc. This presentation will focus on a case study, the Harlem Shake, to first demonstrate the variety of sources and spaces (physical and digital) that may be used to retrieve and rebuild this phenomenon (i.e., press, audiovisual content, archived web in several institutions, live web and platforms, etc.). It will then present the challenges related to this kind of

reconstruction that is also strongly intertwining vernacular and commercial cultures; sound, video, textual contents; local as well as international spaces, etc.

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■ **COH02 - Digital and Analogue Sources for Media History. Epistemologies, typologies, archives**

PN 039   The archived web as a historical source

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Since the mid-1990s the online web has played an increasing role in our societies, and it is therefore gradually becoming a relevant historical source to include in studies of recent history, including web history, that is histories of the web as well as histories with the web as a source. However, as with any other source type to be available as a potential source the online web of the past has to be collected and preserved. Fortunately, during the last decades a large number of national web archives have been established, but web archives come with a set of constraints that are different from all well-known media collections since the process of archiving the online web changes it fundamentally to such a degree that the archived web constitutes a new type of source, with its media specific challenges and opportunities for researcher use. This presentation will investigate the characteristics of the online web (its double layered text, its fragmented nature, and the hyperlink as a media specific feature), followed by a discussion of how these characteristics affect the archiving of the web, and thereby the archived web's potential use as a source for writing web histories. To highlight the major differences to other media collections the presentation will compare the archived web to a collection of digitised newspapers. The general discussion of the archived web as a source and its potential impact on its use as a historical source will be illustrated through an example, namely a hyperlink analysis, with a particular focus on the temporal aspects of doing historical hyperlink network analyses. Finally, the presentation will advocate for the establishing of a 'web philology' that takes the digital nature of the archived web into consideration, and that can help future historians who want to use the archived web as a source.

■ **COH02 - Digital and Analogue Sources for Media History. Epistemologies, typologies, archives**

PP 148   From home movie collections to everyday data management. A longue durée history of (personal media) archives

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In this paper, the authors aim to address two interrelated topics: the growing struggle for people to have some control over their personal media storage practices, and the need for a more conceptual historical understanding of the (personal media) archive.

Making and sharing pictures and videos have become ubiquitous communication practices. This daily stream of everyday, vernacular images pile up in cloud storage services, on USB memory sticks and hard drives, on smartphones devices and laptops, or flow around on social media platforms and websites. Keeping and storing precious images or videos in such an organized way that it can be retrieved whenever needed, has become a struggle to many users. What once was a matter of keeping track of a box filled with canned film reels, or a shelf full of VHS videocassettes has now become a matter of having digital literacy skills in order to be able to perform some level of everyday data management. For many users, this means that while having an abundance of memory materials, they experience memory loss. In order to understand better the impact of these forms of "everyday data cultures" (Burgess, 2021) or "individual everyday data practices" (Kennedy, 2018) it is necessary to analyze contemporary personal digital archival practices more closely.

This paper will present some results of a research project that aims to generate insights into the complexities of everyday archival practices. It will assess the usefulness of different perspectives such as a data critical analysis of

the cloud services and platforms, a techno-anthropological approach of studying users and their material interactions with amateur media technologies, a sociological approach about the role of generation, gender, and family, and an archival theory approach which makes less and less a distinction between public and private archives. But this paper will especially discuss the need for a more *conceptual historical* understanding of what constitutes a (personal media) archive. Throughout the 20th and 21st centuries, the everyday complexities of individuals and families dealing with the messiness of personal archiving and how this has been facilitated by or disrupted by changing media technologies or changing conventions about privacy or intimacy, continuously evoked anxieties about the sustainability of media memories. If we better understand the history of archival ideas and practices, with on the one hand longstanding trust of professional archives in protocols about collecting, selecting, storing, cataloging, describing, and retrieving public materials while on the other hand map the many paradigm shifts in archival values, we might be able to lay bare some shared notions that can be useful in our everyday data management.

COH02 - Digital and Analogue Sources for Media History. Epistemologies, typologies, archives

PP 149   Content aware annotations for every photograph: How machine learning based content analysis of digitized image archives will change visual studies and enable a greater societal impact of photographs?

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Applying machine learning tools to digitized image archives has a potential to revolutionize quantitative research in visual studies. The ability to process a hundredfold greater number of photos than has been traditionally possible and to analyze them with an extensive set of variables will contribute to deeper insight into the material. It will enable creating sophisticated research settings and making new kinds of comparisons e.g., between different eras or countries. Overall, these changes will help to shift the workflow from simple manual tasks to more demanding stages.

In this presentation, we introduce a machine learning based automatic model for searching and analyzing the contents of photographs in large image archives that we developed in a multidisciplinary research project. With these tools it is possible to easily process tens of thousands of photos and to take to pieces their content. Images can also be annotated with rich and detailed content aware descriptions.

Traditionally exploring image archives has meant using text-based searches of descriptions and keywords of the photos. The number of photos selected for analysis is usually rather small and hard to scale up as each photo must be analyzed manually. Even the seminal studies using image archives or collections contain, thus only few hundred photographs (e.g., "Balinese Character" by Bateson and Mead in 1942; "Gender advertisements" by Goffman in 1979 or "Reading National Geographic" by Lutz and Collins in 1993).

We utilized renowned theories and methodologies (see references) of visual content analysis (VCA) and reformulated these approaches to fulfill the needs of large image archives and state-of-the-art machine learning tools. Our model includes ca. 50 essential variables and their values, which can be determined from photographs with open-source machine learning algorithms. Included are e.g., following variables: persons, objects, and scene; number, gender, age group and mutual distances of persons; the main character and direction of his/her gaze; and positions of persons and objects inside the frame.

As a concrete example of a domain where these tools will contribute to a significant societal impact is generating high-quality descriptions of photographs to fulfill the EU Accessibility Directive. It came into effect in 2020 requiring textual descriptions of image contents to be added to all public images on the Web. Currently there are no inexpensive and efficient methods to create this data and this requirement appears as a big bottleneck. We demonstrate the usability of our model by creating these accessibility texts to photographs in a public Second World War archive consisting of ca. 160 000 photos. Original captions of those photos were written for propaganda purposes and in many cases, texts were absent or insufficient.

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■ **COH03 - Communication History and the Longue Durée. Theories and Case Studies**

PP 249 The Clock of the Long Now: rethinking impact in a "longue durée" perspective

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"The medium is the message", Marshall McLuhan famously claimed in 1964. The Clock of the Long Now, currently being built inside a mountain in Western Texas to tick for 10,000 years, wants to be that medium, an impactful one whose message is to foster long-term thinking among present and future generations (Hillis 1995, Brand 1999). Beyond upheavals and crisis, the Clock plans to affect society by offering stability through a "semi-immobility" (Braudel 1958) that will change mindsets about time and make people reconsider their place on the human timeline to become "good ancestors" (Krznaric 2020).

Based on three years of research conducted at UC Berkeley and at the Long Now Foundation in San Francisco, this article uses a multidisciplinary approach conjoining history, media and American studies to analyze the Clock's mission to make people reevaluate time scales. It reflects on the impact of the Clock of the Long Now as a mechanical communication "cool medium" (McLuhan 1964) or "cool tool" (Momméja 2021) that will transmit time through Braudelian "longue durée" (Braudel 1958) reconsidered as "long now" (Brand 1999). It rethinks "impact" in a long-term perspective by depicting the Clock, both as a physical technological monument and as a myth, that hopes to transform society at large, "from below". Beyond controversies, this paper thus focuses on the societal, cultural and environmental changes the engineers and thinkers behind the Clock of the Long Now want to bring to the future by inspiring the present (The Long Now Foundation 2022). It highlights how that transformation shall lead to a material and mental co-evolution between man and clock-machine in the Anthropocene, the final stage of a long-term impact in the making.

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■ **COH03 - Communication History and the Longue Durée. Theories and Case Studies**

PP 250 An astrological genealogy of artificial intelligence: from pseudo-sciences of divination to algorithmic sciences of prediction

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How has the ancient divinatory practice of astrology impacted the historical development of artificial intelligence? Algorithmic media have adopted and adapted divinatory practices and vernaculars of prediction, prophecy, probability, fortune-telling, and forecasting—suggesting a possible link between artificial intelligence and pre-scientific modes of speculation (Lazaro, 2018). Statistical thinking and magical thinking, too, can be recognised as closely correlated epistemological systems for governing societies and ways of life. In fact, primitive astrological practices of looking up at the stars may represent one of the earliest statistical projects involving sophisticated calculations and data sets. Such pattern-making techniques could even be considered precursory to machine learning.

In "A Sea of Data: Pattern Recognition and Corporate Animism (Forked Version)" Hito Steyerl (2018) offers a glimpse into the impact of astrology as a pseudo-scientific predecessor to the hyper-scientific technologies of artificial intelligence, recounting how magical thinking and pattern recognition of the starry night sky prompted the eventual restructuration of society through the organisation of calendrical time, agricultural land management and ownership, and social stratification. As a point of departure for exploring these eclectic relationships between stars and data, magic and machines, my research questions the historical roles of both astrological and computational divination in mediating methods of control, surveillance, knowledge production, and understandings of the self across transforming societal contexts.

I will investigate such relationships between celestial pattern recognition and efforts to exert control over and manipulate the natural environment and its populations by examining the historical impact of meteorological and climatological practices within the context of predicting and influencing future events (Lawrence-Mathers, 2021; Coen, 2018; Furuhata, 2022; Bridle, 2018). To elaborate on Steyerl's observation, as well as to propose an astrological genealogy of artificial intelligence, I will conceptualise the sky as media (Peters, 2015) by analysing the entangled histories of climatic media, statistical thinking, and the sciences of prediction. Are algorithmic processes of machine learning and statistical modelling fuelled by the same irrational beliefs of apprehending the future and mitigating uncertainty as are astrological practices? Further, what can such a narrative reveal about theological, scientific, and machinic shifts in societal cosmologies across time?

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COH03 - Communication History and the Longue Durée. Theories and Case Studies

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PP 251   Rethinking Media Flow. An Historical Perspective

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In his seminal book *Television: Technology and Cultural Form* (1974), Raymond Williams defines the concept of televisual flow: "In all developed broadcasting systems the characteristic organisation, and therefore the characteristic experience, is one of sequence or flow. This phenomenon of planned flow, is then perhaps the defining characteristic of broadcasting, simultaneously as a technology and as a cultural form. […] the notion of 'interruption', while it has still some residual force from an older model, has become inadequate. What is being offered is not, in older terms, a programme of discrete units with particular insertions, but a planned flow, in which the true series is not the published sequence of programme items but this sequence transformed by the inclusion of another kind of sequence, so that these sequences together compose the real flow, the real 'broadcasting'." (Williams 1974, p. 80 and 84).

This paper aims to rethink the concept of flow in an historical and intermedial perspective. We claim that this concept can be identified before the actual origins of television and it is still central in the world of digital media. Therefore, we will consider how flows of contents, flows of communication and media companies' organizing and programming strategies, and flows of users' experiences have been present before commercial television, in the case of magazines, cinema, circular telephone, radio, as well as now in social media and digital platforms like TikTok, Instagram (feeds, stories, reels, live), Spotify or Netflix.

Theoretically, it is interesting to understand the reasons why flow persists over time and across media. There are several different angles that can be tackled. Flow is still relevant for communication and media producers because it can be considered an industrial strategy to orient and maintain users' engagement: producers wish the audience to spend as much time as possible with their products, clicking on it or using them, so flow is a way to limit and contain the audience's freedom and to block them on specific contents, profiting of users' inertia. On the other side,

from an audience perspective, flow can be symbolic of forms of laziness (in a positive or neutral way), builds on the difficulty and effort of making selections amongst high quantities of content, leaves the freedom of not having to make choices, and also creates the terrain to be surprised by random and potentially interesting content (i.e. through zapping, serendipity).

COH03 - Communication History and the Longue Durée. Theories and Case Studies

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PP 252   **Change and continuity: A proposal to advance their conceptualisation and the study of them as interrelated**

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A major priority in several countries is for academic research to study the 'digital revolution' and to prepare for the 'green transition'. Research thereby ideally strengthens their respective countries' economic position in those areas and contributes to the nation's strategic position of excellence. It is easy to see how this dominant impact-oriented agenda of many universities, funding bodies and governments likely reinforces media and communication scholarship's overall tendency to focus on "newness and nowness" (Pickering 2015), as well as propels its readiness to proclaim radical change. The digital revolution presumably presents a radical break with the past through the introduction of all kinds of technologies, while the green transition requires a radical change, one for which we will need technological solutions. What is easily ignored in such presentist and technological determinist frameworks is history and more generally questions of continuity: what we need instead is a more balanced view of change and continuity. Yet how exactly they are interrelated and how they should be conceptualised, requires better answers than are now available in the literature. This paper aims to contribute to this larger endeavour.

In a first step, I introduce Margaret Archer's morphostasis-morphogenesis model. This two-sided model helps us with finding a more balanced approach when studying media-related social change and continuity. In the former case we can find structural and/or cultural elaboration, while in the latter case the result can be reproduction. What makes this model particularly interesting is that it offers scholars the analytical tools to study how different mechanisms can co-produce change or continuity, but also how certain mechanisms can neutralise each other. Yet, what the model does not fully answer, is what then exactly qualifies as elaboration / reproduction, or change and continuity.

The complexity of this last question becomes clear when we consider the various meanings of continuity. In a previous study (in review), I have proposed a taxonomy of continuity that includes five dimensions. These dimensions present different meanings that continuity has taken in the media and communications literature. Often, continuity is operationalised only as one of those dimensions: for example as persistence (against change), as a more static phenomenon (stability), or as history. There are also two more dynamic dimensions: one where continuity incorporates change (e.g., adaptation), the other where change masks continuity (endurance). The point here is that continuity is not simply 'non-change' or that change equals 'discontinuity'. Both change and continuity are highly dynamic and strongly interrelated. So when and how can we precisely qualify 'change' and 'continuity' then? Or how much change can we accept for there to be continuity? Offering precise definitions, clear cut-off points or easy heuristics is not advisable when faced with such messy and complex questions. Instead, by reviewing and trying to synthesise extant but scattered proposals (e.g. path dependency theory, anthropological theory (e.g. Rappaport)), this paper will formulate basic principles that can then be operationalised for empirical research – also on digital 'revolutions' and green transitions.

COH03 - Communication History and the Longue Durée. Theories and Case Studies

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PP 253   **Comparing the impact of the longue durée in European media systems change (a fsQCA approach)**

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Recent research by Peruško et al (2021) showed that causal configurations that impact present day media systems in Central and Eastern Europe are influenced by the longue durée, and these influences go back to the period of modernization, as well as to the period of socialism. In a set-theoretical research approach (Ragin 2008, Schneider and Wagemann 2012, Downey and Stanyer 2013), the analysis employed conditions from three temporal frameworks and three fields of power (the political field, the socio-economic field, and the cultural-symbolic field). The study showed which conditions contributed to media freedom and media market development in the six countries of southeast Europe, the six countries that used to be part of Yugoslavia.

Using the fsQCA and the historical institutionalist approach, this paper investigates how the same theoretical and methodological framework can be applied in an extended analysis in which countries with different historical legacies are compared to analyze the current developments of media systems. The paper will be extended with the analysis of a new set of countries, as follows: besides Russia, the three Baltic countries – Estonia, Lithuania, Latvia, Finland and only partly Poland belonged to the Russian Empire in the modernization period. Austria, Croatia, Czechia, and Slovenia belonged to the Habsburg monarchy, although its influence was partly felt also in Bosnia and Herzegovina, Italy, Poland, and Serbia. The Ottoman Empire left its strongest legacy in southeast Europe, expanding from current-day Turkey throughout the Balkan peninsula, contemporary Bosnia and Herzegovina, Bulgaria, Greece, Montenegro, North Macedonia, Romania, and Serbia. The paper aims to find out whether different longue durée conditions produce different configurations and receipts leading to different outcomes of media system transformations. The findings are expected to contribute to the broader theory of media system change, as well as to the comparative analysis of media systems in a cross-country longitudinal design.

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COH04 - Media, History, and Memory. The Role of Social Media and Beyond

PN 069 "Small is impactful". Memes and Politics

Fred Pailler[1], Valérie Schafer[1]

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From the Hampster Dance and the Dancing Baby in the second half of the 1990s to the hijacking meme of Bernie and his mittens at the US presidential inauguration or the images of the Evergreen blocked in the Suez Canal, memes have become in the last twenty years an important part of our digital cultures (Shifman, 2014), whose often absurd, playful, corrosive and viral character cannot hide also multiple political dimensions. To the question "Do Memes have politics", to paraphrase Langdon Winner (1980), the answer is undoubtedly yes and this presentation aims to analyse the many levels of politics and agencies at stake when studying memes and their impact, in terms of digital cultures, governance, curation, sharing (John, 2017), appropriation by several communities, but also writing of their history.

Based on a diachronic corpus, entwining live web (platforms like Know your memes, etc.) and born-digital heritage (notably web archives), the first part of the presentation will unfold several levels of politics, starting with the most obvious (memes address political aspects, see for example Denisova, 2019 or Askanius and Keller, 2021) to the more hidden levels (politics of meme generators, of heritagisation platform like *Know your Meme* (Pettis, 2021), of curation …). Relying on a diachronic approach, from the Godwin Law to Distracted Boyfriend, through Leave Britney Alone or Numa Numa Guy, this part aims to address both complementary sides of these Internet phenomena: memes as political forms and politics of memes, while underlying some economic, gendered, affective dimensions which are part of their impact.

We will then examine the consequences of the notion of "impact" and "politics" for the writing of an history of memes, which is at stake in the Hivi (A history of online virality) project, we are currently conducting, may it be in terms of sources, methods ("scalable" and "medium" reading), or topics (notably claiming for a study of circulation and flow (Jenkins, 2009), of processes, of participation (Milner, 2018) and appropriation, beyond a sole semiotic approach of memes).

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COH04 - Media, History, and Memory. The Role of Social Media and Beyond

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PP 354   The past that lives on Instagram – History and memory as resources of social media representations

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Social media have changed the ways in which we can engage with history and memory. Previously, institutionalized actors such as journalists, museums and educational professionals served as so-called memory agents and had impact on what and how people remember individually and collectively. Nowadays, different groups and individuals can more easily contribute to mediatized remembering.

Among other practices, remembering in and with digital and social media allows us to creatively work with the past and engage with historical figures. The past is processed in the present with its technical affordances and is made present to raise awareness for past events. Social networks create new forms of participation, possibilities for discussion and criticism of existing memories (Deuze 2006). The broad use of social networks like Facebook, Instagram and Twitter can thus also be considered at least as potential democratization of ‚memory capital'. This allows for diversified and more varied memory cultures but also harbors risks of distorted interpretations of the past and memory departing from historical facts and accountability.

Against the backdrop of these developments we present a typology of Instagram accounts that deal with the representation of memory, commemoration or remembrance of historical figures. We define historical figures as personalities from different centuries, who are known through records, their work, their biography or their role in society, for example politicians, persons with noble or aristocratic backgrounds, inventors, artists, writers, and musicians. We focus on Instagram as a currently highly popular and critically debated social media platform. Instagram is considered an influential platform in regard to users' lifestyle choices and orientations as well as representations of celebrities and other personalities who are considered emblematic for contemporary culture (Leaver et al 2020) – we extend this view to the representation of historical figures. Moreover, Instagram offers a special media framework for memory topics through its visual and emotive character. The proposed contribution is both conceptual as well as exploratory on a methodological level.

We combined two layers of analysis, (1) regarding the content, which either focuses on the historical figures' biography or their work, output and performance; (2) we gauged the level of professionalism of content creation, ranging from fandom to institutional memory work. Among the 35 accounts we analysed, we identified six types of accounts: The "Virtual Exhibition" type, for example, focuses on biography regarding content and is designed in a professional-institutional manner, while for the "Social Media Autobiography"-type, content is autobiographical and edited from a perspective of fandom. We will illustrate each type with several examples from different historical periods.

On a conceptual level, we see these accounts as contributions to a polyphony of memory (Schwarzenegger/ Lohmeier 2020). Our findings suggest that there is potential for broadening the scope of mediatized remembering and more nuanced and inclusive memory discourses. But we also find problematic aspects regarding historical accuracy and factuality. In conclusion, we discuss the potentials and pitfalls of social media for conveying historical knowledge and collective memory through new forms and genres, especially to a younger generation.

COH04 - Media, History, and Memory. The Role of Social Media and Beyond

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PP 355   Entangled impact: representations of Sesame Street's history on Twitter and in legacy media

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Did you hear about Big Bird's from the American children's television show *Sesame Street* getting vaccinated in November 2021? If you did, it was probably because of Senator Ted Cruz' vastly broadcasted condemnation of

the use of the charismatic bird to advocate vaccines to children. In a response to Big Bird's tweet about his vaccination on November 6, 2021, Cruz tweeted: "Government propaganda… for your 5 year old." This response was later circulated and discussed in other media, including outlets such as *The Guardian*, CNN, *Vanity Fair, Saturday Night Live* etc. Big Bird's vaccination was far from the first time *Sesame Street*'s famous Muppets have become part of political news stories that crossed between Twitter and legacy news media. During the 2020 election in the US the vampire Muppet who likes to count things, Count von Count, was used as a mascot for people who objected to former president Trump's call to disregard mailed ballots.

Our talk will present preliminary results from our ongoing research about *Sesame Street*'s contemporary history on the social media platform Twitter. Our project is concerned the show's 50-year-long history as it has been represented on Twitter during the platform's 16 years. In the talk, we will use the framework of this projects as a backdrop to discuss the entanglement of Twitter events and stories in legacy news media to better understand how the two impact each other. A particular focus will be the ways this impact relates interpretations of *Sesame Street* history.

Our research makes uses of what we call scalable readings. We use digital methods, mainly statistical analysis and visualization in the programming language R, for distant reading of Tweets systematically collected with Twitter's API. The distant reading is primarily concerned with *Sesame Street*'s Twitter history 2006–2022, but it is complimented with a distant reading of selected nationwide newspapers and magazines in the US and the UK. The distant reading informs selection of case studies for close reading and at the same time acts as a contextual backdrop for these. One of the things we do in our distant reading is analyzing the overall interdependency between Twitter posts and items from legacy news outlets. For each selected case study, e.g. as Senator Cruz' condemnation of Big Bird's vaccine, we use close reading selected tweets and news items in legacy media from the event to investigate their mutual impact. We do so to estimate this mediated entanglement's impact on interpretation and representation of *Sesame Street*'s history on these occasions.

COH04 - Media, History, and Memory. The Role of Social Media and Beyond

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PP 356 **Remembering anti-Nazi Resistance on Insta? What do we learn through @ichbinsophiescholl?**

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On the occasion of the 100th birthday of Sophie Scholl (1921–1943), her last months of life have been traced as Instagram stories. For ten months, starting in May 2021, the life of this young woman who has become a symbol of resistance against National Socialism in the German-speaking world like no other person, is staged in "real-time" fiction. Until February 22, 2022, the day Sophie Scholl was executed 79 years ago, followers can chat with 'Sophie Scholl' [embodied by actress Luna Wedler] acting as a blogger.

Measured by the number of followers, the project which is run as a cooperation between the two public broadcasting stations SWR and BR is a success. However, the approach of presenting history in an appealing way for a younger audience, enabling participation and using social media platforms such as Instagram for this purpose is not without controversy. Criticism refers to Instagram as an advertising-financed platform belonging to the Facebook group, to the mixing of facts and fictions, the "emotionalization" and "gamification," and ultimately the depoliticization of historical events and experiences. The critics agree that @ichbinsophiescholl is history enactment, but moreover an example of a changing approach to presenting history and new forms of visualizing the past in digital media cultures.

Our paper will address these critics: By using discourse analysis we will provide an insight into praise and criticism on *@ichbinsophiescholl* in German-speaking daily and weekly press. Additionally, our study is concerned about the ways in which relationship to particular young audiences can be established by means of digital media, in this case to a historical figure of substantial historical-political relevance. The chances and risks of a project such as @*ichbinsophiescholl,* which relies on emotion and identification with the main protagonist to convey knowledge of history, will be explored by a content-analytical investigation of the Instagram channel on a macro, meso and micro level, and secondly, by audience research (group discussions) with followers of the project.

PP 357 **Assessing the Gap Between Private and Public Memory: The Perception and Interpretation of Conflicting Mnemonic Narratives Using the Examples of Germany and Poland**

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As public memory can never fully represent private recollections, every society is marked by memory gaps. Taking Poland and (East) Germany as examples, this paper uses a social constructivist-poststructuralist approach and a qualitative research design to investigate how the communist past is remembered in private everyday discourse and its differentiation from the hegemonic public memory discourse. The underlying question asks whether each country has developed distinct memory gaps due to their divergent post-Cold War trajectories.

Both countries serve as excellent objects of comparison due to the parallels in hegemonic memory practices: In post-1989 Poland, anti-communism became the default position for most politicians, intellectuals, and journalists. The same is true for the German case: Historical and empirical analyses generally conclude that an anti-communist stance characterizes the public memory of the GDR in Germany. These anti-communist tendencies fit into a more comprehensive overall picture of anti-communist rhetoric in the European Union.

To analyze how the hegemonic public discourse of memory manifests in the everyday discourse of the Polish and East German population and how it is distinguished from the latter, we conducted interviews and focus groups in both countries from December 2018 to May 2020 (N = 120). For this, we used the theoretical concept of "everyday discourse" according to Waldschmidt et al. (2008) drawing on Berger/Luckmann (1991) and Foucault (1972). Demographic characteristics, such as gender, age, educational background, and origin were varied to obtain as broad a picture as possible of everyday discourse.

Our results show that there is a mnemonic convergence of narratives: recalled memories about the communist era are strikingly similar in Poland and East Germany. Negative and positive memories exist side by side, and nostalgic views and criticism are interwoven in the image of the past—in part independent of generational affiliation, as memories of the generations that actively experienced communism are passed on to children and grandchildren. Unsurprisingly, private memory is thus far more differentiated than anti-communist public memory. In both cases, however, subjective knowledge (whether first-hand or transmitted) about the communist past is interpreted against the background of hegemonic knowledge, which spans a normative value framework that no one can defy.

Where the two countries differ relates to the legitimacy of the public-private memory gap. While in Poland, respondents accentuate the perspective of an elitist constructed political and media discourse as a carrier of hegemonic narratives, which is entirely different from their lived everyday experience, in East Germany, this argument plays out along historically situated quasi-ethnic dividing lines. Thus, the study empirically shows that the perception and interpretation of the private-public memory gap determines the societal (re)production of group-specific identities in mnemonic conflicts.

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PP 444 **A force for good in the world? The PRESSA (International Press Exhibition Cologne 1928) and the public discourse on the impact of the press on international relations**

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The PRESSA was the first exposition ever held to present modern journalism and to this day is unsurpassed in size and importance. From 12 May to 14 October 1928, 43 states and the League of Nations and a total of 1.500 exhibitors – among them 450 from outside Germany – attracted 5 million visitors from all over the world. The PRESSA's aims were ambitious. The exhibition highlighted the numerous facets of contemporary journalism, including its historical roots and its cultural, technical, economic and international interdependencies to a professional audience and to the general public. Moreover, the PRESSA aimed to reveal the cultural ties between nations; its goal was to bring

nations together, whatever their differences. The exhibition thus also had a political mission: Its organisers wanted to demonstrate, with the first major international fair held on German soil after the end of the First World War, that the Weimar Republic was a great power and willing and capable of contributing actively to international peace and cooperation. The political dimension of the PRESSA found its expression in the speeches held during the opening and closing ceremonies and in the official publications of the exhibition. From its planning phase during 1926–1928 through to its aftermath, the exhibition turned into a forum of debate about the role of the press and the global public as safeguards of peace. The press was conceptualised as a transnational agent working across national borders for the realisation of mutual understanding.

In my paper I propose to focus on the public discourse on the peace-building capacity of the press and global public as revealed in the statements of the exhibition organisers, in official exhibition publications, in speeches and writings of German and foreign statesmen, and in the international press. This discourse will be assessed within its historical context: the traumatic experience of the First World War; the manipulation of the press for propagandistic purposes during the war; and the hope, during the 1920s, for an improvement of international relations and the prevention of another war. Importantly, the discourses mirror a rather idealistic view of the press: At the PRESSA, the negative potential of the press, i.e. its ability to destroy international good-will and understanding, was hardly discussed. There was no critical reflection on the problems affecting contemporary journalism such as state censorship, the restraining influence of economic and political interests on the freedom of the press, or the role of the media in totalitarian dictatorships such as Fascist Italy or Soviet Russia. Accordingly, the conceptualisation of the press as a force for good in the world owed more to wishful thinking than it reflected the actual state of affairs during the interwar period.

COH05 - Media Have Impacts! Historical Case Studies

PP 445 Advertising media artifacts and their impact in the French youth magazine "Salut les Copains" (1960s)

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During the 1960s, a new culture of youth emerged in France and other European countries. The youth established itself as a distinct social group, that had its own interest in music, leisure, or consumption [Verginoux, Lemonnier, 2010]. Media products specifically aimed at young people fueled that change, like the French youth magazine "Salut les Copains" (SLC), which was founded in 1962 [Tinker, 2011], and which found immediate success: in 1963, one in two adolescents was a reader of SLC [Verginoux, Lemonnier, 2010]. Therefore, companies aimed to access this new group of potential customers, which could be reliably reached through subgroup-specific advertising in a medium like SLC [Zurstiege, 2015]. This development coincided with rising adoption rates of media artifacts like television sets, radios and record players [Blandin, 2013]. Especially the latter two were specifically marketed towards young people in magazines like SLC, because adoption rates among them were still relatively low (e.g.: 40% of French adolescents owned a radio in 1961 [Verginoux, Lemonnier, 2010] compared to 85,4% of the general population owning one in early 1962 [biens durables fin 1968, 1969]). This raises the question of these companies' advertising strategies and how they tried to sell these artifacts to young readers, to learn more about how youth culture was understood back then. This is achieved through a contextualized close reading of the ads' aesthetic, design, motives and transported information. We use several issues of SLC published between 1963 and 1971 as a primary source material because of their high rate of diffusion. Preliminary results show that three core strategies can be identified: price, technical achievement/innovation and lifestyle. Oftentimes a low price was used as the main selling point to market one's record player or radio as youth budget normally is more limited ("prix jeunes", "aux jeunes budgets"). The second strategy was to focus on technical innovation, like an ad focusing on a record player's feature to automatically change records. The third and maybe most prevalent strategy was to appeal to a youth lifestyle, on which the product was supposed to have a grand, positive impact – be it through a cool exterior design, a long battery life to party longer ("C'est parti…pour 20 danses sans arrêt") or a good portability ("je l'écoute n'importe où"). Of course, all these strategies considerably overlapped in practice, and there were some features that could be used in all cases, like subgroup-appropriate vocabulary (e.g. starting with "ohé ! les copains…").

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COH05 - Media Have Impacts! Historical Case Studies

PP 446 **Understanding Impact. Agents of knowledge and the fight over media products' impact on children, c. 1968–1976**

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In 1968 the BBC was chosen to host a workshop on children's television for producers in the European Broadcasting Union. The planning committee who worked hard on arranging the event worried. They were sure that academics would dominate the program with their theoretical speculations if they were given too much leeway. Rather than theories about what appropriate children's television productions were, the producers wanted to share their own experiences and insights from working in the field for years or even decades. In the end, one expert, the mass media researcher, Professor James Halloran, was invited to give a talk. It wasn't a success though, as many of the participants found it boring and hard to follow.

The uneasy relationship between producers of children's television and academics such as Halloran is emblematic of the period of concern in this talk. Psychologists had long held an interest in children's media consumption, but how theirs and other academics' research was discussed in relation to actual productions was changing. At events such as the EBU workshop and the children's television festival Prix Jeunesse (1964–), the question of how and to what extend academic research should impact actual productions was raised frequently. On the production side, the reasons for this rooted in the increasing professionalization of children's television production, that still younger audiences were addressed, and that new more instrumental purposes for programs were considered (e.g. formal educational and empowerment). On the academic side, new fields such as mass media research became increasingly interested in children's media and challenged the dominance of psychology and education in the area of mass media impact. Different professional groups; producers, psychologists, mass media researchers, and educators with an interest in children's media consumption all had different views on how television impacted children and what role(s) the medium should ultimately play in children's lives.

In this talk, I will explain how different types of knowledge about children's television, practical and theoretical, led groups of professionals to very different conclusions about the medium's impact on its viewers. I will draw upon new approaches from the field of history of knowledge, the field of childhood studies, as well as empirical work on children's media history to create the analytical framework. In particular, I will investigate how a number of agents with different backgrounds informed the discussions about the impact of television on children on several occasions and European arenas: 1) at two workshops by the EBU, one in 1968 and one in 1972, 2) at Prix Jeunesse festivals and seminars 1969–1972, 3) in the bi-annual, European journal _Fernsehen und Bildung_ between 1968 and 1976. The talk will be structured to answer a) which knowledge domains were represented in the European debates, b) how they viewed television's impact on children, c) how and why certain kinds of knowledge were valued more than others over time.

COH05 - Media Have Impacts! Historical Case Studies

PP 447 **Impacting the computerization and digitalization in Luxembourg: the case of teachers and education**

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While analyzing the history of digitalization in Luxembourg from the 1990s to the current day, we discovered and observed the key role that some pioneering secondary school teachers played in the process and their impact on the Luxembourg history of digitalization.

This presentation aims to present and discuss these stakeholders that were impactful in the field of computerization and digitalization in Luxembourg. By identifying these discrete actors that acted as knowledge brokers and mediators but often remained in the shadows and margins of Internet history and by understanding the peculiarities of national contexts, we aim to overcome the "Internet-centric" and teleological vision of Internet history" (Schafer, 2020).

With the objective to fill out the "missing narratives" of Internet history (Martin Campbell et al., 2013; Kevin Driscoll et al., 2018) and going towards alternative histories of the Internet (Mansell, 2019), we could observe how pioneering

secondary school teachers started to plant the seeds for the dissemination of the Internet in Luxembourg, being motivated by a personal interest in computing, tenacity and a spirit of collaboration.

Their efforts led to the computerization of the secondary schools within the country, the introduction of computing in the Luxembourg educational system and the creation of RESTENA, the Research Network for Education and Research created in 1989 and responsible for bringing the Internet to Luxembourg in 1992. All of that in a moment in which the computers were only used by a few experts in major companies, while the national context was dominated by the recent national packet-switched data network (LuxPac, starting in 1983) with the domestic telematics and videotex, launched in 1986 by the Luxembourg Post.

Based on a corpus of institutional archives, secondary sources, and oral interviews (with teachers, with historic players of RESTENA), we will distinguish three steps in this trajectory: 1972–81 when a few teachers used their own resources to introduce computing in their curricula; 1981–87 starting with the creation of an official framework and of the *Commission Technologies Nouvelles et Informatique* by the Ministry of Education; 1987–89 when the Commission instructed a working group to set up a computer network to interconnect secondary schools and exchange information, which led to the creation of RESTENA launched in 1989.

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COH06 - Roundtable: dewesternizing and decolonizing media history

PN 113 Disrupting, Rejecting and Overcoming the Normative Assumptions in Communication(s) History

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The core of West-centrism is historical; its normative assumptions build on a history where the non-West does not appear or if it appears at all, only as a passive entity. It is a history of modernity and capitalism where the West appears to be "the prime mover" and "the permanent core" of communicative change. This is a particular (mis) interpretation of the past that effaces and marginalizes non-Western people, and a multiplicity of lived experiences, epistemological conceptualizations and political practices to produce the universality of Anglo-European cosmologies. If we are to supplant Westcentric views with alternatives, as Escobar maintains, we need to take seriously of the epistemic power of local histories. Building on this perspective, this paper seeks to explore what can be learned from the late 19th century and early 20th century "Middle Eastern" experience of communications to understand the role of modern networks in a non-Western society's geopolitical and social relations, social structure, governance and struggles. I problematize three main assumptions of Westcentric media/communication(s) history in this paper such as internalist logic which conceives the sources and origins of communicative change internal to the West. Second is the modernity/capitalism nexus that disregards the development of modern communicative experiences in non-capitalist social relations. The third assumption functions through a geographic separation of the West and the East as two fundamentally different socio-economic, cultural and political entities where each is defined through its difference from other. In its worst forms, it also suggests a superiority of the West over the rest. Drawing on various examples from the region's communicative developments in the 19th and 20th centuries, I will try to disrupt, reject and overcome these normative assumptions.

COH06 - Roundtable: dewesternizing and decolonizing media history

PN 114 Decolonizing East European media history

Aniko Imre[1]

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The return of white nationalism, fascism and populism in the past fifteen years has prompted analysts to revise established histories of Eastern Europe. These revisions seek to explain the region's diversion from its anticipated

post-Cold War integration within a liberal democratic world order. They tend to draw on postcolonial temporal and theoretical frameworks to explain how xenophobia, racism, orientalism and the general belief in the transparency of whiteness have been incubated by the very rejection of the relevance of colonization in local and national histories. Media studies has barely participated in these conversations. In my contribution, I propose some avenues and methods that will help us see the histories of media as instrumental to perpetuating the twin colonial paradigms of Eurocentric cultural superiority and white supremacy. I show how a regional version of color blindness and white transparency has been long nurtured within Eurocentric cultures, including media studies, whose elitist agendas have failed to criticize the white nationalisms that underscored both socialist and postsocialist nationalisms. I also point out the implication of Western European imperialist attitudes and policies towards Eastern and Central Europe in sustaining "colorblind," nationalistic trends within the studies of Eastern European media.

COH07 - European Media History Goes Transnational. Imperialism, Independence, Colonialism

PP 647 Our better, former selves: Photoreportage and representation of "distant others" in a nascent national independence struggle

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In 1988, Slovene political magazine Mladina published an extensive photoreportage on political situation and living conditions in war-torn Eritrea, which can serve as an informative case study for exploring the notion of impact from the perspective of communication history. The Eritrea photoreportage, which spanned across ten consecutive weekly issues of the magazine, is the most extensive photoreportage ever to be published in Slovene printed media. However its significance for the history of Slovene (photo)journalism is not confined to its unprecedented scope and consequent impact on the development of the genre – namely its shift to investigative style and its increased application to cover politically significant international topics and events. Neither is its significance limited to its impactful differential portrayal of "distant others" – to their more comprehensive and equal representation which went against the dominant news frames of the time that limited reports from Ethiopia to negative topics (hunger and war). The photoreportage was produced during a prolonged standoff between Mladina – at the time the leading dissident publication in former Socialist Federal Republic of Yugoslavia – and Yugoslav federal government, Yugoslav People's Army (YPA) and the League of Communist, supported by Belgrade-based press. The standoff was triggered by unprecedented public criticism of Yugoslav Defence Minister whom Mladina labelled a "merchant of death" for selling arms to famine-stricken Ethiopia. The standoff culminated with WPA's arrest of three Mladina's journalists and editors in May 1988. However instead of quelling dissident voices, the arrest and subsequent trial of Mladina's journalists and editors before military court in fact mobilised formation of civil society groups and galvanised political struggle for Slovenia's independence, which ended in 1991 with country's succession from Yugoslavia. Eritreja photoreportage was conceived as a fact-searching investigation "on the ground", marking a turning point in development of the genre in Slovene media. The photoreportage failed to provide further incriminating information on YPA's involvement in Ethiopia. Rather, its sympathetic account of the state of affairs in Eritrea resulted in atypical representation of distant others and drew heavily on parallels between Eritrean liberation movement, Yugoslav WW2 resistance and Slovene attempts to carve greater autonomy within Yugoslavia. The analysis traces shifts in news framing through multimodal framing analysis of Mladina's news reports between February and November 1988. The analysis is complemented by semi-structured interviews with journalists and editors who produced the photoreportage, and document analysis from Archive of Yugoslavia. Contextualised within broader topics relevant to history of communication, such as the struggle against (global) communication inequalities (Yugoslavia's role in NWICO debate) and impact of media in disintegration of multi-ethnic societies, Mladina's photoreportage demonstrates dependency of representation of "distant others" on their "relatability" to domestic politics and perceived impact on public opinion. Additionally, the analysis supports the approach of renouncing "universal" in favour of "small histories", which can explain the idiosyncratic evolutions and transformations of journalistic genres (e.g. photoreportage) outside problematic narratives of imitation and "catching-up" which still tend to dominate histories of photography and photojournalism.

COH07 - European Media History Goes Transnational. Imperialism, Independence, Colonialism

PP 648 **The Portuguese press and the 1918 Epidemic Flu. Perceptions and impacts of the disease in the news**

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Pandemics are central subjects in health communication, given the impacts that a disease crisis have on peoples' lives. Different actors in the communication process such as medical authorities, doctors and other caregivers, public health institutions and media, among others, seek to provide a better information in order to reach the population and improve sanitary measures and prevent risk behaviours. In this sense, news organizations have a central role assuring a good and trustworthy information that can easily be understood by the public in general. Besides, a great health crisis such as the current Covid-19 is considered of high newsworthiness (Golding, Elliott, 1988), given the information flow, public impact and the increase in search of news by audiences and, therefore, greater news consumption. Fear, mortality, health measures and medical response are subjects present in the news agenda in the current epidemic crisis, being the epidemic a main topic of information in national and worldwide agendas. These perceptions were also part of the 1918–1919 disease. Data on the Spanish Flu point to an estimated mortality of between 50 and 100 million people. In Portugal, the Pneumonic Flu hit the country in three major waves, starting in May 1918, and ending in 1919. The peak was in October 1918. Mortality was initially estimated around 59,000 deaths, but numbers could have reached up to 135 thousand victims. The Portuguese press reflects the importance given to the 1918 pandemic and the way it impacted the population. During an extreme public health crisis, newspapers tend to spread up-to-date and abundant information. The rapid dissemination of information about the disease make people re-think about the risks at stake and preventive behaviours to be adopted (Smith et al., 2012)- For Adelman and Verbrugge (2004), newspapers have a coverage strategy linked to the moments of the disease: emergence, maturity and decline, with the coverage trend centred on mortality, incidence and prevalence. The 1918 pandemic fits into these coverage models, either because of the intention to prevent it, or because of the news process itself and the news spikes that constituted it. This study tackles the period from October 1918 to January 1919, in four publications: Ilustração Portuguesa, an illustrated weekly magazine, Algarve, a weekly and regional newspaper, and the dailies A Capital and O Comércio do Porto, as examples of the Portuguese press. Through a quantitative and content analysis, we seek to identify and interpret the news procedures used by these different publications to cover the Pneumonic Flu and its implications in a particular difficult time, marked by a political crisis and the President's assassination, and also the news of the end of the Great War. The methodological approach considers the categorizations given by journalistic formats such as genre, prominence and newsvalue, complemented by the identification of standard discursive elements, which produce interpretive frameworks on the part of readers.

Keywords: Pneumonic flu; pandemic impacts; press; news coverage; newsworthiness

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CRC01 - Tools, Views, and Challenges in Crisis Management - Critical Reflections on Practice and Possibilities

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PP 191   Studying the potentials and pitfalls of information gathering tools designed for crisis management

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Contemporary crises are becoming increasingly embedded in the digital media environment (Cottle 2015). Besides reporting and representing, media is important in how crises are constituted, responded to and collectively perceived. Understanding what happens in traditional and social media is vital for crisis professionals to create an overall picture of a complex situation. Therefore, it is commonly recommended to collect information from digital media in order to get a grip of the perceptions, claims, myths and questions of diverse publics. However, the media environment is complex and in constant flux. Not too many crisis professionals striving to manage the situation have the time or resources to scan, gather and validate information from diverse digital media sources for the purposes of crisis sense making, interpretation and learning.

In recent years, advances in computational information technology have aroused interest in the field of crisis and disaster management (Kuchai et al. 2020). For example, data mining algorithms are seen to be part of the solution for the identified challenges, as they can be used to analyze and visualize large amounts of data produced in a crisis (Domdouzis et al. 2017). Consequently, a number of computational tools, platforms and dashboards are developed for the purposes of crisis management (Backholm et al. 2018). However, these technical solutions are not widely used in Finland.

In this work-in progress paper we seek to understand and problematize the purpose and impact of computational tools in facilitating crisis management. Therefore, we ask: 1) What kind of crisis management platforms and tools have been developed and used previously? 2) What kind of problems do they aim to solve? 3) What has been successful and what hasn't, and why? 4) How do crisis professionals perceive the idea of such a crisis management tool? What are the potential user needs among crisis communicators in Finland?

To answer the questions 1–3, we map the existing tools and related literature. In order to investigate question 4, concerning user needs, practices and perceptions, we gather two qualitative data sets: 1) interviews with 18 crisis communication experts working in health care, 2) design research workshops with participants consisting of journalists, crisis communication experts and ICT professionals of different areas of public administration. All participants have been working intensely in communicating and managing the COVID-19 situation in Finland.

Drawing on analysis of the empirical material, we aim to identify functionalities of the earlier tools, and examine the current needs of possible end users that could be supported with designing and prototyping an information gathering tool. In these premises we aim to gain critical reflections and understanding of the potentials and pitfalls of designing and using computational IT tools in the context of mediatized crisis management.

CRC01 - Tools, Views, and Challenges in Crisis Management - Critical Reflections on Practice and Possibilities

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PP 192   Advertising as a tool in the management of Covid-19 crisis

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In the spring of 2020, when Latvia faced the Covid-19 pandemic, the message "home, soap, 2 meters" (SPKC 2020) was repeated as a poem to the public, teaching the public how to behave in the new Covid-19 reality, what to do and not to do. In its concern for society, the state used advertising as a source of information about desired behaviour. Historically advertising has helped inform people, teach new skills, change public opinion, creating new traditions and habits. However, both responsible public authorities told and taught the public what the new reality was, the behaviour they wanted, and the commercial brands used Covid-19-influenced messages in their communication.

One of the specific manifestations of advertising communication is social advertising campaigns, which provide the audience with messages about socially desirable behaviour for the benefit of society (Moriarty et all 2018). Unlike commercial advertising, in which the main beneficiary is the advertiser, the main beneficiary of social campaigns is the public. Social campaigns aim to influence and bring about behavioural change. Social campaigns are aimed at 1) adopting new behaviours, 2) rejecting potentially undesirable behaviour, 3) modifying current behaviour, or 4) refraining from already known undesirable behaviour (Lee & Kotler 2020).

Areas of socially desirable behaviour vary widely, so social campaign strategies and approaches may differ, offering specific approaches based on the identified social sphere. In the case of the Covid-19 pandemic, socially desirable behaviour is inherent in health communication.

The report looks at advertising messages in the early stages / first wave of the Covid-19 pandemic, introducing society to the reality of the Covid-19 pandemic. The advertising communication messages of Latvian state health institutions, as well as the advertisements of Latvian companies, which reflected the impact of the Covid-19 pandemic on our lives, have been chosen as the analysis material. The study uses case study analysis for the research of advertising campaigns by state institutions and commercial brands, as well as a method of narrative analysis for the analysis of advertising texts and visual messages.

The presence of the media is inevitable in the experience of the crisis and living through the crisis. The Covid-19 pandemic was and is experiencing a strong media presence. Advertising communication was and is an important part of this experience. The crisis has highlighted the social function of advertising, which can serve as a tool for managing society. The study found that commercial brands played a crisis management role in the early stages of a pandemic by informing people about socially desirable behaviours, encouraging and supporting them in the early stages of a crisis, more strongly than communicating with public authorities.

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CRC01 - Tools, Views, and Challenges in Crisis Management - Critical Reflections on Practice and Possibilities

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PP 193 **Mitigating vulnerabilities with social media: a cross-national comparative study of European disaster managers' practices**

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The vulnerabilities in disasters have been conceptualised across the key dimensions of human agency and technological structures as well as social support through private relations and state actors (Orru et al., 2021). In the intersecting of these dimensions, the (lagging) functionality of public support structures, including the communication services by responsible institutions may diminish the coping capacities of individuals and societies. In disaster management, communication is a vital means in reducing individuals' vulnerability and increasing resilience. Communicative vulnerabilities could therein arise from individual, social-structural or situational conditions that may hinder people from accessing, understanding or reacting to disaster-related information (Hansson et al., 2020). Disaster managers are increasingly utilising social media platforms for crisis communication, yet fail to utilise the whole spectre of vulnerability-mitigating possibilities that social media offers. The communicational vulnerability could be mitigated by interfering with the factors (individual, social-structural and sitational) that comprise the context of vulnerability. Numerous studies about practices of using social media in disaster management have explored the usage patterns, and have highlighted good practices of institutional social media communication. However, the specific functions of social media in identifying and informing those in vulnerable situation in various phases of disaster management in the context of Europe, are understudied, whereas the shortage of cross-national comparative data is evident. Our document analysis and 95 expert interviews in eight European countries – Germany, Italy, Belgium, Sweden, Hungary, Finland, Norway and Estonia – explores European disaster managers' actual purposes of using social media and sets it against possibilities of alleviating individuals' vulnerability during disasters. We find six practices that contribute to allevieting individuals' vulnerabilities during disasters: *identifying citizens' concerns, identifying missing persons, informing and warning the public, sharing educational guidelines, sharing guidelines during disaster, and organising volunteers.* Practices described could be used when developing guidelines for official crisis communication in social media and demonstrate the value of using social media in crisis and risk communication more broadly.

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PP 194   A matter of trust: How to include digital volunteers in crisis management

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The aim of this study is to identify how Finnish crisis management authorities perceive a relatively new phenomenon in spontaneous volunteering, i.e. digital volunteers, and whether they see that these volunteers could be included in their current crisis management strategy. The study focuses on the benefits and problems of cooperation, and on how these problems could be solved from the authorities' point of view.

Technological and digital development has made crisis management more complex. Especially social media platforms have transformed crisis communication from an information flow from top-to-bottom to many-to-many, requiring authorities to both inform and listen to the citizens in a crisis (Reuter et al., 2012). At the same time, they are expected to observe and converse on social media to hinder rumor-spreading, detect needs, answer questions, and create situational awareness (see Reuter, Hughes & Kaufhold, 2018). This becomes a problem as resources such as time, skills and staff are already scarce in a crisis.

One solution to data processing could be digital volunteers, who spontaneously converge online to help, using digital tools and online platforms to gather, process and distribute crisis data (see Park & Johnston, 2017). However, many authorities see spontaneous volunteers as a risk and burden for crisis management. This creates an involvement/exclusion paradox identified by Harris et al. (2017) where official response managers' assumptions of spontaneous volunteers may stand in the way of more effective crisis management. The contribution of this study is to test five aspects of the paradox to describe the current challenges with the cooperation with digital volunteers.

The study presents results from six semi-structured, thematic interviews conducted with a variety of authorities and one NGO in Finland (e.g. police, rescue department, Red Cross). The study found that authorities see potential in digital volunteers but only for strictly limited tasks as problems with trust and volunteers' lack of knowledge and training stand in the way of smooth cooperation. Several of the dilemmas in the involvement/exclusion paradox (Harris et al., 2017) were confirmed in the material concerning for instance management approach and task allocation.

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CRC01 - Tools, Views, and Challenges in Crisis Management - Critical Reflections on Practice and Possibilities

PP 195   What to do first in times of crisis? The effects of order and timing of internal and external crisis communication for employee perceptions

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An often-mentioned best practice with regard to internal crisis communication is that organizations in crisis should first communicate internally about a crisis, before they communicate externally. The reasoning behind this is that employees should hear the news about a crisis from their employer first, before hearing about it through an external medium such as the press. However, the causal effects of this order of communication on employee perceptions have not been examined. Moreover, in times of social media, organizations are often caught in speed with regard to crisis communication. For example, anyone who witnesses an incident related to an organization can break the news about it on social media, before the organization itself has the ability to communicate about it to their employees or even before the organization is aware of the event. In that case, organizations could feel pressured to communicate about the crisis externally before they had the chance to communicate internally, for example

when they are surprised by questions from the press or when questions arise on social media. If that happens, the question arises whether it makes a difference how fast you communicate internally after you communicated externally.

In order to examine these questions, a 2 (order of communication: internally first vs. externally first) x 2 (time between internal and external communication: short vs. long) between-subjects experimental design was conducted. Participants were asked to imagine that they arrived at work. One group of participants was then asked to imagine that they opened their mailbox and received an email from their CEO with information about a crisis that had happened in the organization. They were instructed to read this fictitious email. Then, they were asked to imagine that, after receiving the email, they scrolled through an online newspaper and saw an article about their organization in which their CEO reacted to the crisis. They were instructed to read this fictitious article as well. The other group of participants first received the news article, and then the email from the CEO. The time between the sending of the email and the publishing of the news article (or vice versa) was also manipulated and was either 10 minutes or 8 hours. After reading these stimuli, participants filled in a questionnaire that measured the internal reputation of the organization and employees' supportive behavioral intentions.

Results show that when organizations communicate internally first, this leads to a better internal reputation of the organization and more supportive behavioral intentions of employees compared to when they first communicate externally. Moreover, there was an interaction effect between the order of communication and the time between internal and external communication. When organizations first communicate externally, a shorter time period between external and internal communication leads to better outcomes than a longer time period.

This study thus shows that it is indeed important to first communicate internally about a crisis before communicating externally. However, when an organization is caught in speed and communicates externally first, it is important to communicate internally as soon as possible thereafter.

CRC02 - Fear and Loathing Online - Emergent Digital Considerations for Risk and Crisis Communication

PP 293   AI-generated disinformation and its implications for crisis communication

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Although disinformation – the "deliberate spread of misleading or biased information" (McCorkindale, 2020, p. 1) – has been a challenge for the crisis communication profession and field for many years, AI-generated disinformation creates fresh problems for practitioners and scholars. This form of disinformation (also called 'AI-assisted disinformation') involves AI, and AI tools, being used to produce disinformation (Temby, 2020). While much of today's disinformation involves AI in some form, this paper distinguishes disinformation (that usually incorporates AI) from AI-generated disinformation (that is actively produced through, or by, AI).

The intentionally deceptive content in AI-generated disinformation is created and spread through multiple means. They include AI-assisted deepfakes (synthetic images or videos of people and events), automated bots, text generator tools, and sockpuppets (online identities posing as real people), among other things (Subramaniam, 2021; Temby, 2020). AI enables the scale of the – increasingly realistic – disinformation to be expanded significantly, the speed of its distribution to be accelerated, and its volume to be increased. Additionally, AI technologies are developing at an "extremely rapid pace" (Béranger, 2021, p. xi). This type of AI-powered disinformation is already leading to problematic impacts, ranging from publics being deceived to election campaigns being subjected to tampering. In the hands of hostile state actors, Temby (2020) warns, "AI tools have the potential to produce disinformation on a scale to overwhelm communication networks".

While scholarship about AI in crisis communication has been growing in recent years – primarily focusing on AI, public relations and crisis prediction (Farrokhi, Shirazi, Hajli & Tajvidi, 2020; Ghani & Gordon, 2022) – AI-generated disinformation has received little attention to date in the crisis communication scholarship. This proposed paper fills this research gap by exploring the implications of developments in AI-generated disinformation for crisis communication. The paper argues that crisis communication, both as a profession and an academic field, needs to grapple more urgently with AI-generated disinformation and draw on other fields to widen its repertoire of approaches for dealing with this more problematic version of disinformation. If practitioners find themselves inadequately prepared for tackling AI-generated disinformation difficulties, the potential impacts – from large-scale relationship damage to financial losses – will be significant for the organizations and communities they serve. Drawing on examples of AI-generated disinformation (from news reports and professional commentary), as well as the areas of crisis

communication theory and practice (as assembled, for example, by Coombs & Holladay, 2010), a novel mapping of the implications of AI-generated disinformation for crisis communication will be offered.

The paper provides fresh, timely insights for crisis communication about a growing international challenge. The insights will benefit scholars and practitioners. Given its discussion of the impacts of AI-generated disinformation on the crisis communication profession and field, it also speaks directly to the conference theme of impact and sub-themes in the ECREA Crisis Communication section, including "What critical themes of research and practice should be addressed in the short, medium, and long-term?" and "What can be learned with a view to the communicative challenges that come with imminent wicked problems".

CRC02 - Fear and Loathing Online - Emergent Digital Considerations for Risk and Crisis Communication

PP 294   Online group polarization of NIMBY symptom on social media: Two-way interactions moderating analysis based on echo chamber

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Not in My Back Yard (NIMBY) phenomenon induces people's opposed activities for fear of not only dangerous city facilities but virus. However, with large-scale collective anti-activities happening in the interaction among public opinions, reasonable NIMBY symptom can also generate irrational group polarization.

In February 2020, increasing imported covid-19 cases from Chinese studying abroad returning home dashed China mainland people's expectations to recover back to normal work life. For fear of safety and health, a continuously online NIMBY behavior happened. They held opposed attitudes towards these students and caused a heated debate on Sina Weibo (China Twitter). In this heated debate, people with NIMBY symptom, content farm which intentionally posted fake news for online traffic, the mainstream media and other users in Sina Weibo all joined in the discussion. However, the discussion content was not as rational as before with time passing by when Chinese studying abroad began to be described as "Poisonous across the straits" by content farm.

This research analyzed related online public opinions data crawled from Sina Weibo to investigate which element made the NIMBY symptom become irrational and generated group polarization.

Based on previous studies, content farm which posted rumor and polarized content all let their content be exposed to more audience through algorithm mechanism by purchasing fake traffic. When more people tended to believe the surrounding rumor, other users were likely to follow, where homogeneity of the discussion increased and the echo chamber effect occurred. Rumor proportion determined by number of content farm posts affected negative content homogeneity and brought echo chamber. This herding effect emerged as a reflection of the informational cascade that made people's opinions increasingly consistent with content farm, leading to a group polarization effect. However, the mainstream media could gatekeep the rumor communication through rational content such as editorials to clarify the ignorance and ambiguity of the rumor, leading to the disappearance of rumor and group polarization.

Therefore, this research proposes two hypotheses with two-way interactions moderating analysis:

H1: Negative content homogeneity by day is strongly correlated with group polarization regarding the event by day;

H2: The more negative content homogeneity, the more group polarization; Rumor proportion and editorials proportion both moderate the effect of homogeneity on group polarization.

Text analysis and NLP sentiment analysis will be applied in key attributes measurement.

Homogeneity=1−|Supporting-Opposing| / |Supporting+Opposing|. Supporting is the frequency of positive effect observed among echo-chamber members; Opposing is the frequency of negative effect observed. The metric returns a value from 0 (complete homogeneity, where only supporters or opponents are present). Sentiment entropy formula will measure the group polarization by grading positive/ neutral/ negative for online public opinions.

The study broadens the research width of the NIMBY event by quantitatively clarifying the evolution mechanism from NIMBY to group polarization, providing a new perspective for governing the NIMBY conflict based on echo chamber effect measurement. However, it dismisses the individual inside changes with time passing by, which should be considered for further study from the whole effect perspective.

Key words: group polarization; NIMBY; echo chamber; homogeneity; content farm

PP 295 From separated to coupled arenas: The vaccination debate in Swiss news media and in the Swiss Twitter-sphere before and after the COVID-19 crisis

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News media and social media have been shown to influence attitudes on vaccines (Xu et al., 2020). However, we still know little about how different arenas interact which each other in the debates on highly contested issues like vaccines. Intermedia agenda-setting is often used to explain how content is transferred between different media in general and more specifically between news media and social media (Harder et al., 2017). In crises, the public sphere is characterized by fundamental changes that also influence issue dynamics. A few topics related to the current crisis gain salience, which is shown to lead to a higher overlap between the (sub)arenas (Authors, 2021). Vaccination is a contested issue in the public (Arendt & Scherr, 2019) and became even more so since the COVID-19 pandemic. We assume that the salience in and interactions between the news media and Twitter changed with the COVID-19 crisis. Thus, we investigate how temporally and topically interrelated the debates on vaccines in the Swiss news media and in the Swiss Twitter-Sphere are and how these relationships changed with the emergence of the COVID-19 crisis.

This study uses automated content analysis of Swiss news media (n = 79,549 news articles in 23 outlets) and Tweets by Swiss Twitter users (n = 1,062,335 Tweets by 25,716 unique users) with reference to vaccination (1.4.2019 – 31.12.2021) in German, French, and Italian. We use Granger Causalities (Harder et al., 2017) with a time lag of one day to investigate the time series. Additionally, we analyze the topical overlap by co-occurrence of words or hashtags in news media and on Twitter. We distinguish between a pre-COVID phase (1.4.2019 – 24.2.2020), and a COVID-phase (25.2.2020 – 31.12.2021).

For the COVID-phase, we show that the Twitter activity Granger-causes the resonance in the news media, but not the other way round. In the pre-COVID phase we do not find a similar relationship. Thus, we show for the issue of vaccination that the news media and the Twitter sphere become strongly interconnected as the issue raises public awareness following the COVID-19 pandemic. Both arenas are clearly driven by healthcare-related and societal developments related to the pandemic (e.g., case numbers and the policy measures being imposed). We discuss such real-world events as well as production processes in news media as influencing factors.

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PP 296 Scandal and Crisis Communication in Online Firestorms: Empirical Findings on the Case #doblerin

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On January 24th 2022 journalist Anna Dobler provoked an online firestorm on Twitter: After a German TV show on the Wannsee Conference was aired, she tweeted that Nazis "were not only murderers, but also socialists through and through" (Dobler, 2022) which was criticized by many Twitter users as an equation of National Socialism with leftist movements. One day after the incident the editors-in-chief of the online media outlet "exxpress" declared the ending of the employment relationship with her in a tweet. Furthermore, much media coverage took place about the scandal. Dobler's case is a typical example for a "talk scandal" (Ekström & Johansson, 2008) happening in a digital environment including online-specific effects such as virality. In turn, the scandalized journalist tried to manage the individual crisis situation with communicative acts.

The research questions of this paper are:

RQ1: How did the online firestorm overcame the barrier to legacy media coverage?

RQ2: How did the scandalized actor react and which defense measures were applied by her?

All tweets between January 24th and February 3rd 2022 with the hashtag #doblerin were automatically collected (N= 9.095). The study focuses on descriptive statistics as well as on a qualitative analysis of Dobler's responses. Results show that most users tweeted about the scandal on the evening of the original post and the following day. Most media articles followed on the second day (January 25th), mainly after the exxpress tweet by the editors-in-chief. Building on Image Restoration Theory (IRT) (Benoit, 1995), patterns of defense by the scandalized journalist were analyzed. It became clear that Dobler tried to "reduce offensiveness" by shifting the online firestorm towards a debate on findings of history scholars about the role of socialist ideology in the Nazi ideology. This frame can be described as "transcendence" which is described in the IRT (Benoit, 1995). It can also be argued that the online scandal turned into an online conflict, analogue to mediatized conflicts as described by Kepplinger (2009). The following debate could then be a further indication for a polarized public online. This offers insights into influencing factors on scandalization processes on the macro level such as political culture or historical developments (Haller & Michael, 2021) which show that provocative statements about German history are one key source for scandals in the German-speaking world (Esser & Hartung, 2004; Hondrich, 2002.

CRC03 - Crisis Journalism - Critical Views and Lessons Learned Globally

PP 395 **The global study of COVID-19 news coverage: A meta-analysis of scope, methodological quality, theoretical lenses, and cross-national findings**

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By now, the SARS-CoV-2 pandemic is one of the most severe crises of our century. Since late 2019, COVID-19 continues to pose unprecedented challenges to health systems, policy-makers, and society at large. The pandemic attracted a great deal of media attention from the very beginning (Krawczyk et al., 2021). Media around the world tried to meet the increased need for information and to provide insights on the course of the pandemic, public health, and the political response. Thus, the media were also the facilitators of the government's risk communication, each with varying effects around the world.

Unsurprisingly, the increased media attention in combination with this unprecedented global health crisis triggered the interest of communication scholars worldwide who have studied the scope of media coverage, crisis frames, normative reporting quality, and differences across media outlets and/or countries. Based on the assumption that 'traditional' news media have significant impact on awareness, risk perceptions, and the behavioral response of people to a pandemic, different content-analytical approaches have been applied to understand the nature of media content. By February 2022, more than 60 studies have been identified that focus on analyzing the media coverage of COVID-19 in different stages of the pandemic.

The study at hand will report the findings of an ongoing meta-analysis of published quantitative content analyses (manual and computational) focusing on the news media coverage of COVID-19 in order to provide a comprehensive overview of the state of research in this field (for comparable studies see Klemm et al., 2014; Dan & Raupp, 2018). The study will perform a systematic analysis of at least 63 studies published since 2020 in more than 50 journals mainly in the disciplines of communication science, social sciences and health[AS1] including, for example, *Journalism Studies (Fox, 2021), International Communication Gazette (Cho & Wang, 2021), Asian Journal of Communication (Gabore, 2020), Journal of African Media Studies (Wasserman et al., 2021), Journal of Medical Internet Research (Krawczyk et al., 2021)* or *Journal of Health Communication (Ophir et al., 2021)*. Studies by scholars from Europe, the Americas, Asia, Africa, Australia and Oceania are included, thus enabling a decolonized view of previous findings.

In preparation of a large-scale comparative research project on COVID-19 pandemic risk communication, our main goal for this meta-analysis was to assess the prevalent scope, the methodological quality, and the dominating theoretical lenses used in published content analyses. Concerning the applied theories, we scrutinized the specific references and elaboration of Framing as well as important risk and crisis communication theories and the extent to that theoretical frameworks actually guided codebook development and the contextualization of findings. We also aimed at understanding which regions of the world were mainly covered, so far. The systematic analysis and comparison of findings will also reveal potential parallels and inconsistencies within and across media outlets, stages of the pandemic, and regions. The codebook is currently being pre-tested; coding will begin in March. The final results will be available in summer 2022.

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PP 396 Covering the crisis: The evolution of COVID-19 news coverage in Switzerland

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In face of the novelty of the SARS-CoV-2 virus and the global scale of the pandemic, news media have played a pivotal role in crisis communication. News media have not only filled the public need for information throughout the global health crisis, but they have shaped public attitudes and beliefs regarding pandemic-related measures and bridged the gap between science and health institutions on the one side and society on the other. Given the unprecedented nature of the crisis, a key element to understanding public responses to the pandemic is understanding patterns and shifts in its media coverage. How does the volume and content of pandemic-related coverage develop over the course of the pandemic? Using Switzerland as a case study for a within-country comparison of regional responses to national crisis communication, the goal of this study is thus (1) to map the share of COVID-related articles over time, (2) to investigate subtopics and their evolution throughout the pandemic, and (3) to identify key actors and their relationship with different aspects of the discourse around the pandemic. We investigate these goals by means of a large-scale automated content analysis of Swiss news articles (N = 1'171'114) from the first 18 months of the pandemic. First, results show that the pandemic received substantial and persistent coverage over time and that the volume of coverage can be linked to key developments in the evolution of the pandemic. Second, the thematic structure of news coverage reveals the multisystem character of the pandemic: Next to established news coverage topics, such as politics or economy, epidemiology—characterized by writing about writing numbers related to the spread of the virus—seems to emerge as a "new" and dominant journalistic topic. And third, the analysis of key actors suggests a robust thematic alignment between topics (e.g., pandemic-related politics, such as relief policies etc.) and actors (e.g., governmental and political actors), indicating that journalists quote or refer to actors in thematic contexts where they are experts. Taken together, these results underline the central role of news media in times of global health crisis. The study shows that covering a crisis involves making challenging journalistic decisions regarding the quantity, content, and selection of sources—which all come with important implications for dealing with the pandemic.

PP 397 Ecology of crisis journalism during Covid-19 pandemic in the Middle East

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Journalism in the Middle East has long faced multiple challenges in terms of employment, development, profits, and independence. With COVID-19 pandemic sweeping the region since 2020, journalism as a profession has seen additional challenges, which created more burdens on journalists. Using a 'disaster communication ecology' model (Spialek, Czlapinski, Houston, 2016; Perreault & Perreault, 2021), this paper investigates the challenges that faced journalists in the Middle East during the COVID-19 disaster, and how these challenges came to influence the journalism ecology in the region. In doing so and considering the globalized news ecosystem of the disaster, the paper highlights the aspects of challenges, including pressure points, health risks, crisis narratives, legitimacy, disinformation, etc. Data were obtained from semi-structured interviews conducted with 80 journalists working in four Middle Eastern countries (Egypt, Saudi Arabia, United Arab Emirates, and Kuwait), each of which has similarities and differences in its own media system and its response to the pandemic. The diversity of the sample was considered in terms of age, seniority, media type (newspapers, radio, television, and digital platforms), and media ownership (governmental, partisan, and private). Based on an actor-centered approach, the analysis showed that the challenges that faced journalists has shaped the ecology of crisis journalism during COVID-19 crisis. These challenges included four categories, which can be called the 'self-we-others-society scheme'. (1) *The self-challenges* contain health risks (e.g., the fear of contracting the virus) and occupational pressures (e.g., job loss and wages cut). (2) *The we challenges* are related to the media institution restrictions (e.g., compatibility or conflict with the institution's reporting restrictions imposed on journalists). (3) *The others challenges* refer to the relationship with external environment, especially official institutions (e.g. pressures to publish or conceal specific information about the pandemic). (4) *The society challenges* describe the norms of the public, with which journalists need to deal (e.g. cultural and religious norms). The paper proposes that the COVID-19 pandemic has contributed to creating tense and insincere relationships, changing the ecology of crisis journalism.

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PN 103   **Italian Universities Facing the COVID-19 Pandemic: Insights from A Survey**

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Our proposal deals with the perception of the quality and the strategic role played by digital communication performed by universities during the second and third wave of the COVID-19 pandemic in Italy (September 2020-June 2021). Universities were particularly affected by the prolonged interruption of face-to-face activities and had to manage the emergency in two fronts: a) maintaining safety in their different educational services via remote (or "blended") working modes, and b) increasing communications via digital media to inform students and reduce the spread of inaccurate messages. During this situation of uncertainty, accelerated by the fluctuating distrust in institutions (Lovari et al., 2020), Italian Universities have often appeared unprepared to manage COVID-19 communications, particularly when it comes to choose the topics, the channels and platforms, as well as to use reliable, transparent, and comprehensible languages toward their publics. In this context, a study was carried out within a national research project on Universities' crisis communications funded by the Italian Ministry of Higher Education involving fifteen "large public Universities" (between 20,000 and 40,000 students, according to Censis University-Ranking). The study investigated: a) information seeking practices about COVID-19 and Universities' COVID-19 measures during the pandemic; b) the perception of the quality of university communication during the pandemic (in terms of authenticity, effectiveness, timeliness, responsiveness); and c) the social media role as crisis communication channels to inform, alert, engage, and to listen to students' needs during the pandemic. Results of a CAWI questionnaire that was administered in January 2022 to a stratified random sample of 514 students will be presented. A preliminary analysis shows interesting insights that will be critically investigated using public sector communication (Canel & Luoma-aho 2019; Lovari, Mazzei & Vibber 2015), emergency/disaster communication (Comunello & Mulargia 2018) and crisis communication literature (Austin, Liu & Jin 2012; Coombs, 2014, 2020) as theoretical frameworks. Practical implications for university communication managers will be discussed to identify appropriate informative strategies and select effective digital crisis communication practices.

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PN 104 Institutional and Interpersonal Trust, Protective Behavior, and Vaccination Intention during COVID19

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Institutional trust is considered as an important asset in managing a crisis (Esaiasson, et al., 2020). The COVID-19 pandemic has on a global scale showed how the trust-compliance relationship is linked to both the willingness to follow recommendations and taking the vaccine (Johansson et al, 2021). Trust is a key factor, and a trust-based strategy also seems to be favorable in state-oriented risk cultures (like the Nordic countries), compared with other cultures where both institutional and interpersonal/social trust is low (Cornia et al, 2016; Ihlen et al., 2022). During this pandemic the nature, drivers and effects of institutional trust have been discussed in the literature. This study expands this perspective to also include interpersonal trust to deepen the understanding of how different aspects of trust influence citizens willingness to follow health related recommendations during the COVID-19 pandemic. The study builds on a six-wave panel (N = 4000) in Sweden carried out between February 2020 and January 2022 and seeks to understand the dynamics between institutional/interpersonal trust and compliance with protective measures and vaccination intention during the COVID-19 pandemic. The panel waves make it possible to detect sequential effects of trust on compliance related to the different phases of the pandemic.

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PN 105 Coping with Emotional Burnout and Uncertainty Fatigue: Managing Public Communication in COVID-19

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Different from organizational crises, public health crises (PHCs) impact multiple organizations and communities at large scale, manifesting different shapes and forms with varied duration and spread (Jin & Vijaykumar, 2022). The long-lasting COVID-19 pandemic has created a unique PHC challenge: Public health organizations are dealing with a long-lasting crisis, which is not only triggered/amplified by fast-burn infectious disease outbreaks (IDOs) but also creating/worsening slow-burn noncommunicable diseases (NCDs) (e.g., mental health). Managing uncertainties (Lee et al., 2021) and communicating multiple risks concurrently (Jin et al., 2021) over a prolonged period of time has become a new normal, leading to health risk tolerance, message fatigue, emotional burnout, and reactance (Seo et al., 2022). To address these challenges, this study applies the infectious disease threat (IDT) appraisal model (Austin et al., 2021; Jin et al., 2020) and investigates how adult individuals, in multiple countries, have responded to health risk and crisis messages and to what degree they managed to cope with the pandemic overtime, including how they perceive health information uncertainty, how they feel about the pandemic emotionally, and what they do (or not) in order to overcome the health threat in a long-lasting pandemic. Based on data from a two-wave cross-national survey (2020/2022), our findings offer insights regarding (1) crisis emotions (type, valence, and intensity) triggered by the long-lasting pandemic with ongoing uncertainty associated with the IDT itself and/or public health recommendations (sometimes inconsistent across countries); and (2) emotional burnout and uncertainty fatigue, cognitively, affectively, and behaviorally impact individuals overtime and in different countries, and potential approaches to overcoming them via effective health risk and crisis communication. Key takeaways for advancing theory and practice in managing public communication in a long-lasting crisis are discussed.

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PN 106 The Influence of Dialogue in Instructional Risk and Crisis Communication during the COVID-19

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Instructional communication plays a central role in both risk and crisis communication (Coombs, 2009; Johansson et al.2021). This instructional dynamic includes access to information that promotes combination of affective learning, behavioral learning, and cognitive learning—frequently articulated inclusively in the IDEA Model (Littlefield et al., 2021). In crisis circumstances, messages must be delivered quickly to help those in danger realize their personal risk and take protective actions. In risk situations, more time is available for contemplating options for reducing risk. Thus, dialogue is more prevalent in risk communication than in crisis communication (Sellnow & Sellnow, 2010). This study contrasts instructional risk and crisis messages sent during the COVID-19 pandemic as time-sensitive directives with messages proposed strategically as an invitation to engage in dialogue. Because the pandemic spans time and space, the authors contend it serves as an ideal case for examining this contrast between instructional directives and instructional dialogue. The analysis focuses specifically on successes and failures in messages related to wearing masks—thereby exhibiting examples where dialogue was effective, ineffective, and missing entirely.

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PN 107 Using Crisis History and The Risk Equation to Improve Health and Risk Messaging

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As the COVID-19 pandemic has persisted, health organizations, governments, and corporations have been tasked with communicating health and risk messages despite COVID-19's variability; often resulting in fluctuating and contradictory guidelines and protocol. Concurrently, many citizens are fatigued from the seemingly never-ending pandemic, leading them to willfully assume health and safety risks. The combination of COVID-19's unpredictability (i.e., variants and multiple spikes) and segments of the public's disregard of health and risk messaging have created dire situations. Tried and true health and risk communications principles emphasize timeliness, accuracy,

clarity, and understanding the public's needs to ensure their health and safety. However, in our current climate, it is important for health organizations, governments, and organizations to weigh the pros and cons of varying health and risk messaging. In some cases, the pandemic has demonstrated that these standards have reached a point of diminishing returns. Moreover, the everchanging guidelines and protocol have engendered continued COVID-19 skepticism, exacerbating strain on the healthcare industry worldwide. The crisis history framework (Eaddy, 2021) and Sandman's (1987) risk equation (i.e., risk = hazard + outrage) can offer insight to help create health and risk messaging that is responsive to the world's volatile health and safety climate. Crisis history considerations can serve as reminders of the public's recent COVID-19 history and distant history with other infectious diseases, enabling the public to be more receptive of risk messaging and to increase retention of key messaging. The risk equation can inform messaging by helping communicators weigh the public's outrage (i.e., sensitivity or lack thereof regarding risks) with hazard (i.e., probability and magnitude); and ensuring key messaging is reflective of the current conditions and perceptions of health and safety risks. It is critical for communicators to revisit these considerations as they can ebb and flow with changes in the environment. Risk and health messaging must be adaptive and agile to communicate effectively, but more importantly, to save lives.

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PP 587 Getting employees on board in pandemic times: a changed context for internal crisis communication

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The perceptions and actions of employees are fundamental communication aspects to take care of to overcome an organizational crisis of any kind (Mazzei & Ravazzani, 2015). In crisis situations, internal communication can play an essential role in terms of employee crisis preparation, engagement (Mazzei et al., 2012), and post-crisis learning (Heide & Simonsson, 2019; Ulmer & Sellnow, 2020). The current COVID-19 crisis represents a sudden and unprecedented critical event that is profoundly impacting worldwide economy, public health, private and professional lives. When it comes to organizations, this global health crisis is threatening their resilience capacities and posing significant challenges to internal communication with regard to employee sensemaking, involvement, and uncertainty management.

With this premise in mind, this paper examines the role and strategies of internal crisis communication enacted during the COVID-19 pandemic crisis. The paper reviews internal crisis communication literature to critically discuss how the current pandemic crisis impacts the way organizations conceive and practice employee communication. Empirically, it illustrates such impact through a study based on Italian internal communication managers' experiences. Qualitative data were collected from interviews and focus groups, in two phases: at the beginning of the pandemic crisis in 2020, when the changes were set in motion by the COVID-19 outbreak; and in 2021, when the "new normal" began to get established in organizations. Study results detail objectives, contents, instruments, initiatives, difficulties, and learnings for internal crisis communication, while also highlighting changes occurred during the considered timespan and new directions for internal communication to boost employee engagement in the post-pandemic scenario. Results also allow to draw managerial implications for current and future internal communication practice as well as future research avenues for this growing scholarly area.

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PP 588 **The Trust Factor: Rethinking Multinational Companies' & Health Organizations' Impact on Public Health and Safety Crises**

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COVID-19's onset and impact resulted in unprecedented deaths worldwide. This catastrophe combined with political instability, and an infodemic has led to trust erosion in all social institutions except business (Edelman, n.d.). Non-governmental and health organizations such as the Centers for Disease Control and Prevention and the World Health Organization (WHO) must rebuild trust while multinational organizations must rethink their role as most trusted social institution (Samson, 2021). This role reversal is also noteworthy considering customary social contracts between these organizations and the public.

A newly-developed Trust Erosion Framework (AUTHORS) posits that trust erosion is a cyclical process of prevention, mitigation, conservation and restoration. Furthermore, extreme "weather" events such as: polarization and polit-icization (Vallier, 2020); social climate volatility (Berrada, 2018); mis- and dis-information (van der Meer, T. G., & Jin, Y., 2020); historical crisis "footprints" (Eaddy, 2021); and political instability (Nunn et al., 2021) exacerbate trust erosion, especially among public and private institutions. This framework will be empirically tested by analyzing Twitter discourse related to the WHO entrusted with the global management of the COVID-19 pandemic us-ing the following steps: 1) data collection of tweets mentioning and tagging the WHO, and their official Twitter handle from December 2019, along with the tweets posted in response to their official tweets, 2) mapping WHO's COVID-19 communications to the four cyclical stages using extreme weather events as benchmarks in the timeline, using manual and semi-automated coding/classification approaches, and 3) using emotion analysis techniques to quantitatively measure public responses to their outreach efforts during each of these stages. The study will culminate with key risk communication-related trust management recommendations for the WHO that can be applied to studying crisis management by other organisations in the private and public health sectors in the future. The tweet classification heuristics developed in this study, provide the scope for adoption in future studies.

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PP 589   A theoretical model for communicating the forest fires issue in Portugal

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Every year, Portugal suffers from forest fires during summer and early autumn. Being a recurrent type of disaster (Coombs, 2015), forest fire management in Portugal should be approached from a cyclical perspective. Thus, this paper proposes to present the Risk and Crisis Communication Cycle of Forest Fires in Portugal. This theoretical model, inspired by the Crisis and Emergency Risk Communication (CERC), by Reynolds and Seeger (2014), with influences from Bytzek (2008), Reich et al. (2011), Olsson (2014), Wukich (2016), and Sellnow et al. (2017), was adapted to the pattern of occurrence of this type of event in the country.

From a qualitative approach, based on document analysis and a review of recent literature on the concepts of risk and crisis communication, the present research proposes a theoretical message-centred model, whose senders are public organisations. The model is structured by a 12-month cycle composed of six phases: (1) Prevention, (2) Preparation, (3) Alert, (4) Rescue, (5) Recovery and, (6) Evaluation. Each phase of the Cycle has specific objectives which, if properly applied, result in messages that promote a communication focused on the informative perspective of risk and crisis communication (Frandsen & Johansen, 2020).

The discussion indicates that risk and crisis communication professionals in the public sector can benefit from a theoretically grounded model to define appropriate messages for the different phases of a recurrent and expectable disaster. In addition, the model can also have practical implications for risk and crisis communication planning and decision-making in any kind of future disaster, as it can be adapted to the pattern of occurrence of different phenomena and regions.

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PP 590   The COVID-19 pandemic and its impact on organizational reputation: A series of cases in Europe and the United States

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The COVID-19 pandemic raises significant challenges for corporations, including for their communication departments. While some companies found a way to maintain and extend their reputation, others stepped into communicative pitfalls (Authors, 2021). Especially the dialogue with different stakeholder groups like employees,

customers, political decision-makers and the general public (Diers-Lawson, 2020) is often not taken into account. However, research on how corporations responded to the pandemic and which communicative strategies were applied is still scarce. The few available studies are often related to either CSR communication (e.g., He & Harris, 2020) or leadership communication (e.g., Im et al., 2021).

This paper intends to reduce this gap by analyzing corporate communication in the context of the pandemic. The study draws from Situational Crisis Communication Theory (SCCT) and Excellence Theory. It aims at anticipating how stakeholders will react to a crisis and to corporate crisis response strategies (Coombs, 2020). Excellence Theory is a generic PR theory highlighting the empowerment of the public relations function as a strategic management function (Grunig & Grunig, 2008).

In a first step, we conducted an analysis of 15 international case studies—five each in Germany, the U.K. and the U.S. In all of these countries, we investigated cases where companies experienced a positive effect on their reputation and cases where corporate responses to COVID-19 resulted in a reputational crisis. The second step entails interviews with high-level communication professionals from all countries to reconstruct decision-making and learnings during the pandemic. Five interviews have been conducted; the others will follow soon.

Preliminary findings show that in many cases, corporate crisis responses had a very strong impact on stakeholder relations. The cases including reputational crises could all be categorized as preventable according to SCCT. Also, we found that a strong empowerment of the PR function helps to avoid communicative pitfalls. Finally, our study provides evidence that the combination of (a slightly modified) SCCT and the application of Excellence Theory can be fruitful to enhance crisis preparedness and response.

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■ **CRC05 - Organizational Crisis Communication - From the Inside Out**

PP 591 **The 2010 BP Gulf of Mexico disaster could be seen from space, but does it still affect attitudes about the company? Analyzing attitudes and factors influencing long-term brand damage**

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After the world has experienced a two-year crisis with COVID-19, collective understanding of the implications of a 'long-term' crisis have probably changed. However, in 2010 the five-month crisis caused by the explosion of the Macondo well in the Gulf of Mexico represented a very different type of transgression because the crisis lasted several months (Diers & Donohue, 2013). Opinions of the quality and ethics of BP's material and communicative response to the crisis have varied from those arguing that BP's response is a textbook example of what not to do (De Wolf & Mejri, 2013; Shogren, 2011), to those who criticized BP's ethical approach to the crisis response (Bauman, 2011; Verschoor, 2010), to those whose research identified strengths, weaknesses, and situational challenges in the response to this crisis (Diers-Lawson & Pang, 2016; Harlow et al., 2011; Schultz et al., 2012).

There were relatively fewer studies that analyzed stakeholder attitudes towards the company during and after the crisis with those that did finding that stakeholder relational satisfaction before a crisis significantly influences post-crisis attitudes (Kim, 2014) and more generally that understanding the effects of a long-term crisis requires a complex exploration of the interrelationships between stakeholders, their attitudes about the company, and the issues surrounding the crisis (Diers, 2012). Moreover, there are few studies focusing on long-term brand damage after serious crises. Most research on post-crisis brand damage focuses on short-term brand recovery with findings suggesting that factors like changes in a brand's identity influences consumer reactions to negative brand information (Gaustad et al., 2018), brand protection (Grundy & Moxon, 2013), and often factors influencing purchase

intention after brand misconduct (Dawar & Lei, 2009; Huber et al., 2010). In short, most of the post-crisis recovery research focuses on short-term best practices and outcomes with arguments this will better enable medium and long-term brand recovery (Austin et al., 2014; Avraham, 2015; Seeger & Ulmer, 2002; Seeger & Griffin-Padgett, 2010; Ulmer et al., 2007; Weber et al., 2011).

The present study builds on previous research to explore long-term brand damage a decade after the BP crisis to (1) directly compare general attitudes in a repeated measures design (N = 1263) towards the company one year after the accident to those 11 years after; (2) to identify the factors influencing long-term brand damage; and (3) in an experimental design to explore whether public stakeholders are reminded of a previous transgression if it influences their attitudes towards the organization. While findings generally reinforce that previous attitudes about a company reinforce present attitudes, these data suggest that attitudes about the industry, stakeholder values, and being reminded about past transgressions also significantly influence the long-term brand damage. Results and implications are discussed both in terms of reputation management and counter branding.

CRC06 - Rethinking Crisis Rhetoric in the Public Arena

PP 682   Multivocality Meets Multifocality: Understanding Pandemic Rhetoric

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The recent pandemic has presented crisis communication researchers with a challenge of how to grasp the complexity of the situation. The most realistic model for describing what happens rhetorically during a pandemic is, in my opinion, the Rhetorical Arena Theory developed by Finn Frandsen and Winni Johansen. The theory was developed to analyze communication in a crisis situation, something which a pandemic surely must be seen as, but it can actually be understood as a general model for understanding the communicative actions taking place in any question unfolding in the public sphere. There is, however, a problem when facing a situation like a pandemic. The RAT is developed for a crisis centered around one main issue. But what has become evident in the case of Covid-19, is that there is a linking together of a number of topics throughout the pandemic and related to the pandemic. These areas are linked to each other and to the general area of the pandemic, which complicated the RAT as a frame for understanding the communication. What I propose is an extension of the Rhetorical Arena Theory to include a number of specific arenas subsumed under the pandemic arena.

What I suggest is to use the Rhetorical Arena Theory as a general frame of understanding, but to extend it by seeing it as not only multivocal but also multifocal. A pandemic opens up a space with a number of rhetorical arenas, devoted to specific topics, but interrelated through the presence of the voices in several arenas, and through the use of arguments from one topical arena in others. One can liken this to a number of planes of glass positioned as the stories in a multi-story house, but with the additional twist that each arena is dynamic in shape and may extend in all directions. The structure can be said to be rhizomatic, as there is no centre in any of the arenas linked together by the voices, but it is still layered as topical discussions are to a large extent kept apart.

During a pandemic, a number of discourses are revived, produced, or transformed, in relation to the rhetorical arenas establishing themselves. The rhetoric of a pandemic is therefore not to be seen as a singular unit, but rather as a plethora of different narratives, metaphors, and other means of expression, developing to suit the argumentation in the different arenas from different voices. But what may at first sound like a cacophony can be understood as the result of the multivocal and multifocal rhetorical arena of today's media environment during a time of crisis.

CRC06 - Rethinking Crisis Rhetoric in the Public Arena

PP 683   Towards a framework for illustrative visual narratives during a pandemic

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Key Words: visual narratives, pandemic, risk communication, crisis communication,

In an increasingly visualized culture, the growing use of visual content in public health communication during global health crises warrants the need for more research in this area. The role and impact of visuals in communication is emphasized by a visual turn that has resulted in a visualized culture now redefining how communication, including pandemic communication, is designed and shared. The broader accessibility of digital tools, visual technological advancements (artificial intelligence, virtual reality, augmented reality, etc.) and the growth and use of more visual-oriented social media apps such as Instagram and TikTok means that the communication space is likely to witness even more complex visual images with unique formats.

Scholars have identified gaps in visual health communication in infodemic response and recommend that public health communicators should understand how audiences respond to visual content during a pandemic or crisis (King and Lazard, 2020). Rodriguez and Dimitrova (2011) capture this by highlighting gaps in the conceptual methodology for visual framing when they analyzed the levels of visual framing. But what are the parameters within which this visual content should be designed and disseminated?

The paper will evaluate, from a public perspective, the most and least effective visual persuasion strategies to improve public knowledge, efficacy, and self-protective behavioural intention that will extend scholarship on the importance of a theoretical framework specific for illustrative visual public health communication during a global health crisis such as a pandemic. In the context of pandemic communication, a guiding framework is useful in the design of illustrative visual public health communication, which Bartholomew and Mullen (2011) highlight as important in the selection of intervention methods and delivery of practical applications for behaviour change.

This paper will contribute to literature by identifying the need for a standardized theoretical framework, that would be relevant and applicable in academia and professional practice, for the design and use of illustrative visual narratives used during pandemics.

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CRC06 - Rethinking Crisis Rhetoric in the Public Arena

PP 684 **COVID-19 pandemic and Twitter usage of public health organizations: Lessons for strengthening social media crisis communication**

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Social media platforms have proved to play an ever-increasing role in the dissemination of COVID-19 related information thus making these platforms key vehicles for carrying out crisis communication (Tsao et al., 2021). Gaining insights into how concerned actors including governments, health agencies, media outlets, and citizens have communicated about the global pandemic while using social media is imperative for developing robust crisis communication strategies and effectively managing future health emergencies (Jong, 2021). The monitoring and evaluation of the communication responses of strategic entities specifically public health organizations is vital as they play a critical role in providing credible information and influencing public perceptions, behaviors, and attitudes amidst crises or health emergencies. In this backdrop, this paper examines the crisis communication strategies of public health agencies, communicating via their official Twitter accounts during the first of year of the pandemic.

Drawing on the Framing Theory and Crisis and Emergency Risk Communication (CERC) Framework, this paper analyzes the central organizing frames and content themes of crisis communication made by leading public health organizations. Furthermore, the paper assesses the alignment of published messages with CERC themes and principles for suggesting critical recommendations. Twitter posts of World Health Organization (WHO), Centers for Disease Control & Prevention (CDC) and Médecins Sans Frontières (MSF) were collected between January 1 and December 31, 2020, by using Twitter's official API. The retrieved tweets were analyzed by employing Content Analysis and the tweets were coded for message frame, message content, and interactive features dimensions. The effectiveness of the coded posts was also assessed by analyzing their engagement figures (favorites and retweets).

The analysis indicated that out of 12,558 published posts, 65.01% (n = 8,164) of the tweets were related to COVID-19 while 34.99% (n = 4,394) of the posts were made concerning other topics. The quantification of frequency and volume of tweets revealed that WHO and CDC have actively used Twitter for carrying out strategic communication with the relevant stakeholders. In relation to the pandemic framing, the selected organizations have extensively used health crisis frames and health issues frames in their communications on Twitter. The analysis showed that the social media posts of WHO and CDC were closely aligned to CERC principles. In contrast, MSF focused on publishing more tweets on organizational interventions and its communication was less closely aligned to CERC principles. Evidence-based recommendations are suggested in the area of intelligence gathering, handling misinformation, and, listening and feedback for further improving social media crisis communication. The findings of the study can be utilized to inform crisis communication strategy making of concerned actors in digital environments for effectively responding to the ongoing pandemic and future emergencies.

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CRC06 - Rethinking Crisis Rhetoric in the Public Arena

PP 685   Care and confusion: a social semiotic analysis of UKGov and ScotGov coronavirus social media posts

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The 2019 novel coronavirus (henceforth known as Covid-19) caused governments to quickly rethink crisis communication strategies. In the United Kingdom, one social media strategy did not rule them all, complicated by burgeoning independence of nation states (Scotland and Wales from England) and different approaches to controlling the Covid-19 spread. A divergent social media strategy promoting government policy for Scotland and England emerged early into the pandemic. The Scottish government (ScotGov) promoted Covid-19 information in a different style and tone to the UK government (UKGov). Nowhere was this divergence more apparent than on the two governments' social media accounts, in particular Instagram and Facebook. With the UK tallying one of the worst Covid-19 death rates in Europe, clear and consistent government communication in times of crises has never been more important. This paper presents an initial social semiotic analysis of ScotGov and UKGov social media posts, looking at the design and visual language, at the start of the pandemic, from March 2020 to July 2020, to infer the clarity of communication.

This study rests on crisis communication theory (Coombs, 2010, 2014; Austin, Liu, & Jin, 2012; Liu & Fraustino, 2014) but also enacts research on symbolic politics (Fox, 1996; Santis & Zavattaro, 2019), graphic design principles (Barnard 2005), and social semiotic systems (Kress & Van Leeuwen, 2006) to investigate the clarity of meaning in government communications. This analysis focuses on polysemic meanings within visual language and the impact this has on the clarity of crisis communication. Using social semiotics, the posts are analysed for the polysemic nature of meaning. A multimodal discourse analysis incorporating social semiotics allows for the analysis of the juxtaposition between image and word to infer multi-layered meanings.

Three primary conclusions can be drawn from this data. Firstly, the contrast between ScotGov and UKGov social media content is stark. ScotGov is far more consistent in brand and graphic design on both Facebook and Instagram than UKGov, which, comparatively, used a "scattergun" approach to branding, design, and type of post. Secondly, the ScotGov posts are more organised and coherent, aiding in the limited polysemic meanings within posts. UKGov, conversely, tend to mix emotional visual rhetoric (Fear and Care narratives) with explainer videos and posters, which ends up being confusingly overwhelming. Thirdly, the difference in clarity of communication reflects the polysemic nature of images. One of the key tenets of crisis communication is clear, coherent information passed from the organisation (in this case the government) to stakeholders (in this case citizens). Limiting polysemy and providing a targeted approach to B2C communication establishes high-quality information during a crisis. In this way, the Scottish government Covid-19 campaigns did this far more often than the UK Government, especially during the beginning of the pandemic.

While this paper represents the first stages of a larger project and presents preliminary findings only, the conclusions that could be drawn about clarity of communication have wide-reaching implications for government policy and communication design nationally and internationally.

CRC07 - Considering Science and Risk Communication Across Global Crisis Contexts

PP 732   Risk cultures in flux? Dynamics in a state-oriented risk culture during the COVID-19 pandemic

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Understanding risk cultures is an important prerequisite for crisis management and crisis communication. Citizens' perceptions of the importance and usefulness of crises preparedness, who is responsible for preparing society for future crises and where responsibility lies for managing an ongoing crisis will have major impact on how governments can mitigate a crisis. If citizens expectations and what the government provide in terms of support diverge, crisis management as well as crisis communication will face severe problems.

Previous research has provided insights in how expectations and institutional trust differ between countries and have identified culturally bound risk cultures, such as the fatalistic, the individualistic and the state oriented. In the present study we will address the risk culture paradigm on a state-oriented risk culture during the COVID-19 pandemic: Sweden.

The Swedish case is of certain interest here with its traditional state-oriented risk culture, where both institutional and interpersonal trust is high compared with other countries around the world. Citizen's generally put their trust in the government for preparing and handling crises. However, during the last decade Swedish government has tried to emphasize individual responsibility for managing crises, where citizens are urged to prepare to be able manage at least the first 72 hours of a crises. The Swedish strategy against the COVID-19 also emphasized individual respon-sibility in keeping social distance to prevent spread of the virus. There was no lock-down and the government relied on that citizen's followed the recommendations communicated from the Public Health Agency.

Against this background this paper will analyze to what extent Swedish citizens perceptions who is responsible for managing societal crises (politicians, government agencies, individuals) changed during the pandemic. Additionally, we will investigate if these perceptions are related evaluations of politicians and government agencies' performance in managing the COVID-19 pandemic as well as communicating the pandemic. Is Sweden still a state-oriented risk culture or has the pandemic changed the Swedish risk culture? If so, how does that affect citizens' evaluation of government performance of crisis management and crisis communication?

The study is based on a seven-wave panel (N = 5 000) carried out in Sweden where the first wave was sent out before the pandemic (2018) and the other six from the first phase of the pandemic until the fourth phase in January 2022.

CRC07 - Considering Science and Risk Communication Across Global Crisis Contexts

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PP 733   Counter-terrorism strategic communication and the situational impacts on the ordering of risks and reality

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This paper investigates the construction and communication of public messaging campaigns designed to help counter the risks and threats of terrorism. For although these strategic communication campaigns are variously intended to leverage risk prevention relating to this particular species of public crisis, trigger public reassurance and offender deterrence, the actual meanings they take on are situationally influenced. Contextual factors such as whether there have been recent terrorist attacks, local experiences and collective memories of extremism, relational networks, and socio-political backgrounds, both individually and collectively, transform threat and risk perceptions. It is only by attending to these complex interacting influences that we can start to understand how and why official counter-terrorism messaging campaigns play a role in shaping the social ordering of reality.

Empirical data informing the paper is derived from the 'Situational Threat and Response Signals' (STARS) project, comprising: 1) A review and analysis of inter-disciplinary literature; 2) A three-way comparative case study of recent UK deterrence campaigns ('See it, Say it, Sorted'; 'Action Counters Terrorism (ACT)'; and 'Security On Your Side') that spans: a) different threat and risk signals; b) different UK contexts – Northern Ireland, England, and Wales. Our case studies involve a frame analysis (Entman, 1993) of campaign materials that attends to how defined campaigns aesthetically configure and frame particular modalities of threat, as well as elite interviews, public focus groups, and social media analysis. This multi-method research design allows us to raise questions around message consistency and coherence across campaigns. Specifically, how key messages are received and interpreted by the public, given the increasingly complex and fragmented information environment where public sense-making draws upon materials distilled from both mainstream and social media sources, filtered through one's hyperlocal information environment (Ornebring and Rowe, 2021) .

Theoretically, the analysis is grounded in Goffman's (1971) concept of 'normal appearances' and the 'signal crimes perspective' (Innes, 2014), that particular communicative acts, experienced either directly or indirectly, induce behavioural, cognitive and affective responses and influence how people interpret the distribution of risks and threats in their social environments. Further, it considers the role of primary and counter-definers in deterrence messaging. Primary definers (Hall et al., 1978) are 'elites' such as government actors, journalists, law enforcement, experts, community leaders. How such actors understand, frame, 'translate' and enact deterrence messages to wider publics is critical in understanding their effects (Busher et al., 2019). Similarly, 'counter-definers' (Anstead and Chadwick, 2018) provide alternative, malevolent, or disruptive messaging. This tension is increasingly relevant given disinformation has flourished within a toxic mix of political and COVID-19 conspiracies (Innes and Innes, 2021) and amidst a backdrop of growing distrust towards elites (Rice and Taylor, 2020). Thus, while our findings are primarily

relevant to practitioners and scholars working in the fields of risk and crisis communication as it pertains to terrorism, we offer wider theoretical and practical implications that speak to other wicked problems.

CRC07 - Considering Science and Risk Communication Across Global Crisis Contexts

PP 734   Communicating planetary health. Expert views on the interplay of strategic science communication and science journalism in view of the global climate crisis

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After being underestimated by the media, politicians, and the public for a long time (Etkin & Ho, 2007; Weingart et al., 2000), the climate crisis has become one of the most important issues in the global public debate. However, public support for countermeasures is not consistent with the need for change and political debates often remain inconsequential. Planetary health – a concept that explains the close connection between ecological systems and human health – offers the opportunity to strategically frame consequences of climate change on human health (Myers, 2017). Only if people become more aware of the impact of climate change on their individual health would they engage more in climate actions and change their behavior. Accordingly, we explored the relevance of planetary health framing in strategic science communication and science journalism and pursued the following research questions:

RQ1: How do science journalists and PR experts assess the presence and potential of the topic of planetary health?

RQ2: How do science journalists and PR experts understand their respective roles and relationships with each other?

A team of undergraduate students conducted qualitative semi-structured interviews between December 2021 and January 2022 with six science journalists and seven PR experts from Germany. The 30 to 60 minute interviews focused on how the experts communicate the topic of planetary health, assess the topic's relevance, and understand their respective roles and relationships with each other.

Despite the ongoing challenge to reach less interested people and the currently missing coverage of planetary health, journalists and PR experts assess the topic as relevant with a high potential for their future work. Comparing the two perspectives revealed that science journalists encounter significant problems and reservations when framing the climate crisis from a planetary health perspective. They emphasize the complexity of the interdisciplinary concept that often goes beyond their niche expertise. The journalists stated that they depend on rare key events and the public's demand to address broad global issues like planetary health. On the other hand, PR experts take a holistic view of the global climate crisis and believe in the strategic implementation of positive messages, gain frames, and emphasis frames that focus on the co-benefits of all stakeholders. Whereas PR experts emphasized how closer cooperation with journalists could increase the visibility of planetary health, journalists see PR experts rather than themselves in charge to make planetary health tangible. Meanwhile, journalists assess themselves as neutral reporters of key events and research results. These findings correspond with previous observations that journalists remain in their role as neutral mediators and perceive themselves as curators rather than gatekeepers or critical watchdogs of public discourses (Brüggemann, 2017; Schäfer & Painter, 2020).

Although we conducted only a few interviews, the study provides valuable insights into the relationship between PR and journalism in view of the emerging topic of planetary health. We aim to conduct more interviews with strategic communicators and science journalists from different organizations and cultural contexts to deepen our understanding of the reciprocal impact of PR and journalism on global crises communication.

CRC07 - Considering Science and Risk Communication Across Global Crisis Contexts

PP 735   Airline Industry Crisis Communication: Making Sense of "Flight Shame"

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This paper revolves around corporate crisis communication and the emerging "flight shame" or anti-flying movement promoting more eco-friendly means of transportation. Now more than ever before, flying is accused of being both environmentally hazardous and COVID-19 risk-taking. This creates a paradoxical situation for airline companies that need to encourage people to fly to bring back their business after the significant losses brought by the pandemic. The purpose of the paper is to explore the discursive strategies adopted by airline companies when

engaging in processes of crisis sensemaking and sensegiving around "flight shame" on social media in times of COVID-19. In doing so, this paper addresses two wicked problems central for contemporary crisis communication: climate change, which is "the defining crisis of our time" (United Nations, n.d.); and the COVID-19 pandemic, which has been labelled the first "viral virus" (Levick, 2020) of the social media era.

The paper builds on literature within crisis communication and sensemaking to propose a framework suitable for understanding corporate crisis communication and the processes of generative sensemaking (Weber & Glynn, 2006) and interpretive sensegiving (Smerek, 2011) in social media environments. Such a framework is empirically employed for exploring the discursive strategies adopted by airline companies when engaging in processes of crisis sensemaking and sensegiving around "flight shame" on social media. Specifically, the paper presents a discourse analysis of social media posts of selected airline companies in a given period of time during the current pandemic era. This methodological approach represents a novelty compared to the quantitative and qualitative content analyses commonly employed in crisis communication research (Dunn & Eble, 2015).

Results allow to draw implications related to the principal dos and don'ts for corporate crisis communication when navigating contradictions in the face of rising stakeholder pressures, as well as future research directions in this area.

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CRC07 - Considering Science and Risk Communication Across Global Crisis Contexts

PP 736 Informedness, Information Behaviours and Information Deficits Related to COVID-19 and Prevention Measures in Switzerland

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Since the coronavirus (SARS-CoV-2) pandemic began, a large amount of (mis)information has been disseminated worldwide. We conducted an online survey in Switzerland (N = 1129) in April 2021 to ask respondents which information has received too little attention in public discourse, which measures help fight coronavirus infection and COVID-19, and about subjectively perceived COVID-19 misinformation. Quota sampling according to Swiss population statistics was performed in terms of language region (n= 741 from German-speaking; n= 387 from French-speaking Switzerland), age (M_{age}= 48, SD= 15; five age groups) and education (three education levels).

RQ1: Which information regarding COVID-19 does the Swiss believe has received too little attention? By whom?

H: Greater demand exists for more attention among those who have less trust in public instances (H1.1) and obtain information on the Internet and, in particular, via social media or messenger apps (H1.2).

RQ2: Which measures does the Swiss view as (not) effective in preventing coronavirus infection and, thus, the spread of COVID-19?

H: Swiss residents who feel more negatively affected by COVID-19 (H2.1), with stronger trust in public instances (H2.2), and scoring low in science-related populism (H2.3) report more effective measures.

H: Swiss residents who trust public instances less (H2.4) and who obtained information on COVID-19 predominantly via Internet, particularly via social media or messenger apps (H2.5) are more likely to believe misinformation regarding subjectively (in)effective measures against coronavirus infection.

RQ3: What subjectively perceived misinformation regarding COVID-19 have Swiss residents encountered so far? Where have Swiss residents encountered this misinformation?

H3.1: Swiss residents who obtain more information via social media subjectively encounter misinformation more frequently.

H3.2: Highly educated individuals are more likely to be capable of naming misinformation they have encountered before, compared to less educated people.

The following open questions were asked at the beginning of the online survey:

- 'What information about COVID-19 do you think is receiving too little attention? And from whom?'
- 'In your opinion, what measures are effective in preventing COVID-19 infection and, thus, the spread of COVID-19? Which ones are not?'
- 'What misinformation (fake news) have you already come across regarding COVID-19? Where?'

The first author's university ethics committee approved the survey.

Content analysis according to Mayring (2010) from a trained coder assistant of the open answers revealed that vaccination and its potential side effects, aspects related to political measures, psychological and social aspects, as well as science and research topics deserved more attention, mostly from politics or media. The most frequently mentioned effective measures were social distancing, wearing masks, general hygiene, and vaccination. The number of measures mentioned was related to the degree to which the pandemic affected individuals subjectively, trust in public instances, and their individual level of science-related populism. Swiss residents with less trust in public instances and who consume less news media on COVID-19 are more likely to believe misinformation on (in) effective measures against the virus. Most respondents encountered COVID-19 misinformation and could name examples, including sources. Education and information use influenced the frequency of subjectively encountered misinformation. More highly educated people can name more misinformation instances encountered than less educated people.

CRC08 - Information Seeking, Overload, and Disinformation in the Crisis Context

PP 793 Tackling the information overload? A critical review of automated content analysis in crisis communication research

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Crises always have been times of information overload, which is especially true from a communication perspective. However, recent developments in the communication ecosystem, induced by the digitization of media, changed the speed, scale, and impact of crisis communication as well as how publics react to crisis communication (Coombs & Holladay, 2014; Liu et al., 2011). Information about crises disseminates faster, crosses boundaries more often, and reaches bigger audiences. Digitization also led to a further multiplication of information during crises, which is mainly due to an abundance of user-generated content, disseminated through social media (Kaufhold et al., 2019; van der Meer, 2016). The growing amount of available data comes with new opportunities and challenges for crisis communication researchers and practitioners.

In this presentation, we provide an overview of the growing amount of research in the field of crisis communication conducted with automated content analysis. We show which particular set of methods is applied (dictionary-based approaches, supervised and unsupervised machine learning), which research interests are pursued (resonance, frames, topics, sentiments) and then structure the existing research according to the four primary areas of crisis communication: organizational crises, public health crises, disasters, and political crises. Besides the potential benefits of automated content analysis, we also discuss two major problem fields of the method: missing analytical depth and insufficient validity. An important example is the COVID-19 pandemic which once more exposed the advantages, but also the disadvantages, of automated content analysis in studying crisis communication as large-scale studies were released within weeks after the beginning of this global crisis. However, many studies that apply computational methods undertake only little effort to complement and validate their findings by means of additional methods.

We conclude by arguing that manual coding is still crucial in validating, analyzing and making sense of data with computational methods. To increase the empirical value of automated content analyses, for instance, we postulate more investment in the validation of the steps of analysis and more thorough method triangulation. Combining automated approaches with quantitative and qualitative manual content analysis, therefore, seems a promising direction for further research in the field of crisis communication.

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CRC08 - Information Seeking, Overload, and Disinformation in the Crisis Context

PP 794   The effects of information seeking repertoires on conspiracy beliefs: the case of Covid-19 and vaccine related conspiracy theories

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The increased spread of conspiracy theories during the Covid-19 pandemic has led to intensified scholarly efforts to understand the antecedents and effects of such beliefs. One antecedent which is gaining increased scholarly attention is media use. As an example, research shows that high use of alternative and social media predicts belief in specific conspiracy theories (Walter and Drochon, 2020; Hollander, 2018; Enders et al. 2021). Studies looking at the effects of media use, however, often compare the roles of different channels separately. In reality, individuals do not use one source to inform themselves, but mix different outlets and platforms in so called news repertoires (Andersen, et al., 2021; Strömbäck et al., 2018). Similarly, individuals use a combination of sources, or *information seeking repertoires*, when seeking information about a crisis (Sommerfeldt, 2019). Similar to studies on the relationship between media use and conspiracy beliefs, however, information seeking research tends to focus on the effect of one channel in isolation (but see Sommerfeldt, 2015; Lee & Jin, 2019; Chih-Hui Lai & Tang Tang, 2021). Our knowledge about the effects of combining information sources to make sense of a crisis, such as media and interpersonal channels, is therefore limited. More importantly, research have not yet addressed how such information seeking repertoires influence conspiracy beliefs.

Against this background, the study at hand seeks to understand the impact of information seeking repertoires on belief in vaccine related conspiracy theories during the COVID-19 pandemic. To fathom how the mix of different sources during a crisis influences conspiracy beliefs, we will expand the repertoire approach to include usage of both interpersonal information channels, government channels and news/social media. The effects of information seeking repertoires on conspiracy beliefs will be analyzed during different phases of the pandemic to get a better understanding of the dynamic nature of the relationship.

The study builds on a five-wave panel study (N = 5 000) carried out in Sweden. The first survey wave was sent in April 2021, and the other four were sent out September 2020, December 2020, April 2021, and January 2022. The conspiracy item was included in the last two waves (April 2021 and January 2022), enabling us to analyze how information seeking repertoires in previous waves predict conspiracy beliefs in wave five.

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CRC Crisis Communication

PP 795 **Risk communication and disinformation in Portugal: How media consumption affects the understanding of COVID-19 health-protective messages**

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The World Health Organization (WHO) has characterised the COVID-19 information landscape as a massive infodemic that makes it hard for people to find trustworthy sources and reliable guidance. Based on the assumption that access to (in)accurate information and (un)trustworthy sources is directly linked to the perception of risk and compliance with authorities' recommendations, we discuss the case of Portugal during the beginning of the second wave of the pandemic in this paper. The main goal is to assess how media consumption by the Portuguese influences their perception on (mis)information, including the awareness of self-protective messages.

In the context of an international investigation of the EUPRERA Com-Covid network, an online survey was applied to n = 460 Portuguese citizens between October 7 and November 11, 2020. The sample represented a confidence level of 95% and a margin of error of 4.6% over the country's population. For this paper, we analysed a section of the survey with questions regarding information-seeking behaviour, Covid-19 information retention and socio-demographic variables. Fake news, previously exposed by fact checking platforms, was included in the questionnaire by using the True/False answer options. The results allow us to discuss the medium and the message, and the relation therein. Regarding the medium, the study concluded that television is the most used medium by citizens, followed by online press, radio and Facebook. Concerning the message, the most widespread information among respondents relates to prevention measures, in particular, washing hands and keeping social distance. Findings also show correlations between the consumption of different media and the awareness about appropriate prevention behaviours. The chapter ends with the conclusion that the heavier the use of traditional media and institutional/scientific sources is, the less misconceptions about the pandemic are considered by the Portuguese.

Framed by the literature on risk and crisis communication (Anderson & Spitzberg, 2009; Austin et al, 2012) and on information seeking-behaviour (Moreno et al, 2020; Park et al., 2019), this research has theoretical-practical implications for government risk communication. The capacity to relay the right information quickly and clearly across different media platforms is essential to manage a public health emergency in an unbounded media landscape.

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PP 796 **The effects of integration on information seeking repertoires among ethnic minorities in Sweden during the COVID-19 pandemic**

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Research suggests that members of ethnic minority groups have different media habits than native citizens, and that these habits vary between different ethnic groups (Curran et al., 2009). In general, migrants do not consume national and local media to the same extent as native inhabitants. They often turn to the mass media of their home countries through the Internet and social media, and to interpersonal sources among relatives and friends (Peeters & d'Haenens, 2005). Ethnic minorities thus orient and inform themselves about current social issues and affaires

based on a partly different media mix than native residents. In the context of crises, when the need for information is high, ethnic minorities are therefore likely to have different **information seeking repertoires** (Sommerfeldt, 2015) than native inhabitants.

Media habits among ethnic minorities are related to **integration status** (Trebbe, 2007), more specifically through components such as time spent in host country and language skills (Chiswick, 1978). But also factors like education and income, age, and gender impact the media use of ethnic groups (Curran et al., 2009).

During ongoing societal crisis, responsible authorities strive to create shared meaning among groups in society affected by the crisis (Day et al., 2019). If ethnic minorities in these situations seek crisis information in other media and sources than the majority community, there is a risk that **information gaps** will emerge about the severity of the crisis, who it affects, and how to best protect one selves and others (van Dijk, 2000). This may severely complicate the handling and mitigation of a crisis.

Against this background, and based on Swedish conditions, the aims of this study are to:

- Compare information seeking repertoires between ethnic minorities in Sweden and native residents during the COVID-19 pandemic,
- Study the relationship between information seeking repertoires and integration status (based on pre-defined integration measures) among ethnic minorities,
- Study consistency of information seeking gaps over time between ethnic minority groups and native residents, and within ethnic minorities in relation integration status.

The study builds on two different survey panels: One national panel and one panel distributed to residents in immigration dense areas outside the city of Gothenburg. Both panel surveys were conducted during June-July 2018, March 2020, and September 2020.

CRC09 - Complexities in Navigating Strategic and Mass Communication in the COVID-19 Context

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PP 866   Rethinking Attribution of Responsibility: Mass Media Communication in the Refugee Crisis and the COVID-19 Pandemic

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As the call for abstracts states, the COVID-19 pandemic is an opportunity to learn in the field of crisis communication. This study will give an insight into the question if pandemic communication fundamentally differs from communication in the refugee crisis.

As the acceptance of political actions as well as individual decision making and behavioral change are core goals of crisis communication, we consider causal and responsibility attributions as an impactful part of the crisis communication process. The social psychological Attribution Theory states that negative and impactful events trigger attribution processes (Bohner et al. 1988) in order to reduce insecurity, gain orientation (Seeger et al. 1998), and define expectations (Gerhards et al. 2009) personally and politically. People use any accessible information to make attributions. As most people aren't directly affected by crisis factors – especially when a crisis is still emerging – they rely on the media (Spence & Lachlan 2016).

In political crises such as the refugee crisis, communication aims to increase acceptance of political actions. Although in the beginning of the COVID-19 pandemic health-related messages built the core of crisis management, with progression of the pandemic political actions gained importance for crisis communication. In this context, both individual behavior and social cohesion are crucial for successful crisis management. Within the refugee crisis, social responsibility was famously appealed by Angela Merkel's "We can do it."

The focus of this study are the differences and similarities in the attribution of responsibility

(1) on the macro (government), meso (political and societal organizations) or micro (citizens) levels
(2) on the collective or individual level

between the two crises and over the progress of each crisis as well as between different media outlets.

Two content analyses were conducted:

(1) a random sample of 525 online and print articles of 5 national and 2 regional German newspapers between January 1, 2015 and December 31, 2016
(2) a random sample of 270 print articles of 5 national German newspapers between January 1, 2020 and May 31, 2021.

Results show that mass media communication in both crisis situations contains responsibility attribution. In both cases, the macro level of politics plays an important role as the main addressee of responsibility assignments, even with changing attribution senders and objects. Besides otherwise distinctive attribution patterns, in both crises a tendency of the media to uncritically reproduce "self praise" showed. The impact and responsibility of media in the refugee crisis and the COVID-19 pandemic will be discussed.

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CRC09 - Complexities in Navigating Strategic and Mass Communication in the COVID-19 Context

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PP 867   Pandemic lessons from Kerala, the Indian state that 'slayed' coronavirus

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How countries have dealt with Covid-19 differs widely, depending on their crisis management systems and journalistic infrastructure. But a macro-level perspective often masks important nuances within large nation states – particularly, in the smaller, regional 'disaster communities' (Mathews & Thorsen 2020), which are often forgotten realms, despite being home to populations larger than many countries.

This paper illuminates one such case study, that of the south Indian state of Kerala, with a population roughly the size of Canada. The 'mediascape' in Kerala offers an interesting convergence due to the state's social, political, and economic set-up, and Kerala was unique in its approach to crisis communication measures against Covid-19. The state had effectively managed the disease-spread initially, with its quick approach to tracking and tracing, and extraordinary support to patients and people under quarantine. It also tackled misinformation through productive campaigns and daily press conferences, and collaborated with the news media to avoid fear-mongering (Sadanadan 2020).

While the above points to a robust crisis reporting trend, the existing literature on news coverage of the pandemic across the world suggest that news outlets by and large adopted several counterproductive crisis practices, playing into, among others, certain biases that corrupt news selection and presentation (Porter & Evans 2020). During Covid-19, news reports also appear to have played a part in politicising the pandemic to serve ideological interests (Abbas 2020).

This paper is situated within this context, to illuminate the crisis communication and health messaging mediated by news outlets in Kerala. For this, we make use of a content analysis of pandemic-related news that appeared in two leading newspapers in Kerala: Malayala Manorama (Malayalam language newspaper, daily circulation 2.3 million) and the New Indian Express (regional English newspaper, daily circulation 310,000). We analysed the news content between 31 January 2020, when reports confirmed the first Covid infection in Kerala (and India), and 31 July 2020—the six-month period when the pandemic was at its rawest. This resulted in a content analysis of 3,084 articles. Our analysis focussed on primary and secondary themes in the news reporting of Covid-19. We then conducted a source-analysis to identify those given a voice in communicating the crisis, and what they spoke about, allowing us to offer a granular analysis of the boundaries of source expertise within given topics. To provide a deeper understanding, we further draw on 12 semi-structured interviews that we conducted with journalists involved in the pandemic coverage.

We profile how journalists emphasised official narratives, relying heavily on 'elite' sources; and how medical and scientific experts were drawn on considerably less. Our analysis outlines the extent to which the watchdog function of journalism was compromised in the first six months, hijacked as the coverage was by a pronounced focus on morbidity and mortality updates. Through a thematic analysis of our interview data, we then probe the economic, cultural, and professional constraints journalists faced while producing the coverage, and offer a considered critique of the crisis journalism in the state that received global praise for 'slaying' coronavirus.

CRC Crisis Communication

PP 868   **Everyone has a plan, until they get punched in the face – planned and emergent strategic communication during COVID-19 in Norway**

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A fundamental assumption in strategic communication is that it is possible for communicators to plan and execute their communication in ways that can help them reach strategic goals. A common implication of this starting point is the need for strategic planning and communication planning. In crisis and risk communication, a core characteristic of crisis situations is thought to be uncertainty and urgency. To save time and meet the needs of publics then, a common recommendation in preparation of potential emergencies is to develop clear plans for what the organization is going to do in the event of a crisis. Yet, planning for the unpredictable is not a simple task and the very characteristics of crises can result in planning processes ending up as symbolic readiness, rather than actual crisis preparedness (McConnell & Drennan, 2006). Research within communication has also questioned the validity of strategic planning, arguing that a more process oriented approach to strategic communication may be more fitting when attempting to research and understand communication emerging from complex organizations (Falkheimer & Sandberg, 2018; Gulbrandsen & Just, 2016). While previous studies have made a strong case for adaption, improvisation and procedural understandings of strategic communication as well as crisis and risk communication, they have largely been based on theoretical investigations or general interviews with professionals discussing overarching principles of their work. Accordingly there is a need for further research investigating how such improvisation and adaption takes place in practice.

In order to answer this research gap, this paper investigates the communication work conducted by employees of two Norwegian public health institutions (PHIs) during the Covid-19 pandemic, the Norwegian Institute of Public Health (NIPH) and the Norwegian Directorate of Health (NDH).

Through extensive field observations and interviews, conducted throughout 14 months of the pandemic, I examine the relation between planning and adaption in the practical work conducted by communication departments of these PHIs. The paper answers two research questions:

RQ1: How did existing pandemic plans shape the emerging practical strategic communication during COVID-19 in Norway

RQ2: What adjustments and changes to their communication strategies did Norwegian PHIs make during the course of the protracted crisis

Answering these research questions contributes to our understanding of risk and crisis communication, the relationship between planning and adaption in general, and can particularly help us better understand and design strategic planning processes for crisis situations. Planning and preparing for the unpredictable remains one of the central challenges of preparing for crisis and understanding the limits and adaptions of strategic planning has the potential to contribute to a more efficient and successful crisis management.

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PP 869   **Online participation and institutional (dis)trust in vaccination communication in Sweden**

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Social media provide a complex arena for online participation, interaction, and debates. The hybrid ecology of social media allows content producers with varying goals and motivations to operate side by side (Jenkins, et al., 2016). Multivocal crisis communications include messages from state authorities, affected organizations, and diverse voices of lay social media users. The spread and the visibility of online participation are growing, which requires a deeper understanding of different factors affecting these forms of participation.

The study looks at vaccination communication. Vaccination has been called "the single most life-saving innovation ever in the history of medicine" (Richter, 2015), and it is one of the most efficient tools to tackle public health crises caused by infection (Greenwood, 2014). However, although medical professionals agree on the prevalence of vaccination benefits over potential risks, some individuals are critical towards vaccination safety. Therefore, vaccination communication on social media presents an interesting case.

The current study looks specifically at the role of trust as one of the factors affecting online participation (Ardèvol-Abreu, Hooker, & Gil de Zúñiga, 2018). The role of trust is especially salient in the context of risk and crisis since such situations are characterized by limited knowledge, high uncertainty, and vulnerability (Giddens, 1994; Meyer, Ward, Coveney, & Rogers, 2008). Trust refers to positive expectations of the intentions or behavior of another (Rousseau, Sitkin, Burt, & Camerer, 1998, p. 395). Lower trust entails greater uncertainty and lower positive expectations, whereas distrust, in its turn, involves confident negative expectations of another's conduct (Lewicki, McAllister, & Bies, 1998).

The current study is delimited to institutional trust in authorities and in the news media as crucial factors in the vaccination context (Casiday, 2010). Trust beliefs concerning institutions refer to the extent to which one believes that an institution is willing and able to act in the trustor's interest (Harrison McKnight & Chervany, 2001, p. 36). Following this definition, the study's operationalization is based on two structural components of trust: willingness (benevolence and motivation to act in the public interest) and ability (competence, capability, or power to act).

The study draws on in-depth interviews with social media users actively participating in vaccination communication (supporters and opponents) on Facebook in Sweden.

The results show that trust beliefs affect online participation in several ways. One of the motivations to participate in vaccination communication is grounded in the questioned benevolence of authorities to act in the public's interest due to a suspected involvement of pharmaceutical companies in matters of public health. The benevolence of the news media is questioned due to the dominance of media logic (sensationalism, exaggeration, and conflict-orientation). The analysis of the second component, ability, shows that trust in the benevolence of an institution for some social media users coexists with distrust in its ability to perform required actions. For instance, the competence of authorities to effectively reach larger online audiences is named as one of the issues. Another mentioned issue is weakened science journalism in many Swedish news media outlets.

CRC09 - Complexities in Navigating Strategic and Mass Communication in the COVID-19 Context

PP 870   Media Frames and Emotional Responses to Moralized Issues: An Experimental Study of Attitudes and Views related to unvaccinated in Finland

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The current pandemic has triggered morally charged debates over the conduct and behavior of individual citizens. Recently, COVID-19 vaccination status has become a highly moralized subject in several Western countries. Previous research has identified moralized attitudes as a foundational element of political debates and conflicts. The media might amplify the moralization of attitudes around the vaccination status and increase polarization between vaccinated and unvaccinated groups. However, the actual processes of moralization, and the effects of news media in the process of moralization, are rather poorly understood.

Previous research on media effects has demonstrated how the framing of issues affect public opinion and attitudes, and subtle changes in the ways news media reports on issues might influence people's attitudes and behaviors. According to framing theory, *episodic* frames (frames that focus on a specific individual's story) are more likely to incite emotional responses compared to *thematic* frames (frames that describe the issue on a general level). Also, earlier studies have shown that there is a path relationship from emotional responses to moral attitudes.

The objective of this study is to understand how different media frames stimulate emotional responses and lead to moral attitudes towards COVID-19 vaccines. In this paper, we present a survey experiment on media framing effects in the context of COVID-19 vaccines. Our data were derived from the fourth wave of Digital Age in Finland -longitudinal survey collected in December 2021 (N = 545). To test the effects of framing, we randomly assigned the respondents to three different groups. Each group were presented with one of the following news snippet frames that discuss the COVID-19 vaccines: *neutral frame* (control group), *episodic frame*, and *thematic frame*. After reading the prompts, we measured respondents' emotional responses and attitudes in three different dimensions: *emotions, moral judgements, policy attitudes.*

First, we found that the episodic framing affected respondents' emotions toward the unvaccinated. Those respondents who read the episodic framing experienced less disgust and more compassion for unvaccinated when compared to the control group and less anxiety and fear if compared to respondents with the thematic framing. Our results also showed that exposure to the thematic framing mitigates the respondents' moral judgements when

measuring the right not to be vaccinated and right to act as unvaccinated in society during the pandemic. Moreover, we found that episodic framing reduced negative moral attitudes related to the exclusion of unvaccinated from society. Finally, the mediation analysis suggested that differences in moral judgments and attitudes were indirect through the emotions stimulated by the framing.

Overall, our study used a unique experimental survey and provides new evidence that the framing of news has a clear impact on emotions and moral views toward unvaccinated. The news media play a key role in communicating risks during the crisis, as evidenced by the fact that the news primarily stimulates emotions, influencing the different attitudes and judgments of citizens.

CYM01 - News Media and Youth

PP 075 **What is it and where do they find it? Adolescents' definitions of "news", consumption patterns and citizenship concepts**

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Research shows that young people get their information on most topics mainly online and increasingly via (algorithmically curated) social media, while older adults mostly use traditional mass media, too. This constitutes a growing fragmentation of news repertoires (set of channels and sources used for news consumption) between cohorts. Given today's high-choice media environment and unprecedented levels of personalization of media diets, scholars started to question if an overarching public sphere with a common news agenda (set of most important topics), conceptualized as a necessary condition for participatory democracy, is still given under these circumstances.

This resulted in research about filter bubbles, disinformation, political polarization and fragmentation of audiences over the last years. What is mainly missing in the literature is research into the understandings and practices of young people around news use on the one hand, and on possible fragmentation of news agendas based on different news repertoires on the other: Do different societal groups come across the same set of topics in their daily media diets? Where do they find their information? Do they consider the same issues as salient, on which they as citizens or the government should act upon?

This paper constitutes the first part of a bigger research project and aims to close the first gap. It focuses on the definitions of "news" that teenagers have, on their respective news repertoires, consumption practices and underlying citizenship concepts: What kind of information do they consider as news? How often do they follow them? Why is that important to them? On what channels and in what social contexts do they come across which topics? Teenagers' understandings may differ substantially from politicians', teachers' and researchers' definitions. Profound understanding of the knowledge and conceptualizations that young people have as a basis for their active citizenship is therefore crucial, even more so, as research has consistently shown that corresponding practices and patterns are developed during adolescence and remain remarkably stable over time.

I will use a Q sort activity with think aloud method, followed by explorative qualitative interviews with teenagers in Austria (aged 14–18). As active voting right is granted with 16 years, there is interesting variance in terms of (formalized) participation rights within the age group.

Ideally the data allows for the inductive elaboration of types of news repertoires and types of conceptualizations of news and inferences to underlying citizenship concepts. Contributions to the growing research into subjective definitions of key concepts in citizenship education and to audience studies (news repertoires and consumption habits) are expected. Lastly, this explorative qualitative research constitutes an important first step of research into possible news agenda fragmentation between age groups.

CYM01 - News Media and Youth

PP 076 **The construction of a "good" Nordic childhood in and through children's news media: Producers' perspectives**

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In a time when newspaper subscriptions, literacy skills and the devotion to democracy are on the decline, news media companies are increasingly launching new products for young readers. Some of these are print-only products distributed to homes, schools and public libraries, while others focus more on digital initiatives on social media platforms.

From a position where journalism production research intersects with childhood studies, we examine the ideas and ideals that influence the framing of a "good" childhood. We situate our study in Finland, which has, in line with an uptick of children's news in the Nordic hemisphere, seen a launch of several journalistically-driven media products for children, commonly targeted for the elementary school ages.

These initiatives by legacy media, both commercial ventures and public service funded ones, are influenced by competing objectives: be it market-driven interests of fostering the next generation of (subscribing) readers, national policy agendas, or current discourses of the fear of digital harm. The macro-level discourses of childhood work within and beyond these agendas, particularly the contemporary Nordic discourses of a "good" childhood. These

discourses embrace the ethos of child-centeredness and the ideals of egality, democracy and freedom (Wagner & Einarsdottir, 2008).

We ask how these discourses of childhood are both re-produced and challenged on a micro-level by children's news professionals. For addressing this research question, we draw on empirical material from five semi-structured interviews (à 1.5 h long) with Finnish children's news producers from four news organizations. The interviews are focused on constructionist aspects of children, such as their nature, needs and agency (Shaw & Tan, 2015), and the subsequent discourse analysis is grounded in Foucauldian discourse theory (eg. Howarth, 2000).

Based on preliminary findings, the news producers are acknowledging children's communicative rights and citizenship, thus affirming the discourse around the child as "being" – in the Nordic sense as seeing childhood as valuable in its own right. Simultaneously, the producers' imaginary of "the future citizen" reduces the child as "becoming". In their eagerness to characterize the children of today and envision them as future citizens, by reflecting a middle-class lifestyle, cultural and ethnic unity, and a convivial type of togetherness, the producers risk producing discourses with exclusionary potential. Hence, in this study, we can see how the ideas and ideals of media makers/producers in the workings of the circular movements of power and knowledge (Åkerström Andersen, 2003) bring a certain, quite narrow, type of childhood into being. Thus, the adults' understandings fixes the position of the child prosumer in ways that can be counterproductive of the initial aim of the journalistic products.

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■ **CYM01 - News Media and Youth**

PP 077   Negotiating trust in the context of information and news consumption: young adults' perceptions and practices in Estonia

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This paper seeks to examine how young adults, aged 18 to 25, reflect upon issues of trust and trustworthiness in the context of information and news consumption and use in today's cross-media landscape (Schrøder & Steeg Larsen, 2010). As emphasised by scholars (Curran, 2000; Dahlgren 1995, 2000; Newmann, 2021), news journalism plays a key role in the establishment of a democratic society, which, among other things, relies on trust between people, as well as trust in and the trustworthiness of various institutions. However, addressing media as an institution is a complex and not entirely straightforward issue due to the changing media landscape and the new (hybrid) media forms (including online and social media). This study, a part of an international research project on how young people in Sweden, Estonia and Russia understand and conceptualise news beyond traditional definitions of news journalism (Bengtsson & Johansson, 2020), presents findings from a qualitative empirical analysis of 16 focus groups (97 participants) conducted in 2019 and 2020 with high school and university students in Estonia. The sample included participants from Estonian- and Russian-language schools. The interviews lasted 60–120 minutes and were digitally recorded, transcribed and analysed using MAXQDA 2020. Data were analysed using inductive thematic and phenomenological approaches. The field work started before the Covid-19 outbreak in Europe, but was largely carried out during the first and second waves of the pandemic. Hence, various discourses related to the aspects of the pandemic (e.g. health and safety, ethical and legal, scientific and popular understanding, truth and post-truth) appeared in the semi-structured focus group interviews and, to some extent, shaped the discussions and the insights gained from this study. This paper sets the focus and provides an in-depth look at different ways young adults negotiate and construct trust: what mechanisms and strategies they use regarding local and international information, and the news flow that they observe and share daily. Specifically, this study analyses how our young focus group participants talked about: (1) trust and distrust at the levels of social trust and institutional trust, (2) challenges and difficulties with trusting mainstream media, social media and other sources (e.g. friends and peers, parents, teachers, specialists/experts and social media influencers), (3) experiences with disinformation and fake news (including evidence, emotions and relations), and (4) micro-practices used for constructing trust in their everyday lives. The findings reveal several patterns: the period of the pandemic has sparked new insecurities among young people, including in connection with relationships, information and communication. We can also

conclude that learned knowledge, digital literacy skills and reflexivity, although taught at schools or universities, may not always be adapted to everyday situations. However, a deeper interest in and engagement with certain issues and topics increases the motivation to deal with information-related challenges.

CYM01 - News Media and Youth

PP 078 "It's great that you bring this up!": Does civic education for youth work via social media influencers? A case study in the fight against disinformation

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The term "fake news" describes messages used to deliberately spread false news or disinformation. Particularly in the context of digital communication information can be spread quickly to an extremely large audience without effort. 76% of adolescents aged 14–24 are confronted with fake news regularly and 21 % even several times a daily (Vodafone Foundation, 2020). In this context, social media are highly relevant: false news spreads even faster, here, than others (Vosoughi, Roy & Aral, 2018). Moreover, social media plays an increasingly important role in the everyday lives of adolescents as well as in terms of opinion-forming processes, for example to keep up to date with current events/news (Vodafone Foundation Germany 2018).

The challenges and risks of "fake news" are great: "Fake news" can encourage and drive the radicalisation of discourses and thus contribute to the polarisation of society (a. o. Riebe et al. 2018). However, the effectiveness of any countermeasure presumably depends on a high level of awareness of the opportunities and risks of digital communication, which is why strategies to increase digital skills should be focused (Appel 2019). In the present study it is assumed that using social media and influencers as so called "opinion leaders" might help to educate and activate young people in the fight against radicalization. Influencers can help to inform like-minded people in their direct social environment about a certain topic and gain trust through expertise and authenticity.

The case study presented, here, explores whether the communication of civic educational contents via influencers can be profitable and, if so, how this can succeed. The study was conducted as part of a cooperation between the PrEval research project (funded by the BMI) and the Federal Agency for Civic Education (BpB) in Germany.

By means of three influencer videos and an influencer interview, which were published from January to May 2021, adolescents and young adults were to be educated about the topic of disinformation and encouraged to deal with the topic in more detail (cognitive activation). In addition, it was determined how credible the communication of the topic via the selected influencers was perceived to be. Accordingly, users were asked to answer a short online questionnaire after watching the videos (N = 393). Descriptive analyses indicate that, on average, users found the videos to be relatively credible and cognitively activating. In addition, a full comment analysis (N = 2.899) as well as an analysis of the community management through a team of experts showed that the direct, personal, humorous and empathetic approach in communication with users seems to be highly relevant and could be further expanded or intensified. Overall, the concept of reaching the target group seems to work.

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CYM02 - Online gaming, gendered play and youth

PP 084 Learning experiences in gaming; the case study of young refugee without family in Norway

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In this paper we explore what learning experiences young refugees without a family in Norway draw from gaming. The widespread consumption of ICT and digital media among youth has created a false paradigm surrounding

"digital natives" (Prensky, 2001) which presupposes that young people growing up surrounded by digital technologies intuitively know how to use and develop digital skills. However, research has shown that digital practices are influenced by demographic variables such as gender and socio-economic status (Balea, 2016) as well as vulnerable situations such as mental vulnerabilities or familial relations (Seddighi, Dralega, Corneliussen, & Prøitz, 2018). As scholars have pointed out digital games are interactive multimodal texts that "that they combine written and spoken language, images, graphics, and symbols with sound" (Steinkuehler, 2010, p. 93). These aspects of digital games create a new learning arena for new literacies (Gee, 2003).

In order to grasp the diverse ways in which youth make sense of the interactive multimodality of digital games and develop skills, we need to take into account the gaming experience of marginalized and under-researched groups. As the recent research on gaming often focuses on gaming within a family perspective, our project focuses on young refugees aged between 15 and 25 living in Norway without a family. The intended group is a vulnerable group as they are in a life situation with mental, social and cultural changes without close caregivers (Lidén, Eide, Hidle, Nilsen, & Wærdahl, 2013), and many have experienced traumatic incidents. We ask what positive experiences and learning moments the youth can identify in gaming. The methods of inquiry are questionnaire and focus group interviews. The paper introduces data gathered through interviewing 13 youth and a questionnaire to which 23 youth of intended group responded. The research was conducted in Western Norway in 2021. The paper contributes to knowledge gap in what can be considered as beneficial outcome of digital practices (Livingstone, Mascheroni, & Stoilova, 2021) among marginalized groups.

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CYM02 - Online gaming, gendered play and youth

PP 085   Risky business: How children build resilience through risky digital play

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In this paper, we employ the concept of risky play to (a) explore how children navigate risky digital environments through playful experiences and (b) identify resilience tactics they develop through these experiences. We conceptualize risky digital environments as digital spaces in which children engage in activities that entail excitement, uncertainty, and potentially danger (Sandseter, 2010). Departing from De Certeau's (1984) conceptualization, we define tactics as actions of individuals in their everyday activities that function to appropriate the digital environments they occur in and to mitigate the strategies of (commercial) digital platforms and the actions of other individuals in these environments.

Play is an important part of growing up. It enables children to build an understanding of their social environment and to explore the bounds of socio-cultural norms, give meaning to everyday life experiences and develop notions of safety and trust (Vygotsky, 1933; Howes, 1992). While there are many different types of play, this paper focusses on 'risky play'; a type of play where children are involved in thrilling and exciting forms of play (e.g., climbing and rough and tumble play) To date, the concept of risky play has been primarily used to describe outdoor play activities. These studies found that risky play is positively associated with concepts such as well-being, deep-learning and resilience (Hughes, 2001; Sando, Kleppe et al., 2021). This paper builds on this body of literature by exploring the concept of risky play in digital spaces. As children's lives have partially moved to digital contexts, digital play has become an increasingly popular pastime activity. In recent years, a growing body of literature has captured how children use digital media in playful activities. However, there is still little research that focuses on the constructive impact risky digital play has on the development of children's digital practices and resilience.

In order to examine this, we carried out participant observations among children (aged eight to twelve) at four out-of-school daycare locations in neighborhoods that differ in socioeconomic status, to examine how children construct notions of media in their everyday lives. Following our observations, we interviewed several key actors

such as parents, pedagogues and the children themselves to further contextualize the findings from the participant observations.

Building on the data from both the participant observations and the interviews, we identified different resilience tactics children develop when engaging in digital play and how these digital tactics are being deployed in both on- and offline social contexts. An important insight in how children develop resilience through digital play, is understanding that tactics are specific to and developed in interaction with the platform, the social interactions that are part of digital play, and individual notions of trust and privacy. Our results show that these resilience tactics enable children to safely experiment with the boundaries of risky content through child-led play and promotes the development of digital resilience in both digital and non-digital social contexts.

CYM02 - Online gaming, gendered play and youth

PP 086 Cars for girls and dolls for boys: overview about gender differences in the relationship between children and the digital media

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Gender conceptualisation is an essential component of forming one's identity from an early age, and mass media play an important role in developing the constructs one has about gender. For that reason, researchers have been studying the construction of media messages focusing on gender representation for some time. Other researchers have been looking into gender differences concerning children's access and use of the media.

This paper contributes to rethinking impact by presenting a critical overview of empirical studies about young audiences and the media, with a lens on gender issues. It organises differences and commonalities found by researchers in the following categories: media access, media use and exposure, media socialisation, parental mediations, and media literacies.

The literature shows that despite some policies favouring universal Internet diffusion having helped reduce gaps in children's access to the media, gender differences in children's media use persist (McQuillan & Neill, 2009). Both boys and girls use all platforms (Lemish, Alony, & Studies, 2014), but they use them differently (McQuillan & Neill, 2009).

In particular, boys and girls use social media differently (McQuillan & Neill, 2009). They also prefer different news topics, although they are equally interested in the news (Lemish et al., 2014). Children of different gender also have varying experiences of civic and political participation (Brites, 2018). When it comes to media concerns, while boys and girls are equally concerned about pornographic content, they reveal some differences in their concerns about issues like violence, contact and conduct (Livingstone, Kirwil, Ponte, & Staksrud, 2014). Gender gaps were also found in studies focusing on parental media mediation and parental role-modelling concerning media habits (Nabi & Krcmar, 2016; Talves & Kalmus, 2015).

However, unlike some stereotyped ideas that males are more skilled in technology, the research shows that there are no significant gender differences in motoric media skills (Nikken, 2017) nor in news media literacy (Craft, Maksl, & Ashley, 2013; Kleemans & Eggink, 2016; Maksl, Ashley, & Craft, 2015). Nevertheless, results regarding ICT skills are still inconclusive (McQuillan & Neill, 2009).

Based on this literature analysis, the paper also contributes to the scholarly debate by discussing the literature gaps and suggesting future research lines in the field.

CYM02 - Online gaming, gendered play and youth

PP 087 Parental perspectives on the blurring lines between adolescent video gaming and simulated gambling: survey results

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Video gaming is one of the favorite leisure activities in adolescents, with the Covid-pandemic and implemented measures boosting engagement even more (Statista, 2021). However, there has been growing concern that simulated gambling within video games – such as loot boxes and social casino games – could act as a stepping stone towards monetary gambling (King, 2018). Research into the parental perspective on this phenomenon is lacking.

As parents form an important source of influence on adolescent's video gaming behaviors (Donati et al., 2021) as well as on adolescents' monetary gambling behavior (Freund et al., 2022), this perspective is much needed. This study assessed parental estimation of adolescent video gaming behavior, parental attitude towards video gaming and simulated gambling and knowledge about simulated gambling. The study aims at (a) gaining insight into the parental perspective on simulated gambling and (b) examining associations between parent-perceived adolescent video gaming behaviors and simulated gambling.

Online surveys were distributed among parents of adolescents (ages 11–18) across 13 high schools in Flanders during winter 2021 and early 2022. Example questions included "Video games are a waste of time" (video gaming attitude), "Simulated gambling can cause problems" (simulated gambling attitude), and "Do you know what the concept of "simulated gambling" means?" (simulated gambling knowledge). Only parents who answered all questions regarding video gaming and simulated gambling were included in the analysis, resulting in 580 participants (21,3% self-identified as male, 78,7% as female; mean age = 44,7 years). Adolescents were mainly identified as male (65,5%) by their parents in our sample.

Almost all parents (90,7%) indicated that their child plays video games. Parental attitude towards video gaming was neutral (mean = 3.05 out of 1–5, SD = 0.78). Mothers were more negative towards video games than fathers. Concerning simulated gambling, less than one in three (29,1%) knew what the concept of simulated gambling means. Remaining participants had heard of it without knowing the meaning (33,6%) or had never heard about the concept (37,2%). After learning about the precise meaning (explained after the knowledge question), parental attitude towards simulated gambling was rather negative (mean = 4.24 out of 1–5, higher scores indicating a more negative attitude, SD = 0.65), with no significant difference between mothers and fathers. Most parents did not allow their child to buy loot boxes or items in social casino games, nor to play social casino games. Less than half of the parents (48,8%) allowed their child to play video games containing loot boxes.

In conclusion, although video gaming seems to be widely accepted by Flemish parents, the concept of simulated gambling remains under the radar. Parental attitude towards simulated gambling is rather negative, and children are often not allowed to participate in it. However, parents' own video gaming behavior seems to be of importance: with parents that play video games themselves having a more positive attitude towards video gaming and simulated gambling, than parents that do not play. In the next part of the study, other associations will be assessed, whilst taking into account sociodemographic variables.

CYM02 - Online gaming, gendered play and youth

PP 088 Ticking off the (pink) diversity box? Production views on LGBT+ representation in children's fiction

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This paper provides critical insight on why and how Flemish producers choose to include sexual and gender diversity in their productions targeting children. Drawing on the frameworks of the 'production ecology' by Steemers (2009) and 'cultures of production' by Caldwell (2009), this paper considers the different internal and external influences that might impact the way producers depict these LGBT+ narratives. In doing so, 10 qualitative in-depth interviews were conducted with different involved parties of these production processes (e.g., channel managers, directors, scriptwriters, and other stakeholders), thereby considering the public broadcaster (Ketnet) as well as commercial channels (Studio 100 and VTMKids). All of the referred productions have a target audience varying from 4–12 year old children.

The results first and foremost demonstrate a strong and unanimous advocacy for diversified representations by all the participants. The formative role of television in constructing emphatic, open-minded and well-informed children, is a primary objective when creating these LGBT+ characters. Moreover, because of the hostile and unreceptive reactions children might experience in their private environments, parents are also an implicit secondary audience in the production rationale, with the hopes of "creating a warmer world" for both audiences.

However, whereas the public broadcaster as well as commercial channels strive for diversified representations, _how_ they include these characters differs between both: the focus of the commercial channel is primarily on profitability and the exploitation of the dramatic potential in these narratives (e.g., a dramatic coming-out story), as opposed to the educational premise of the public broadcaster (e.g., how someone's sexuality is a normal part of their identity, rather than a distinctive characteristic). Additionally, the inclusion of these narratives is further nuanced when considering the perceived cognitive abilities of children as an audience. In particular, sexual diversity is approached differently compared to non-normative gender expressions (such as transgender or non-binary characters), the latter being perceived as (too) complex within especially younger children's frame of reference. Hence, homosexuality is commonly referred to in multiple children's programs, whereas the only existing transgender character is reserved for the oldest of viewers. The lack of intersectional characters moreover adds to a predominantly homogeneous

group of LGBT+ representations, here specifically white, gay, male characters. Whereas all of the producers unanimously advocated for LGBT+ inclusion, the current production ecology has facilitated the recurrence of certain storylines and characters, while others remain underrepresented.

CYM03 - Digital Health, Wellbeing and Children

PP 176 The Bug Show – co-production of knowledge on health and medicine for young audiences in Sweden

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This paper provides a unique contribution to two strands of research, (1) the involvement of the child audience as co-producer of audio-visual content on health and medicine, and (2) the co-construction of knowledge on health and medicine by the boundary spanning work of health professionals and the media industry, referred to as *biomediatization* (Briggs and Hallin, 2016).

Children's experiences with the media range from very positive to negative. A review of research demonstrates that most of the research on children's use and reception of media content pertaining to health has *quantitatively* investigated negative impact of media content on children's health (e.g. on diet, substance use), or of excessive media use (causing sedentary lifestyle and overweight), or children's risky behaviours in relation to media technology uses (e.g. sexual abuse, social media and self-harm and depression) (e.g. Strasburger et al 2010; Lemish, 2013; Smahel & Wrigth, 2014; Twenge et al, 2020). For long it's been argued for a more balanced view of the link between media and health effects on children (e.g. Livingstone, 2007). I claim that there is a lack of research on media health content aiming for empowering children in issues related to health and medicine. There is also a need for qualitative approaches allowing for rich and contextualised knowledge on children as co-producers of content on health and medicine.

I aspire to address these gaps by an in-depth case study (Flyvberg, 2001), looking into audio-visual *content* produced by the Swedish Public Service company (SVT) to promote health and wellbeing, and increase the very young audiences' (from age 5) health literacy, as well as the *production process* around the programmes.

RQs: How do the media producers regard the young child audience in this health edutainment production? How do they involve them as co-producers of health content aimed at children? How are children's voice and agency negotiated and balanced with the ideas of the medical expertise *and* producer's perception of "good television" for children?

The paper highlights media content tailored for a young audience, and the power dynamics in the producer – child audience relationship, by looking into a hitherto unexplored case, *The Bug Show* [Bacillakuten], a TV-show aired by SVT, 2013–2015 (3 seasons, 34 episodes in total aired). The show addressed health issues and diseases. Each episode was based on questions sent through an online questionnaire. It had the format of a studio-talk show with 25 invited children aged 5–10 in the audience. For each episode there was a specific song performed by a live band, of which many became popular. One song on the genitals [Snoppen och snippan], reached a global audience. The viral video was seen in 228 of 246 countries, and had <10 million views on YouTube. This study will provide new knowledge on a cross-platform audio-visual media material related to health, tailored for a very young audience. It draws from interviews; documents; media coverage; videos from SVT, and YouTube.

CYM03 - Digital Health, Wellbeing and Children

PP 177 The effects of social media influencers filter usage on adolescents' well-being within Instagram stories

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Social media platforms become relevant for adolescents in terms of news consumption, ongoing trends, and entertainment. The rise of social media influencers (SMIs) has a particular impact on young consumers. By limiting socialization, primary human interaction, and the face-to-face communication, since the outbreak of the COVID-19 pandemic, social media and SMIs become even more relevant for the well-being for this particular age group. Well-being is a term used for the states and feelings of the individual, which lead to satisfaction, anxiety, depression, happiness, quality of life, or even the idea of a silhouette or physical image (Javornik et al., 2022; Weinstein, 2018), feelings that can also be induced by the usage of Instagram and through ideal appearances transmitted by the SMIs, which are seen as a role model for the followers and users. Adolescents are in an identity

formation phase and therefore SMIs are considered role models to whom they developed a strong emotional bond (Kühn & Riesmeyer, 2021).

Ephemeral tools such as Instagram stories become very popular among users allowing them to share bits of their everyday life for a limited time. Augmented reality (AR) filters are highly used especially on Instagram (Bhatt, 2020). Previous research highlighted why Instagram filters are problematic (Naderer et al., 2021). In the year 2019, Instagram has banned several filters that promoted or depicted cosmetic surgery and some of the countries, such as Norway, required SMIs to disclose any modification on their photos.

In this context, the present research addresses the topic of digital alteration and its effects on adolescents' well-being. In particular we look at the impact of SMIs' self-presentation on Instagram. We conducted four focus groups with adolescents (N = 40; aged 14–18 years, 20 female and 20 male adolescents). The study also included an educational intervention on this topic.

Our primary findings show that respondents are aware of the filters usage that improve the appearance of SMIs to change their appearance in a new way. These aspects also underline the impression management as a construction of identity built in the user's mind.

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CYM03 - Digital Health, Wellbeing and Children

PP 178   Digital technologies and online vulnerability: exploring the role of digital skills for adolescents' mental health

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Research shows that digital technologies can be both beneficial and harmful for adolescents' mental health. On the one hand, the online environment can be a source of formal and informal support and can help normalise difficult experiences, but on the other, it can increase the risks for already vulnerable children. Research on what makes a difference between the pathways to wellbeing or harm is very limited. What is the role of different types of engagement with digital technologies for mental health and can better digital skills ensure better outcomes?

To address these questions, we conducted cross-national comparative research with 60 children aged 13 to 18 years from Norway and the UK facing internet-related mental health difficulties, including adolescents with experiences of excessive internet use, self-harm, eating disorders, cyberbullying or online sexual exploitation and grooming. The participants had different levels of mental health difficulties including some with a clinical diagnosis and/or who had received professional mental health support. In this paper, we report on our findings and insights into the role of different dimensions of digital skills in aiding or worsening internet-related mental health difficulties, recognising the contrasting cultures of childhood in Norway and the UK that shape adolescents' digital skills, parental mediation and wider norms and support structures.

Our findings show that there are important gaps between adolescents' knowledge of safe and beneficial internet use and their everyday online actions. This not only questions how much we can infer digital skills if they are not applied in practice but also reveals a wide range of skills and competencies that adolescents need and use to navigate the digital environment. These go beyond "classic" definitions of digital skills as incorporating technical and operational, information navigation, communication and interactive and creative dimensions to include broader aspects such as self-awareness, self-regulation, netiquette, help-seeking and tactics to manage online communities. Secondly, better digital skills do not necessarily relate to better mental health and wellbeing outcomes. In some

cases, better skills can lead to more risky engagement, including thrill-seeking, exploring a "rite of passage" or daring oneself. Third, our participants reported dynamic journeys in and out of harmful situations – digital or otherwise. These unfolded over time and, while they could be linked to fluctuations in mental health, these journeys also contributed to adolescents' development of resilience. Finally, barriers to disclosing online victimization and help-seeking seem to parallel disclosure barriers found in studies on (offline) sexual abuse and domestic violence and include feelings of guilt, shame and fear of consequences.

The paper concludes with recommendations regarding therapeutic strategies relating to adolescents' digital skills and engagement, including what participants themselves want from or expect of their therapists in terms of support, training, knowledge and approach.

CYM03 - Digital Health, Wellbeing and Children

PP 179   The Integrative Model of ICT Effects on Adolescents' Well-being: The Synthesis of Theories

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Information and communication technologies (ICTs) have become commonplace in adolescents' lives, and they have grown in importance in last years, when online communication became standard for many parts of life. This brings the need to revise and update theories for these new societal challenges. It is beneficial to look at these changes from an interdisciplinary perspective to enrich media studies and communications perspectives with knowledge from other fields. This theoretical presentation proposes the new Integrative Model of ICT Effects on Adolescents' Well-being (iMEW), which integrates the Differential Susceptibility to Media Effects Model (DSMM) (Valkenburg & Peter, 2013) from media and communications, the Problem Behavior Theory (PBT) (Jessor, 2014) from developmental psychology, and draws inspiration from Bronfenbrenner's Ecological Systems Theory (1977) and the Health Belief Model (Champion & Skinner, 2008).

We propose the new integrative model of ICTs effects on adolescents' well-being which will allow us to better understand the current development of adolescents. For the well-being, we used the definition suggested by the World Health Organization (WHO, 2001), which recognizes three dimensions: (a) physical well-being, which consists of health perception, the absence of disease, and correct physical functionality (Minkkinen, 2013); (b) psychological well-being, which includes the presence of positive, and the absence of negative, affects; and (c) social well-being, which covers the quality of relationships with others, and includes social support, social acceptance, and social integration.

The iMEW revised the DSMM and enriches it in several aspects. First, we elaborated on the types of differential susceptibility variables in the DSMM (Valkenburg & Peter, 2013). The DSMM suggests dispositional, developmental, and social factors as the differential susceptibility variables. In iMEW, for the dimension of individual factors, we described the factors that can be labeled as dispositional in a more structured way. We also suggested the integration of developmental tasks into individual-, social-, and country-level factors under differential susceptibility variables. The iMEW developed more structure in the section related to media use by pointing out several important dimensions of online activities that may have impact on the outcomes of ICT use. The iMEW also expands the focus of the PBT (Jessor, 2014) from the role of risk and protective factors in risky adolescent behaviors — identified here as online behaviors — to how such risks and benefits are related to the well-being and developmental goals of adolescents.

The iMEW offers a framework to examine the effects of ICTs on adolescents' well-being. This framework involves both ICT-related and unrelated variables, focuses on micro-level and macro-level context, and it is specifically tailored to examine the well-being and relations in the context of developmental goals during adolescence. Researchers can use this framework as a roadmap for thinking about the complex interrelationships among the variables. This may be specifically helpful for research questions, where previous studies show inconsistent findings as a result of omitting the third variables (i.e., moderators, mediators), or where researchers need to incorporate ICT usage into their hypothesized models.

CYM03 - Digital Health, Wellbeing and Children

PP 180 Day-to-day associations between adolescents' smartphone use before sleep and sleep outcomes

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Growing number of adolescents worldwide do not obtain a recommended amount of sleep (Gariepy et al., 2020) which may pose a significant risk for their physical as well as psychological well-being (Brand & Kirov, 2011). Smartphones, due to their portability and easiness of online access, are believed to interfere with one's sleep more than any other electronic media device (Lanaj et al., 2014). However, prior findings are limited: prevailing cross-sectional evidence precludes causal inferences (Hale & Guan, 2015), and existing longitudinal studies focus rather on long-term effects, although the literature suggest that the effect of smartphone use (SMU) on sleep occurs in a short time horizon (e.g. Mazzer et al., 2018). Moreover, the majority of studies rely on self-reported measures of SMU which are prone to lower accuracy and validity (Boase & Ling, 2013). In addition, studies on the adolescents' population measuring electronic media use specifically at bedtime or during the night are still rare (Lund et al., 2021).

To address these limitations, the current study examines day-to-day temporal associations between adolescents' SMU before sleep, delayed bedtime, sleep duration, subjective sleep quality on the following night, and daily drowsiness on the following day. It combines experience sampling methodology (ESM) with objective smartphone data collection. 201 Czech adolescents (aged 13–17) received ESM surveys delivered randomly four times per day, within fixed intervals on 14 consecutive days. In addition to the self-reported data, the custom-made app collected logs of participants' SMU and time spent in apps.

Generalized linear mixed models revealed that the general level of SMU before sleep was positively associated with delayed bedtime (β = .137, p = .030) and shorter sleep duration (β = -.137, p = .021). Concerning day-to-day associations, the increased SMU two hours before sleep was associated with longer sleep onset latency that night (logit = 1.01, p = .043), but it was not associated with other sleep parameters (ps > .05). However, there was significant (spreading) interaction effect of day of a week on associations between SMU and sleep parameters. We found that the effects of increased SMU before sleep on better subjective sleep quality (IRR = 0.995, p < .001), earlier bedtime time (β = -.222, p = .002) and longer sleep duration (β = .159, p = .040) were much stronger on weekend nights than nights before weekdays.

Our results extend further the evidence base that may inform recommendations concerning electronic media use in the context of adolescents' healthy sleep habits. Findings suggest that the impact of SMU on adolescents' sleep is ambiguous and it may vary from day to day. While higher general level of SMU before sleep was associated with negative sleep outcomes, on weekend evenings increased SMU before sleep led to an earlier bedtime and improved subjective sleep quality suggesting that adverse effects stem from more general patterns of media use, but on some occasions smartphones can work as a sleep aid as well.

CYM04 - Mediation of Digital Media by Parents and Family

PP 181 The role of digital media in troubled families – participation, protection and empowerment

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Most families had to struggle with different challenges during the Corona pandemic. For socially disadvantaged Families it meant a particularly difficult time and especially for the children to deal with school and their everyday lives, bearing the risk to be left behind even more. On the one hand they are particularly affected but at the same time, they are often invisible to the general public in society and therefore overlooked, even in current research (vgl. Paus-Hasebrink/Kulterer/Sinner 2019: pp. 243).

Based on a qualitative research we try to understand the media usage of families, who receive professional educational support and ask the following research questions:

· How do children and adolescents aged 7 to 14 years in families with professional socio-educational family support deal with media and media education?

· What difficulties and opportunities exist regarding social participation?

· Which needs for help, and which wishes for a successful growing up with media exist in the families?

Families with educational support are a vulnerable group. To gain better understanding of the structural conditions of these families and their specific needs we chose a multi-perspective approach. We conducted interviews with parents, children and the professionals accompanying the families. To find an adequate way to talk to the families,

the research design was discussed with educational support-workers in a preparing workshop. Another workshop is planned to discuss the findings.

First results indicate that the media play an important role in the family's everyday lives, but other problems like illness or financial difficulties are more urgent than media-related issues. As a result, during phases of homeschooling, some adolescents were not participating at the lessons and consequently were in danger not to advance to the next grade, while excessively using digital media at the same time, often to cope with other challenges (vgl. Ortner/Kovacs/Jadin 2020: 2). Regardless of the pandemic, their media usage was often without rules or guidance and in some families a frequent cause for conflict. The adolescents on the other hand needed a way to escape from the tense and difficult everyday life. We want to better understand their specific needs and potentials to cope with the challenges and risks coming along with growing up in a mediatized world. The results are supposed to provide a basis to develop target group-oriented measures to pedagogical guidance and empowerment and contribute to better protection of children and young people from harmful media.

Reference

Ortner, Christina; Kovacs, Carrie; Jadin, Tanja (2020): Kinder und Medien in der Covid-19-Krise. Österreich im internationalen Vergleich. In: *Medienimpulse* 58 (3).

Paus-Hasebrink, Ingrid; Kulterer, Jasmin; Sinner, Philip (2019): Social Inequality, Childhood and the Media. Cham: Springer International Publishing.

CYM04 - Mediation of Digital Media by Parents and Family

PP 182   Keeping children safe online: do parental controls protect children and at what cost?

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How can children's experiences in a digital world be made age-appropriate or at the very least not age-inappropriate or harmful? A host of technical child protection measures, mostly provided and operated by safety tech businesses, are already widely used, offering options to families in the form of parental control measures (also called parental control tools, parental tools, end user filters, family-friendly services, and so on).

Among the many obstacles faced by businesses developing and/or deploying child protection measures and those regulating these businesses, a key challenge relates to establishing whether parental control tools are effective, and whether they are usable and used in practice and whether, for one reason or another, children find ways around them or more vulnerable children and families are excluded. The paper explores these issues with a particular focus on children's rights impact and draws on a recent evidence review completed as part of an EU-funded project.

Our findings suggest that the use of parental control tools in the home is influenced by various factors related to the socio-economic circumstances of the family, the digital competence of both parents and children, their parenting styles and attitudes towards children's privacy and autonomy. This means that some families are less able to take advantage of the existing child protection measures, leaving some children more vulnerable than others. Exploring the effectiveness of parental control tools for keeping children safe from online risks, we found that the results are mixed and that parental controls are not necessarily as beneficial for children as they might be expected. Our analysis identified four types of outcomes from the use of these tools: some studies show 1) **protective outcomes** and reduced online risks, such as lower cyberbullying, access to pornography, or problematic gaming. While this is certainly positive news, it is somewhat undermined by the studies showing 2) **negative outcomes** such as an increase in family conflict, erosion of trust, reduced child privacy and autonomy. To add to the problematic picture, some studies show 3) **limiting outcomes** with reduced online opportunities, such as restricting children's access to beneficial content (e.g. school websites, social interaction/social media use, gaming, watching videos, and shopping). Finally, some studies found 4) **no change in outcomes** demonstrating that parental controls can be ineffective, easy to bypass and unable to provide the expected protection.

In conclusion, once embedded within the home, the meanings and potential of technologies begin to vary, depending on the contexts of everyday life, the imaginaries and practices that surround their use and the choices that families make. While the use of parental controls is primarily led by a concern on the part of policymakers, businesses and parents/ caregivers to protect children from harm facilitated by digital technologies, these tools are not always effective in producing the expected beneficial outcomes. They can even have adverse effects on family conflict, limiting children's online opportunities, and impacting negatively children's rights.

CYM04 - Mediation of Digital Media by Parents and Family

PP 183   "I'm a good parent, but when it comes to media, I just can't figure out what to do!" Preschooler's media use and parent's need for guidance

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Digital media are an integrated part of young children's everyday life. Half of children in the age group 0–6 use digital media on a near daily basis. Yet, many parents have ambiguous feelings towards their children's media use, and some feel like their sense of confidence in their parenting is challenged when it comes to setting relevant boundaries and rules about media use in the family. Further, media use can be difficult, for some even tabooed, to discuss with friends, family, and other parents in daycare etc., and parents are therefore left to their own decisions and judgments.

In this paper, data from a qualitative interview study (N = 8) and a survey (N = 1002) will be presented and discussed within a theoretical framework of digital parenting (Livingstone and Blum-Ross, 2020, Mascheroni et.al., 2018). The focus of the paper is parent's understandings and practices related to their young children (aged 0 to 6) and the media use they encounter daily.

Through the narratives from in-depth interviews with 8 families, the dilemmas of everyday media practices are discussed. Parents describe, how media use challenge their role as a parent and how this, more than anything else, is course of conflict and frustration between parents and children and between parents themselves. Although parents have an intention to limit their children's media use, many find it difficult to set – and keep – strict rules about this when daily life kicks in. Also, which is also expressed in the survey, many parents think that it is difficult to guide their children when choosing content on platforms like YouTube or when downloading apps.

And at the same time, parents describe how shared media use – most often television viewing or streaming – is a cherished part of daily life where parents and children share experiences and feel a sense of connectedness and belonging. This is a type of media practice which parents remember from their own childhood, and which is for them connected to happy memories.

Further, parents find that discussing children and media with friends and relatives can be difficult. Some of them describe the topic as taboo, and as something vulnerable, since it is so neatly tied to their understanding and image of themselves as sufficient and 'good enough' parents. They also express that it can be difficult to find relevant advice and knowledge about the topic. Their primary sources of knowledge range from 'anything I can find on Google' to mommy bloggers and popular authors of self-help books. None of the parents in the qualitative study look to official sources such as Safe the Children or governmental authorities for advice.

CYM04 - Mediation of Digital Media by Parents and Family

PP 184   How does my family contribute? Parental influence in the development of minor's critical ability to interpret content in social media

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Critical thinking is postulated as a key competence to deal in digital contexts such as social networks, in which formats are increasingly hybridized, and correctly interpreting the purpose of the content is more and more challenging. The family environment is considered as a determining factor for the acquisition of digital literacy and the development of critical citizens, and minors themselves are aware of the significant role their parents play in monitoring the content to which they access online (Sánchez-Valle, de Fruits-Torres, Vázquez-Barrio, 2017).

Thus, discussion groups (12) and interviews (20) were conducted among a sample of Spanish minors, with the aim of analyzing schoolchildren's perception of the role their families – especially parents – have in their management and handling of social networks content. Participants were aged 12 to 17, attended elementary school (6th grade) middle school, or high school, and were asked about parental help in managing challenges, publications and monitoring of influencers, disinformation, and hoaxes.

Generally speaking, minors' allusions to family converge to two dimensions: family as a resource for general information or verification (warnings on possible hacks, for example), or as a source of restrictions or limitations when parents deem content improper or excessive. The average number of references to parental influence in discussion groups is rather low (0.8–2.46 references) and differences can be seen depending on age and household socio-economic group. Those who most referred to parental influence were 7th and 8th graders, and references dropped

dramatically among high schoolers (9th to 12th grade). Likewise, by socio-economic groups, minors living in lower level households referred to parental influence at younger ages: primary and intermediate students (6th to 8th grade). At the higher level, families were more present among older schoolchildren: high schoolers.

Remarkably, from high school onwards, students tend to manage two profiles on the same social network: on the one hand, a public account, in which they accept more followers and carefully select the content they upload; and in which they friend their parents; and a second one, a private one, reserved only for close friends in which they share more intimate and informal publications. Another interesting finding was that minors perceive hoaxes as mostly coming through WhatsApp family groups.

CYM04 - Mediation of Digital Media by Parents and Family

PP 185   The impact of parental mediation on children's online activities: Two-wave panel study

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Parents utilize various online parental mediation strategies to ensure their children's online safety, and positive rather than negative experiences (Kuldas et al., 2021; Talves & Kalmus, 2015). They can talk to their children about using internet, give them advice, monitor/supervise their usage, or set rules regarding the usage (Clark, 2011). As a parenting practice, parental mediation should thus affect children's behavior – their ICT usage and online activities. While many studies already focused on the relationship between the two, most used cross-sectional design. However, children's activities can serve both as predictors (motivating parents to act in a certain way – e.g., after the parents notice the child is using ICTs excessively, they may increase restrictive mediation) and as outcomes of parental mediation (e.g., after having restricted access, child's excessive use might decrease), complicating the interpretation of cross-sectional data. In our study, we aimed to examine the impact of parental mediation on children's ICT use, i.e., we consider children's online activities as outcomes of parental mediation. We use two waves of data collection, and we focus on three indicators of general ICT usage (computer and smartphone screentime, frequency of using social media), and four potentially risky contact activities (interactions with unknown people – online communication and offline meetings, and sending and receiving sexts).

We used data from 1,654 dyads of adolescents (age $M = 13.4$, $SD = 1.7$ in T1; 48,4% female) and one of their parents (age $M = 43.3$, $SD = 6.7$; 60,6% mothers) who participated in the first two waves of an ongoing longitudinal data collection. Quota sampling was used in T1 to gain sample representative to the basic socio-demographics of the Czech population. The first wave was collected in spring and the second in autumn 2021. We measured four types of parental mediation strategies reported by parents (active, restrictive, monitoring, technical) and two reported by children (active, restrictive). In a series of regressions, we predicted the specific ICT activity in T2 by the parental mediation strategies and child's engagement in the respective activity in T1. We controlled for the child's age and gender. We also controlled the child's sensation seeking since this characteristic can drive participation in potentially risky activities (Hasebrink et al., 2011; Mylek et al., 2020).

Even though children-reported mediation strategies tended to have somewhat stronger predictive power than those reported by parents, all effects of parental mediation were small, and inconsistent across the examined activities. For instance, restrictive mediation decreased PC and smartphone screentime and SNS use six months later but did not affect interactions with unknown people and sexting. Active mediation decreased adolescents' sexting and online communication with unknown people, but not face-to-face meetings or screentime. Interestingly, technical mediation decreased online communication but increased face-to-face meetings and sexting. The strongest predictor of each activity was the previous engagement in the activity. Overall, the findings point to a need to examine the relationships between parental mediation and children's online activities in more detail, taking into consideration other variables that could mediate or moderate these effects.

CYM05 - Impact of media research addressing children and youth's civic engagement

PN 057   Equitable Media Literacy Practices: A care-based approach to developing agency in young people

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For many years, media literacy educators, researchers, advocates, and practitioners worked under the assumption that media literacy serves to protect and uphold civic and democratic practices. We assume media literate citizens are the best safeguards for civic society; however, little attention is paid to defining how media literacy achieves this goal or how it is connected to ongoing inequities within societies around the world. While calls for media literacy

practices to better support an equitable society are increasing within the field (and society at large), there remains a gap between how impactful media literacy practices are defined and how they are connected to equitable goals supporting society. In 2020–21, a team of researchers and designers received a grant to explore impact and equity in media literacy practice in the United States. In this project, our team worked with three core assumptions made within the field of media literacy – that media literacy practices empower individuals, support communities, and ultimately contribute to engaged citizenship. Working from these assumptions, three research questions were posed:RQ1: How is impact defined in media literacy research? RQ2: What are the main practices and processes that lead to impactful media literacy practices? RQ3: What are the challenges and opportunities for incorporating equity into impactful media literacy practices? From these questions, a multi-method approach to studying impact within media literacy practices was developed, that centers issues of equity and social justice. This approach included (1) a scoping review of media literacy literature n = 270) spanning a decade; (2) in-depth interviews with 27 educators, administrators, and practitioners in the field; and (3) a survey of 741 media literacy practitioners from a number of fields and organizations. This paper will present the findings of this large, national study, alongside the full methodology, including the development of new survey measures for equity in media literacy practices. We also include a public-facing, practical, user-friendly tool about equitable media literacy practices in the form of a field guide to help practitioners reflect on their existing media literacy practices and consider more equity-driven approaches to media literacy education in formal and informal learning ecosystems. The structure of this guide will be presented to share a care-based model for equitable media literacy practices.

CYM05 - Impact of media research addressing children and youth's civic engagement

PN 058   'Social justice needs a home': Youthsites, place and the infrastructures of civic activism

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Social justice needs a home, a place where it can be found. This is especially so for low income, racialized young people growing up in fragmented and increasingly inequitable societies, where the role of traditional sites of learning, including schools has undergone rapid change and where digital media is regularly a source of disruption and transformation, offering new sites of impact and persuasion for children and youth. A home in this context isn't a domestic space but a place for youth belonging, a site where "border work" happens, where young people are given opportunities to orient outward, to a larger world, to discover external relationships, negotiate identities and social skills and develop routes toward possible futures (Christenson & O'Brien, 2003, p. 4). Youthsites offer complex versions of such places. Youthsites are community creative arts and media organizations that together make up an administrative sector within the learning economies of cities around the world (Poyntz et al. 2019; Poyntz, Sefton-Green and Fitzsimmons-Frey, forthcoming). Drawing on data from the first international comparative study of the Youthsites sector in London, Toronto and Vancouver across a thirty-year time frame (1990s to late 2010s), this presentation examines how three organizations (Paddington Arts, Oasis Skateboard Factory and South Asian Arts) provide a home for social justice and a space of beginning for young people's impactful civic activism. Paddington Arts has undertaken this work by making a stable community space amidst an urban region undergoing ferocious forms of change in London. It has made the local streets spaces where young people belong, working with partners like Notting Hill Carnival, the largest street festival in Europe, to create performative sites as social spaces where young brown and black bodies represent their right to be seen and to claim a place on the streets as their own. In Toronto, Oasis Skateboard Factory uses an urban curriculum infused with the signs, spaces, and art of the city, to place young people in urban public space, within networks and relationships that auger social change. South Asian Arts has created a space of appearance in Surrey, British Columbia, to respond to the needs of racialized youth living in suburban ring regions around Vancouver. Using traditional dance, drumming, and so on, they have marked spaces throughout the region and contested how South Asian art and youth are represented and seen in the Canadian imaginary. Youthsites have developed in cities at a time when traditional modes of state-led corporeal ordering in urban environments have broken down and new, less orderly, forms of infrastructure — from roads and sewers to security and social services for young people—have taken the stage. In this context, Youthsites, have been both a salve and support system, places for young people to land, to begin, to learn, and to impact and contest their own futures in cities that have become increasingly fractured, inhospitable, and incapable of addressing the real needs of young people.

CYM Children, Youth and Media

PN 058a A South-to-South Connection among Young Artivists: Opportunities and Sustainability

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In this paper, the varied impact of creating South-to-South connection between young mediactivists and art-ivists – artists who are activists – in the Global South is discussed. We explore some of the characteristics of such connection, identify their unique contributions to the study of media and social change and discuss their long-term sustainability and impact. The focus lies on the exchanges between Latin America (Brazil) and Africa (Kenya). However, although these are countries located in the geographic South, our understanding of Global Souths, in the plural, extends beyond geographic locations. Rather, these "South(s)" feature as metaphors for oppression and human suffering under capitalism (Sousa Santos, 2014; Mignolo, 2008). We address the following question: How can mediactivist and art-ivist creative practices impact global movement building and challenge the colonial legacy of fragmented relationships between Global South peoples? To do so, we analyse experiences in which Kenyan and Brazilian young artivists participated in two experimental animation workshops that led to the production of two artefacts: Portrait of Marielle and Homage to Wangari Maathai, to honour the legacies of two powerful Afro-feminist figures. Reflecting upon these experiences, the paper also wants to tackle the issue of the impact and sustainability of such dialogical relations and creative practice: did these occasions of contact just represent a passing transformative moment, or is this the beginning of a sustainable and impactful relationship? The barriers are plentiful, starting with language issues, and including issues of funding for partnership projects. Acknowledging these limitations, the authors argue that dialogical artistic practices offer alternatives to a colonial neglect of South-to-South relationships, opening-up spaces filled with opportunity and potential.

PN 058b Research on Children's Civic Participation and Online Media: Developmental and Educational Potential

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A growing body of research literature has been looking at the complex relationship between children and youth media use in terms of civic or political participation. This paper presents the findings of a scoping review of relevant peer-reviewed journal articles, which discovered that developmental and educational potential was among the most commonly stated impact of such research. The scoping review focused on empirical research about civic and political participation with the use of online and digital media conducted with children under 18. Following the PRISMA guidelines, peer-reviewed articles listed in nine academic databases (e.g. Wiley, Scopus, Web of Science) and published between 2001–2021 were searched based on the preselected keywords. Through the six-stage protocol the first group of articles (n = 402) was systematically and gradually narrowed down to the final group of articles (n = 31) published 2010–2020, which were openly coded using Atlas.ti. The scoping review found that the articles can be grouped into five main categories based on their focus on: (1) relationships between online and offline civic and political participation (e.g. Kahne et al., 2013), (2) existing and potential roles of social and digital media in civic and political participation (e.g. Mihailidis, 2020), (3) digital participation and identity development (Fullam, 2017), (4) development and evaluation of frameworks (e.g. of digital participation (Literat et al., 2018)), and (5) changes in children's perspectives, attitudes and behaviours of civic participation over time and/or developmental stages (Kim et al., 2017). Within all these categories papers stress the relevance of such research to educational efforts impacting children and youth's development as civic and political actors. The presentation will provide an overview of the scoping review while serving as an introduction to the panel 'Impact of media research designed to address children and youth's civic engagement' that collects international papers illustrating the developmental and educational impact of research on children and youth's civic participation and online media in practice.

■ **CYM06 - Social Media and Youth**

PP 284 Youth use of social media in Spain: beyond entertainment

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Most current research on social media use among teenagers and its effects on their lives focuses on the risks involved, especially on mental health, eating disorders and addictive behaviours (Abi-Jaoude, Treurnicht Naylor and Pignatiello, 2020; Alonzo, Hussain, Anderson and Stranges, 2019). Academic literature in Spain does not differ from this type of approach (Martinez-Ferrer y Ruiz, 2017; García-Jiménez at al., 2021). Data on the consumption of social networks such as YouTube and Instagram, as well as more recent platforms such as TikTok, point to a progressive increase in the number of hours spent online, with a different distribution according to age, gender and type of platform. However, over and above this casuistry, our research shows a common majority use among young people that understands the ambivalence of these social media and integrate them in their lives at different levels, but also as vehicles for entertainment, as opposed to a generalised boredom.

Thus, the aim of our research is to analyse the uses and motivations of young users of YouTube and Instagram. It addresses three age groups (11–12 years, 16 and 18 years), identified with three educational stages: 1st and 4th secondary year, at the end of compulsory education, and 1st year of university degrees. The sample was extended to three autonomous communities in Spain: Catalonia, the Balearic Islands and the Basque Country. A mixed methodological design was applied to carry out the audience study, which was divided into two parts. A quantitative analysis of the audience via a survey administered to 2.725 students, and a qualitative analysis of the youth audience using focus groups of each region and age. The quantitative data was analysed with SPSS and the qualitative data with the help of the Atlas.ti software.

The results demonstrate that teenagers consider *youtubers* and *instagramers* as referents for entertainment and for closeness to a youth digital culture, but with important differences. Among the youngest (11–12 years old), their use coexists with academic demands and family practices, while at higher ages (between 16 and 22 years old) it increases due to the need to keep up to date with fashion and sports trends and (micro)celebrity news, which brings together the curiosity of many users under a sense of digital community that even allows for the establishment of sentimental or sexual relationships. Despite the diversity of YouTubers, bloggers and influencers mentioned by the users themselves, the most mainstream characters emerge as referents, with marked differences between boys and girls. The study notes that, despite the adolescents' knowledge of some dimensions of media literacy, the gender bias is accentuated according to certain media and commercial strategies that do not seem to collaborate with a more inclusive model of society.

■ **CYM06 - Social Media and Youth**

PP 285 Memeable, persistent, uncontrollable: when children become memes

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The current media landscape is shaped by an hypermemetic logic, in which major pop cultural and political moments inspire constellations of mediated remix, play, and commentary (Milner, 2016). Memes can be defined as 'units of popular culture that are circulated, imitated, and transformed by individual Internet users, creating a shared cultural experience in the process' (Shifman, 2013, p. 367). Personalities can ascend to or sustain a visibility status through memeability, a characteristic that invites an .affective relationship with them through repetition and imitation' (Mercer & Sarson, 2020, p. 488). Affective publics (Caliandro & Anselmi, 2021) rework, republish, and recirculate visual content, ranging from fascination to derogation (Kassing, 2020).

Children, on the other hand, can hold cuteness: from small babies to children and animals, funny and messy moments, or awkward expressions. Cuteness is something that does not exist in them but that 'we do to them' (Harris, 2017, p. 37) in the way they elicit affective responses. They can also bear 'memetic cuteness' (Dale et al., 2017) in the way they lend themselves to having a layer of meaning or intention added that was not in the image

(e.g., a mean attitude or a complex thought), often resulting in atemporal and universal creations. Cuteness has a strong potential for engagement and creativity (Authors, 2022).

This paper looks at memes generated around children who have gained visibility as a result of the effort of their famous or ordinary parents, through sharenting (Livingstone & Blum-Ross, 2017). It addresses three questions: How is children's digital identity appropriated by these affective publics? What different meanings do the affective publics construct from the same media artifacts of the children? What challenges does this memetic visibility pose for children's rights? It explores three cases of memeable children, purposively chosen to illustrate different contexts, initiatives, and outcomes: Cristiano Júnior, son of the global celebrity Cristiano Ronaldo, the most followed person on Instagram; Alice Secco, a Brazilian toddler who went viral on her mother's social media accounts for speaking difficult words and then starred advertising campaigns; and the three children of a popular parodic female Instagrammer from Portugal, Madalena Abecasis, who creates and incentivizes the audience to create memes about them.

Using hashtags and text to search for the three cases across different digital spaces, the images were thematically grouped in Padlet to capture the association between formats, platforms, and content. Our case-study strategy focuses on commonalities and differences depending on platform, country, culture, children's characteristics, and gender and status of the parents. The analysis suggests that the memeability of children can work as a tool for audiences' engagement, creativity, and expression of affect (positive or negative) towards the parents, the children, or different causes. In whichever case, memes show how persistent, ductile, and replicable visual content is, and how it can quickly escape any sort of control by parents or other entities. We discuss the implications of this phenomenon with the rights of the child in mind, particularly as they play out in the digital realm (Livingstone & Bulger, 2014).

CYM06 - Social Media and Youth

PP 286   Impact and interactions between influencers and Spanish teenagers and young people. Sentiment analysis

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Context

This research is part of a project focused on the interactions between influencers and teenagers and young people. Its objective is to determine the motivations, tone, polarity, and characteristics of the messages, as well as their impact on this sector of the population. The influencer is a figure mostly followed by young people and minors (Croes & Bartels, 2021; Chae, 2018). For methodological reasons (it allows the application of the selected research technique) and the timing of the research, Twitter was selected. Content generated by celebrities and influencers has often become news and is recognised as a legitimate channel to give them a voice (Bond, 2016). However, the influence capacity on Twitter should not only be analysed by the number of followers (Wallner, Krigslein & Drachen, 2019).

Objectives

a) to measure the characteristics of the messages published about influencers by teenagers and young people in terms of their polarity; b) to delimit the surprise effect, within the range of emotions, produced in the audience; c) to determine the number of publications (tweets + retweets) in which users mention any influencer and the global audience, d) to determine the relationship between the type of messages published and geolocation. The overall idea is to analyse the impact of these indicators on the popularity achieved by influencers that have emerged in the web environment.

Methodology

Once the most popular Spanish influencers among young people and minors were selected, social analytics and sentiment techniques were applied based on the following categories: mentions, audience, likes, polarity, emotions, geolocation, social interaction and social mining. In total, 48,848 messages related to 5 influencers were examined. Specifically, 37,612 messages were considered, representing 77% of the total number of messages and corresponding to those published by young people and teenage followers of the influencers.

First results

High polarity is observed, either negative or positive, rather than neutral contents. This is largely associated with the number of users who comment on the influencers' content most frequently. The polarity of the messages explains the popularity of the most followed influencers, who use them to attract more followers by expressing their opinions. Emotional contents have a greater interest and attraction among followers. Likewise, there is a relevant geographical impact of followers from their areas of origin, which coincides mainly with the most populated areas. There is, therefore, a sense of closeness among followers with greater activity and connected from large cities, linked to significant parasocial interaction (PSI).

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CYM06 - Social Media and Youth

PP 287 The role of social networking and instant messaging apps in adolescent exposure to sexually explicit materials: A 14-day window into adolescent smartphone usage

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Approximately 90% of adolescents use at least one social media app (Smith & Anderson 2018). Despite nudity policies, research suggests that sexually explicit materials (SEM) are pervasive in social media (Are & Paasonen 2021). Partially, adolescents use social media to develop their sexual identities and relationships (Eleuteri, Saladino & Verrastro 2017), which may significantly impact their social and sexual well-being (Cookingham & Ryan 2015, Eleuteri, Saladino & Verrastro 2017). SEM exposure, which happens when adolescents stumble on explicit content or exchange such content in a conversation (sexting), may impact adolescent well-being positively, such as facilitating exploring sexuality (Marston 2019), or negatively, as in the case of unwanted exposure (Lewis et al. 2018). Current research primarily focuses on sexting in social media (i. e. Yépez-Tito, Ferragut & Blanca 2020), evidence for SEM exposure in social media is either dated (Moreno et al. 2009) or qualitative (Lewis et al. 2018). The measurement of both social media use and sexual exposure are based mainly on self-reported data over longer periods of time, resulting in a recall bias (Lee, Katz & Hancock 2021, Regenerus, Gordon & Price 2016). To overcome these gaps, a research app was installed in adolescents' smartphones (N = 201, 13–17 years, 41% girls) that collected objective time spent in apps and self-reported daily SEM exposure in an ecological momentary assessment design for 14 days. Using multilevel logistic regression, we explored whether the social networking (i. e. Instagram) and instant messaging (i. e. Messenger) app use predicted exposure to SEM while accounting for gender, age, sensation seeking, and permissive attitudes. The relationship between social networking apps and exposure to SEM (b = 0.29, p = .188, OR = 1.34) was explained by being male (b = 2.24, p < .001, OR = 9.38) and scoring high on sensation seeking (b = 0.74, p = .001, OR = 2.10). However, in the case of instant messaging apps, the app use alone was associated with higher odds of exposure to sexually explicit materials (b = 0.75, p = .048, OR = 2.12), along with being male (b = 2.11, p < .001, OR = 8.23) and scoring high both on sensation seeking (b = 0.75, p < .001, OR = 2.11) and permissive attitudes (b = 0.42, p = .049, OR = 1.53). In the within-person level, daily use of neither social networking (b = -0.14, p = .572, OR = 0.87) nor instant messaging (b = 0.09, p = .885, OR = 1.10) apps were related to exposure. Preliminary analyses of exposure intentionality show that a higher ratio of SEM exposure is associated with wanted exposure as opposed to unwanted (rs = -0.34, p < .001). Methodologically, the paper answers the calls to apply ecological momentary assessment to study SEM exposure (Grubbs & Kraus 2021) and shows the feasibility of the design in the adolescent population. Finally, the results are valuable for policymakers, educators, and parents, as they show that the role of social networking apps is rather neutral concerning SEM exposure.

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PP 288 Young fan communities around old and new heroes in TikTok

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This presentation analyzes how the video on TIKTOK allows young fan communities to live around the app in interaction with cultural industries. The Internet created a new culture in the everyday life of young people mediated by cultural industries; fans are no exception (Hutchins & Tindall, 2021).

This paper has two goals. First, to analyze the communicative activity's patterns in TikTok fan communities, organized around four representative entertainment situations. Second, to show the strategies generated in that

context to reconstruct heroes using multimodal discourses. Four types of fandom have been selected, depending on the object defining the community: influencer, video game, TV series, and classic superhero.

THE THEORETICAL MODEL is rooted in three axes: the youth communities of fans who share goals, values, and communication strategies (Lacasa, 2020) popular culture and its interactions with consumption and commodities (Fiske, 2010), and multimodal discourses as forms of expression, particularly remix (Jewitt, 2014).

METHODOLOGICALLY we adopt a MIXED perspective using the software Analisa https://analisa.io, a company offering TikTok data through the Internet. The study combines two methodological techniques (Martínez-Borda et al., 2021): a) Quantitative (BIG DATA) for contextualizing the fan communities; the software provides information about several dimensions of the TikTok practices, for example, total post, posting activities, or audience commitment, considering likes and comments (Yang et al., 2021). B) Qualitative (SMALL DATA), since the software allows to select of specific examples, offering the links to all the posts considered in the analysis. These examples are analyzed focusing on the multimodal discourses used by users (Schellewald, 2021). Four fan communities are compared from their TikTok accounts between August 2021 and January 2022: CHARLIE DAMELIO, the most famous celebrity of that social network https://cutt.ly/PlrfYr8 ; the video game FORTNITE https://cutt.ly/eIrgo0T ; the Netflix TV series Outer Banks, whose protagonists are teens https://cutt.ly/SIrhhB4 ; Spiderman, a classic superhero also rebuilt by his fans in TikTok. Four hashtags (#fornite, #charliedamelio, #outerbanks, and #spiderman) and the official accounts of the producers and cultural industries, which are mediators in the fan community, are analyzed (@Fortnite, @internationalspiderman, @_outerbanksoffical_, and @charlidamelio).

The results about the first objective show that the communicative patterns related to participation and commitment to the community, measured by the interactions through likes and comments, are depending on the object of the fandom. For example, the average engagement rate of likes and comments on Charlie Damelio is 2.36%; she has the most followers (133.100.000). Moreover, the commitment is more significant in the TV series Outer Banks (10.71%) with 51.800. Concerning the second objective, identity processes with the hero appear openly through the texts in the case of the influencer but through the reconstruction of the story in the TV series.

THE DISCUSSION will deal with how TIKTOK is a communication setting, where fans live, express, and share multiple voices, building their identities. TIKTOK appears as an online communication environment, a public sphere where communities and cultural industries coexist, with participants assuming different goals, values, and heroes.

CYM07 - Digital media technologies, industries and young people

PP 382   "F*ck the algorithm!": media discourses of (un)fairness and (mis)trust in the UK A-levels grading fiasco

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Datafication and automation have profound consequences on the shape and nature of our societies. In fact, algorithmic classifications regulate and govern an individual's position in society by shaping the directions and futures that become available to them, thus potentially producing new forms of digital and social inequality (Mascheroni & Siibak, 2021). Ordinary people, however, only start to notice, acknowledge, and make sense of dataveillance "when apparently immaterial data begin to have material effects/affects" (Lupton, 2020: 120).

One of the most recent and vivid examples of such data harm comes from the UK, where in spring 2020, due to the COVID-19 pandemic, students were unable to take their A-Level exams that are necessary for being admitted to university. The Ofqual rejected the option to award students' grades based on teacher assessment due to the potential unfairness between schools, incomparability across generations, and devaluing of results because of grade inflation (Roger, 2020), and decided to solve the problem by building an algorithm – seemingly more objective and more accurate alternative. Such a decision, however, led to a huge "algorithmic grading fiasco" (Kolkman, 2020), as it became apparent that the exam regulator's algorithm had downgraded nearly 36% of the grades lower than their teachers' original A-Level assessment would have been (Kelly, 2021) and especially students from lower socioeconomic backgrounds were most likely to suffer from the consequences of this experiment. Following widespread student protests and public uproar, the UK government made a U-turn abolishing the results and returned to teacher assessment (Kippin & Cairney, 2021).

Media outlets play a prominent role in setting the agenda of any public discourse, by allowing certain problem representations and voices to become main points of focus, whilst other perspectives and facts remain less articulated. The present study maps the media discourses surrounding the A-level grading fiasco with an aim to develop a representative systematic understanding of what the problems with the grading algorithm were _represented_ (Bacchi, 2012) to be. In short, we consider news media outlets as governing actants of meaning.

Being inspired by Bacchi's (2012) _What's the problem represented to be?_ approach (WPR), we carried out quantitative and qualitative content analysis of English-language news media articles (N = 461) published by international

press. Our goal was to (1) map what the problems with the grading algorithm were represented to be, (2a) how these problems were associated with specific debate voices and (2b) who was represented to be responsible for these problems.

Preliminary analysis of the articles indicates that the main problems associated with the use of the grading algorithm are concerned with the discourses about (1) (un)fairness as well as (2) (mis)trust in the algorithm/decision makers/ creators of the algorithm; both of which had a considerable impact on forming the understandings of the general public and overall perceived fairness of the decisions made.

CYM07 - Digital media technologies, industries and young people

PP 383   (Re)Thinking media among the youth: The conceptualization of media repertoires in the context of a destabilized everyday life

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The rapid appropriation of social and connective media on personal smart devices and the influence of algorithmic media logic platforms has radically changed media configurations among family members and especially among youth. As a result, a dynamic field of research has emerged over the past decade that still focuses on the perspective of a single medium, neglecting the convergent media environment and cross-media practices (Hasebrink and Hepp, 2017). Due to the constant attention and implicit participatory design of social media platforms, the early adoption of smart media devices among adolescents requires not only new conceptual thinking about media usage, but also innovative methods to reach adolescents in the study of their media preferences. This paper follows the tradition of the media repertoire perspective (van Rees and van Eijck, 2003; Hasebrink and Popp, 2006; Hasebrink and Domeyer, 2012; Oblak and Luthar, 2017), which understands and evaluates "media impact" in a conceptually specific and empirically complex way. In particular, the paper explains media use as a conglomerate of integrated media configurations and empirically analyses the collective and individual media repertoires of youth audiences. The paper presents the results of a qualitative part of a research project conducted during the Covid-19 epidemic in Slovenia with a sample of 67 young students from geographically dispersed primary and secondary schools across the country. Using a combination of in-depth qualitative interviews in focused online groups and egocentric media networks, the project targeted teenagers aged 12 to 19 from March to June 2021. Epidemic conditions were influential also in relation to the empirical study. Namely, the egocentric personal networks inspired by the year-long ethnographic study The Class (Livingstone and Sefton-Green, 2017) were reframed to fit the online context. Each participant drew their own personal media network and categorized media choices in response to five different questions: which media were 1) most important; 2) used to gather information; 3) used to socialise; 4) used for fun, relaxation, and leisure; and 5) used primarily to create or express themselves. A total of 65 personal media networks were recorded, revealing very different media preferences among school youth. The aim of the paper is twofold: to present the analytical potentials and obstacles of such mixed methods within the tradition of media repertoires, and to reflect on their relevance for the study of media repertoires among younger children as well. Finally, the paper proposes to consider the epidemic crisis as a severe example of "destabilization of everyday life" (Ytre Aarne, 2019), in which families experienced "forced nuclearization" (Švab and Oblak Črnič, 2020) that required rapid reorganization of established routines, social patterns, and media practices, including among youth. Consequently, the relevance and responsibility of youth and media studies are reflected in a broader context of social change.

CYM07 - Digital media technologies, industries and young people

PP 384   Interactive and participative digital design strategies and tools: a study of websites for youngsters

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With the main objective of knowing the UX and UI design strategies aimed at children and applied in youth participatory media, this communication presents the framework, main objectives, methodology and results of a study that is being developed about the relationship of children and young people with design in digital environments.

This study is part of the research project "bYou – Study of the experiences and expressions of children and young people", funded by FCT (PTDC/COM-OUT/3004/2020). bYou emerged from the need to value Portuguese youngsters, aged between 11 and 18, as potential agents of change. In this sense, the project intends to offer

them a digital space for their involvement in the discussion about their practices and experiences in the media environment (Pereira et al., 2021).

The research in the area of UX design started with a focus on the adult user, as they are the largest representative of the market for technological consumption, therefore studying digital environments for children is a recent matter (Fitton et al., 2014, p. 2). Children and young people have very peculiar characteristics and interests, which will determine their experience as a user (Fitton et al., 2014, p. 80).

Currently, young people represent an important group in the context of media consumption given their skills and practices in technologies and software. In this sense, it is imperative that designers in their applied research pay special attention to the specificities of this particular group of users (Joyce & Nielsen, 2019) .

Given the objectives of this study, we intend to adopt a qualitative methodology based on semi-structured interviews with the coordinators of the websites for youngsters Jornalíssimo (news website), VISÃO Júnior (generic magazine) and Biggs (TV channel website), selected for being designed and developed with a special focus on youngsters, in order to understand their main mission and their interaction and/or participation strategies towards the engagement and inclusion of their audience in the content producing process. This methodology will be crossed with semi-structured group interviews conducted in the north of Portugal with potential users of these websites, in order to analyze how their expectations and needs are or may be fulfilled.

With this study, we expect to map a set of aspects that may contribute to a satisfactory and effective media user experience by the age group studied and, at the same time, contribute to the existing literature related to oriented digital design for younger generations.

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CYM07 - Digital media technologies, industries and young people

PP 385   Fostering the societal impact of research on children and media: The knowledge platform core-evidence.eu

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Research generally aims to generate knowledge that contributes to societal discourse or serves as a sound basis for different decision-makers. However, a major challenge remains to make existing knowledge accessible to and usable for various stakeholder groups. A certain form of translation – linguistically or otherwise content- or purpose-related – is required to classify and contextualise empirical findings duly and build a bridge between research and practice to increase the impact of research. Such facilitation efforts are relevant since social and media discourses tend to report scientific evidence without accounting for its production context, often framing it as common sense knowledge, commercial hypes or waves of moral panic. The effects of digital transformations on children and young people form a topical area that is often dominated by singular yet loud opinions in public discourse and where the impact of existing research can still be improved.

Against this background, the EU-funded project "Children Online: Research and Evidence (CO:RE)" aims to develop a knowledge base that collates research projects, empirical studies and publications focusing on the broad area of children online across Europe. In order to increase the availability of research findings and thus to strengthen the potential impact of research, the CO:RE project organised a collection of relevant studies and publications from 2014 to 2021 in 35 European countries. Based on detailed guidelines regarding the selection of studies and publications and a comprehensive coding grid, a network of 30 national partners collected and coded evidence from their countries and entered them in a joint database. The current database includes about 1,800 publications and 1,300 studies.

In our presentation, we discuss the concept and the appropriateness of the approach and reflect on how the perspectives of different stakeholders as end-users have shaped both the conceptualisation and operationalisation of the collection of evidence. Furthermore, we will present key indicators from this evidence base such as thematic

trends, applied methods, dataset availability, disciplines involved, age groups considered, and – if mentioned – explicit implications for different stakeholder groups.

This is how the CO:RE project aims to help reflect the impact of scientific knowledge on society and improve the dissemination and exploitation of evidence. Following the FAIR principles (Findable, Accessible, Interoperable, Reusable) of the open science strategy, CO:RE contributes to overcoming the disciplinary and national fragmentation of research in our field and encourages the reuse of existing data.

CYM08 - Covid-19 and domestication of digital media and youth

PP 386   Covid19 – Challenge or Booster for Digital Education? Perceptions of Students, Parents, and Teachers

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Globally, the pandemic has led to immense challenges in education; the weaknesses of the education system have never before been so directly exposed. These gaps relate not only to the expected parameters in schools–i. e., the general conditions in schools, the media pedagogical skills of teachers (Kreijns et al., 2013; Rizun & Strzelecki, 2020; Tiede, 2020) and students (Lohr et al., 2021; Salloum et al., 2019)–but also increasingly to the technical and skills-related conditions in the family as the new central place of learning (Dedkova & Smahel, 2020). Thus, homeschooling posed significant challenges for all involved.

Numerous studies examine the individual groups concerned and look at their perceptions and their role in the homeschooling situation and the change from media education as an additional tool to its compulsory use to maintain schooling during the pandemic (e. g., Parczewska, 2020; Thorell et al., 2021). We combine these groups and ask: Who has which skills to cope with the challenges of the covid19 pandemic in terms of school learning? In doing so, we include both a) the self-perspective, i. e. the reflection on one's abilities, and b) the external perception of each other's abilities. The goal of our study is thus to provide an overall impression that, beyond the scientific interest in findings, also gives practical advice for (new) media education in schools.

Therefore, we did three single studies, specifically qualitative semi-structured interviews with 1) fourteen teachers (between 25 and 65 years), 2) six students (between 14 and 16 years), and 3) thirty-four parents (between 34 to 57 years). We ask them about their media usage, their perceptions of school as a place of education (before and during the pandemic), their experiences with school learning in the pandemic, homeschooling, and their everyday organization in the pandemic about media education, and consequences and prevention. All interviews were transcribed verbatim, anonymized, pseudonymized, and analyzed using a theory-driven approach.

Our results show that all groups of relevance perceived, especially the beginning of homeschooling in the pandemic, as very chaotic, unstructured, and challenging. All of them question their respective media literacy: Teachers consider themselves to be not fully media literate; they compensate for these gaps with further training and by actively asking for support from the students. The latter also reflect on the lack of skills–especially technical skills–of their teachers and parents, who supported them in homeschooling. In this context, the parents spoke mainly about the double burden they experience due to the simultaneous switch to homeschooling and homeworking. Interestingly, the students were perceived as supportive by both teachers and parents due to their high technical expertise. While technical equipment also played a (often negative) role at the pandemic's beginning, all interviewees found that this became less relevant (though not irrelevant) as the situation progressed. Hence, the challenges were increasingly more content-related. All in all, students as well as parents and teachers saw the transition to homeschooling as not only challenging but also enriching.

CYM08 - Covid-19 and domestication of digital media and youth

PP 387   The impact of covid-19 on children's digital media use in Austria and across Europe: Results of the European project KiDiCoTi

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The Covid 19 pandemic had and still has serious impacts on all parts of everyday life. The unexpected and harsh change to strict social distancing strongly affected children's daily lives (Blaskó et al. 2021 ; Engzell et al. 2021 ; Lobe et al. 2021). Despite of emerging routines children's experiences of the first lockdown periods are still relevant for the discussion of the pandemic's effect on their media activities; in particular, if we look on what has changed and how media could help (or not) to cope with various challenges.

In the project 'Kids Digital Lives in Covid-19 times (KiDiCoTi)' (coordinated by the JRC of European Commission) a representative survey (Computer Assisted Web Interviews) on children aged 12 to 18 years and their parents was conducted in 11 European countries. This was completed by a qualitative interview study with families with children aged 6 to 12 years (105 families in 10 countries participated). Starting from the case of Austria we give a brief overview using the quantitative data. Our presentation will focus on

on an in-depth analysis of the qualitative data (10 families in Austria, see author 2020, 2021). We will look into how daily life was affected by the pandemic, and how children engaged with digital technologies during this specific time. We will also discuss in how far digital media were used to cope with specific challenges; and if a more frequent use of digital media led to more digital skills. With the focus on Austria we will discuss differences and similarities between European countries, which can be seen in different strategies of remote schooling as well as parental mediation. Based thereon we will illustrate examples of best practise examples. We also present recommendations for stakeholders, that have been submitted to and discussed with the Austrian ministry of education.

CYM08 - Covid-19 and domestication of digital media and youth

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PP 388 "When my father is around, I'm always afraid that I'll do something wrong" – Children's perspective of parental mediation in the digital home learning environment

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Digital homeschooling has become an even more important issue during the Covid-19 pandemic (Gerhardts et al., 2020, Sciacca et al., 2022). Various studies on parental mediation have been discussed in this context (cf. Kuldas et al., 2021). However, existing research mainly focuses on parental support practices (Smahelova et al., 2017), children's limited online time and activities (Kardefelt-Winther et al., 2020, Tomczyk et al., 2020) and parents' tendency to protect children from risks and harms (Greyson et al., 2021, Livingstone et al., 2017). However, children's perception of their parents' mediation has not been emphasized extensively. Therefore, this paper addresses how children perceive the impact of parental support practices in the digital home learning environment and what effects these perceptions produce in children.

The empirical study encompasses six parent-child dyads with children aged 10 to 12 who took part in videographic recording of collaborative experimental web searches and individual follow-up interviews in Germany between September 2019 and November 2020. By referring to *enabling* vs. *restrictive* mediation (Livingstone et al., 2017), we differentiate how children perceive and describe parental mediation practices in the digital home learning environment. The coding was conducted according to the procedure of qualitative content analysis (Kuckartz, 2016).

Our findings show that children often do not question their parents' competencies as "teachers" in the digital home learning environment. However, some children specifically emphasize that they usually carry out school-related tasks on the Internet independently. The discrepancy between children's curiosity and parents' protective instincts becomes evident in our study. Children perceive *restrictive mediation* practices when parents intervene in previously conducted independent activities, such as web searches. Enno, 11, for example, likes to work independently: "I'm like a bit more free. But it can still be that I do something wrong, but I would be more self-confident [...] I don't hesitate anymore". At the same time, parents' co-presence can induce children to constantly seek parental approval, as Enno further explains: "I prefer it when my father is sitting next to me. I hesitate a bit, but I know that I'm really doing it right, because my father knows how to do it right (laughs)".

On the other hand, children enjoy a great deal of freedom using the Internet in school contexts if *enabling parental support* is initiated primarily at the children's request, as Leonie, 12, explains: "If we don't really know what we should select [from various search engine results], then they [parents] read through and then choose what would be best, what would be suitable for children, what is understandable for adults only".

Concludingly, our study contributes to parental mediation research by rethinking the impact of the parents' often well-intentioned mediation practices in the digital home learning environment from the children's perspective. By focusing specifically on children's perceptions and needs of parental mediation in the current Covid-19 pandemic, we believe future research can benefit by taking children's voices more critically into account to enhance the multidimensional view of parental mediation strategies.

■ **CYM08 - Covid-19 and domestication of digital media and youth**

PP 389   Empowering children while disempowering parents: The domestication of smart speakers in families with young children

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Smart speakers are now a popular component of the digital media ensembles of (country anonymised) families. As other "artificial companions" (Hepp, 2020), smart speakers are internet-connected objects that collect, monitor and distribute information about their users and the surrounding environment (Bunz & Meikle, 2018), thus gaining at least partially autonomous agency. Smart speakers have been analysed focusing mainly on privacy implications and perceptions (Buchi et al., 2020, 2022; Pridmore et al., 2019), usage patterns (Beneteau et al., 2020; Lopatovska et al., 2019), and children's interaction with social robotic agents from a developmental point of view (Lovato & Piper, 2019; Peter, Kühne, & Barco, 2021). While smart speakers are undoubtedly an intensifier of the datafication of family life, little research so far has examined the incorporation of domestic artificial companions into the domestic context, family relations and culture.

Therefore, we argue for a move away from a media-centric approach, towards an analysis of the emergent and situated relationships (through and with smart speakers), agencies and power structures mobilised in the domestication of smart speakers. For these reasons, we make the argument that we can gain a deeper understanding of the role of smart speakers in family life, and, overall, of the domestication of childhood, if we understand families as communicative figurations (Couldry & Hepp, 2017; Hepp, Breiter & Hasebrink, 2018; Hepp, 2019) composed of a constellation of actors (family members), culture (including technological and surveillance imaginaries (Lyon, 2018), communication practices, and a specific digital media ensemble.

Focusing on smart speakers, this presentation reports on the first wave of a longitudinal mixed-method research involving 20 families with children aged 0 to 8 in (country anonymised). The study is aimed at investigating the datafication of childhood and family life (Barassi, 2020; Mascheroni & Siibak, 2021) as a socially situated, everyday and embodied experience. Theoretical sampling was adopted to reach families with different socio-economic background and different media habits. Interviews with parents and children were conducted separately (when possible), after a joint ice-breaking activity in the domestic Anonymised transcriptions were analysed following a constructivist grounded theory approach (Charmaz, 2014) via the MaxQDA software.

Findings confirm that smart speakers are appropriated, negotiated and resisted based on the specific communicative figuration enacted by each family. For example, when smart speakers were framed as tools for children's empowerment (e.g. enabling children's autonomous access to digital media), they were resisted as threatening parents' ability to control and mediate children's media practices. Other families enthusiastically accepted smart speakers as the latest technological gadget, conceiving of privacy risks as an inevitable yet trivial consequence. Others, instead, de-domesticated smart speakers due to the chilling effect of algorithmic predictions. By providing a nuanced discussion based on qualitative data, then, the presentation provides theoretical and empirical insights into the study of datafication as a diverse, situated and embodied experience. This ultimately allows studying how data practices materialise as a specific communicative figuration in each family.

■ **CYM08 - Covid-19 and domestication of digital media and youth**

PP 390   Who are the (non)adopters of smart speakers in Dutch family homes?

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Smart speakers, such as Google Home and Alexa Echo, are becoming increasingly prevalent in everyday life, and especially in the life of families with young children (Aeschlimann et al., 2020; Beirl & Rogers, 2019; Goldenthal et al., 2021; Tapper, 2020). Yet, if we eventually aim to scientifically understand, better monitor, and further guide adoption of smart speakers in today's families, we are in need for targeted research on this specific user population. Respective empirical studies, however, are scarce up to this point.

Thus, to contribute valuable insights to the growing body of literature, the aim of this study is three-fold. First, we establish the current adoption rate of smart speakers among families in the Netherlands with a child between the ages of 3–8 years to fill the knowledge gap regarding families' smart speaker adoption in a European use context. Second, we identify a more elaborate selection of individual characteristics that go beyond most common demographic criteria by reviewing relevant literature in the field. Third, by dedicating closer attention to families who have not (yet) adopted a smart speaker in their home (i.e., Non-Adopter-Families, NAFs versus Adopter-Families,

AFs), we aim to better understand individual differences between NAFs and AF. To do so, we employ a descriptive research approach based on a cross-sectional online survey and analyze self-reports drawn from a representative sample of the Dutch population (N = 187).

Results show a 34% adoption rate among Dutch families with young children in the home, with a Google Home device being the most popular one among adopter-families (55%). Findings also show that AFs are mostly characterized by higher technology trust and yet lower internet literacy levels, which might propose that AFs up until now tend to be more naïve in terms of modern smart-home technology. Stronger application of restrictive as well as positive active media-mediation styles were found for adopter-families as well, which points towards the possibility that parents who already decided to adopt a smart speaker in their home either more strongly limit their child's media behavior or more deliberately engage in encouraging (co-)use practices with their children. These findings have meaningful implications for the future study of smart speaker adoption and potential intervention trainings for families as they provide guidance in selecting meaningful study criteria of parents and their children to more robustly study and understand their susceptibility to adopt modern home technology.

CYM09 - Digital media use, skills and impact on children

PP 475   Habits of Use and Consumption of smart screens among children aged 7 to 14 in Spain. Gender, region, and income differences detected

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1. Introduction

This article presents the results of the CATS&ZN research project «Children, Apps, Tablets and Smartphone, Zero to Fourteen- Children, Apps, Tablets and Smartphones from zero to fourteen years», Reference Code XXXXXX, funded and jointly directed by the Audiovisual Content Observatory of the University of XXXXXX and the Chair RTVE-Usal on Children Youth and Media XXXXX University of XXXX. We present the results obtained in a survey through the Qualtrics platform – with ESOMAR quality control – to 1200 children aged 7 to 14 years in cities with more than 10,000 inhabitants and segmented by Autonomous Community, gender, age and perceived family income. We perform a specific analysis of descriptive variables associated with gender, age, income and regions. We contextualize the work with a comparative analysis in Spain. We perform an analysis of the Weaknesses, Threats, Strengths and Opportunities that have been detected in the analysis of the results and make recommendations we present the second edition of the Spanish barometer on «Observatory of the habits of use and consumption of children and adolescents within smart screens». We conclude in our research with the verification of the similarities and differences between the patterns detected in the use of smart screens in our country with age, gender and regional differences.

2. Methodology

· Typology: Web Survey carried out through the Qualtrics Platform in February 2022. · Population under study: Children and young people in Spain, cities with more than 10,000 inhabitants in the age group from 7 to 14 years old in Spain, we present the results of the segmentation by gender, age, autonomous communities and the correspondent contrasts associated to research questions.

We obtained a total of 1200 valid responses after the quality check, and statistical analysis was conducted of the data and associated contrasts.

4. Conclusions

1. The ability to negotiate behavioural habits and digital methods-technologies for education and entertainment is critical. Education and communication user-consumers' patterns still tend to be approached as predominantly cellulosed-based at school vs "outside-patterns". We analyse the detected preferences on the children from 7 to 14 years in Spain with their similarities and differences.

2. The technologies and content through which children now engage with all forms of knowledge are constantly changing with the widespread use of an array of digital, interactive and personalized devices in particular Smartphones and Tablets. We detect prime patterns, similarities and differences in age, regions and perceived family income.

3. The acquisition and development of abilities and conscient critical use of "Internet" for all audiences including children-adolescents, parents and teachers in Tablets and Smartphones is crucial for a competitive and "sane" educational, economic, social, political and cultural progress in Spain and our younger generations. We detect a Tech-Use-Gap in the lack of penetration of these devices and digital-educational methods associated to Tablets and Smartphones at the physical school, we detect relevant differences in age, gender and regional patterns.

CYM09 - Digital media use, skills and impact on children

PP 476   The role of peer communication & social norms for adolescents' online prosocial and antisocial behavior

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Adolescents increasingly strive for intimate interactions with peers, more and more rely on peer status and peer approval, intensify actions of social comparison and feedback-seeking and thus are also more susceptible to peer influence. Social media have become a central context for adolescents to handle these social-developmental tasks, since they offer permanent and private access to peers and enable identity exploration through numerous possibilities of self-presentations and social comparisons. Research proposes that there is more frequent and immediate exposure to positive and negative behavior on social media, which should affect adolescents' social norms. The present study investigates what factors influence peer norms on social media and how these influence adolescents' online behavior.

Since previous research on peer influence and adolescents' (online) behavior mainly concentrated on antisocial behaviors, we expanded these findings by additionally considering prosocial online activities. As theoretical frame, we applied an extended version of the Theory of Normative Social Behavior (TNSB). Briefly summarized, the theory states that descriptive norms influence a person's behavior, while injunctive norms, in addition to outcome expectations and perceived group identity, increase the relationship between descriptive norms and behavior (Rimal & Real, 2005). The TSNB was expanded by acknowledging the role of communication that is supposed to propagate certain norms, especially in the context of behaviors that occur in a social setting (Geber & Hefner, 2019). We followed these considerations and investigated the norm-building role of peer communication with regard to adolescents' close friends in the context of online social behavior.

In an online survey with 420 Singaporean adolescents aged 14 to 17 years ($M = 15.8$; 52% females), we found that adolescents significantly indicated more prosocial than antisocial online behavior. Prosocial peer norms were influenced by talking with friends about online experiences and jointly using prosocial online contents. In contrast, antisocial peer norms were influenced by jointly using antisocial online contents with friends. Prosocial and antisocial online behavior was influenced by according descriptive norms and behavior-conform outcome expectations. Joint exposure to antisocial or prosocial online contents directly (in case of antisocial behavior) and indirectly via descriptive norms (in case of prosocial behavior) influenced adolescents' behavior. The influence of antisocial descriptive norms on antisocial online behavior was stronger for adolescents who perceived higher social approval of antisocial behavior and had more positive outcome expectations.

Since established norms within groups are rather stable, identifying norm-building factors is essential for prevention strategies. We found that peer communication has a norm-building function regarding online behaviors, wherefore prevention against antisocial online activities needs to address adolescents' everyday online communication and usage patterns.

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CYM09 - Digital media use, skills and impact on children

PP 477   Emerging Young Social Media Influencers in Indonesia; A Critical Case Study on the Status of Media Literacy Curriculum in Non-Formal Education

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Social media literacy as part of digital literacy utilizes critical thinking to empower knowledge and skills for analysis, evaluation, production, and participation. This study is continuously expanding along with the growing number of social media users, particularly in Indonesia. According to e-Marketer data in 2014, Indonesia has the 6th largest internet users in the world. The survey data from the Indonesian Internet Service Provider Association indicates that in 2019, there were around 196.71 million people (73.7%) using the internet with users of 19–34 years old being the majority of them (49.52%). One of the most frequent activities that they do online is using social media (87.13%). However, the Center for International Governance Innovation (CIGI)-Ipsos survey in 2017 shows that Indonesia is

among the top seven countries in the world that respond to and trust the messages in social media too quickly without proper fact checks. It shows that Indonesia's extensive use of the internet does not come in balance with their literacy. In addition, based on the Indonesia digital literacy status survey in 2020, Indonesia's literacy index, from the scale of 1–5, is only at the medium level (3.47), not a high level, because 30%–60% of the respondents have been exposed to hoaxes, and 11% of the respondents have spread hoaxes about politics, health, and religions. Hence, the Indonesian government through the Ministry of Communication and Informatics rolls out a program called the National Digital Literacy Movement. In March 2021, the ministry launched four modules on Digital Skill, Culture, Ethics, and Safety. These modules are then distributed to students, children, content creators, teachers, housewives, people with disabilities, and many more in all provinces, municipalities, and cities in Indonesia. In response to this, the present study wants to elaborate the status of social media literacy curriculum in non-formal education program for young people in Indonesia, including the aforementioned national program. The data collection adopts a qualitative method via semi-structured individual interviews with the policymakers, experts, and practitioners. The interviews cover many elements, including the non-governmental organizations' contribution to the movement of digital and social media literacy in Indonesia, particularly in the segment of young people. Next, a curriculum is developed and adopted in a training to raise awareness of how to use media critically. The curriculum provided is still in the area of non-formal education. The competencies included in the curriculum are understanding, consuming, evaluation, synthesis, analysis, production, distribution, content prosuming, creation, and participation. However, the Indonesian government still has a big task to incorporate digital literacy into the formal education curriculum. The aim is for the youth to utilize the technology to create messages or to become a ‚pro-sumer' (producer and consumer) of the media with functional and critical behaviors to influence others rather than to become followers.

Keywords: Social Media, Media Literacy, Digital Literacy, Influencers

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CYM10 - Digital exclusion, othering and young people

PP 578 **"I wish I'd have a body like that!": The effect of social media comments endorsing appearance ideals on body dissatisfaction of adolescents**

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Social media play a substantive role in the body image of adolescents. As frequent social media users, adolescents often view imagery of idealized appearances displayed online (Holland & Tiggemann, 2016). Social media are well-recognized for featuring selectively posted and digitally altered pictures of unattainably thin, muscular, and attractive bodies (Saiphoo & Vahedi, 2020). Exposure to this kind of social media content has been linked to negative body image and eating disturbances (Holland & Tiggemann, 2016), yet the previous research did not sufficiently consider the role of communicative context accompanying social media idealized images. As the interaction with others is a key affordance of social media, appearance-related images are commonly evaluated by users via "likes", emojis, and comments that praise a person's appearance (e.g., "Great body!"). Such endorsing reactions can reinforce the images' adverse effects on body image, especially for adolescents who are prone to adhere to appearance peer norms. However, the evidence is yet limited. The few studies (e.g., Tiggemann & Barbato, 2018) that focused on the role of endorsing social media comments in body image have two main drawbacks: The role of individual susceptibility characteristics that may determine the effect of endorsing comments has been neglected, and we lack studies among adolescent boys. To overcome these gaps, the current experimental study examined the impact of the comments endorsing appearance ideals on social media on body dissatisfaction among adolescent girls and boys. We also investigated moderating effects of the tendency to internalize media ideals, appearance schematicity, body appreciation, and gender. The data collected from 613 Czech adolescents (52% girls) aged 13–18 (M = 15.5, SD = 1.7) did not support the presumed effect of exposure to endorsing comments on body dissatisfaction, nor the moderating role of the investigated individual characteristics, except for gender. The results showed that while the comments did not increase body dissatisfaction among boys, they did so among adolescent girls. The further exploratory analyses also showed that the impact of endorsing comments depended on the perceived attractiveness of the depicted girls and boys: the comments induced body dissatisfaction only when the depicted person was perceived as highly attractive. The findings implicate that targeting the perceived attractiveness of the media ideals could be an effective way to prevent the adverse influence of endorsing comments on body image.

Holland, G., & Tiggemann, M. (2016). A systematic review of the impact of the use of social networking sites on body image and disordered eating outcomes. *Body Image, 17*, 100–110. doi.org/10.1016/j.bodyim.2016.02.008

Saiphoo, A. N., & Vahedi, Z. (2019). A meta-analytic review of the relationship between social media use and body image disturbance. *Computers in Human Behavior, 101*, 259–275. doi.org/10.1016/j.chb.2019.07.028

Tiggemann, M., & Barbato, I. (2018). "You look great!": The effect of viewing appearance-related Instagram comments on women's body image. *Body Image, 27,* 61–66. doi.org/10.1016/j.bodyim.2018.08.009

CYM10 - Digital exclusion, othering and young people

PP 579 Adolescents' intentional and unintentional exposure to cyberhate: The role of digital skills

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Cyberhate refers to online hate speech and biased-based content expressed via ICT. It has been shown that young people fairly often encounter hate online (e.g., Hawdon et al., 2017; Machackova et al., 2020), where the context of such exposure is mixed: some acts take place within traditional peer group (e.g., school class) while other involve actors from a broader social environment (e.g., adults on the internet, friends from online-only groups) (Pyzalski, 2022). Though researchers have been increasingly focusing on the cyberhate experience of adolescents (e.g., Blaya, 2019; Wachs et al., 2021), we still lack knowledge about the nature of such encounters. One of the key questions concerning these experiences is whether they are intentional or unintentional. Differentiating between them is crucial as they can be connected to different motivations and digital practices.

Our study addressed this by focusing on risk and protective factors connected to intentional and unintentional cyberhate exposure. We analysed a sample of adolescents aged 12–17 years (N = 3,934, 49.1% girls) who participated in the 2021 ySKILLS survey in Estonia, Finland, Italy, and Poland. We explored the role of youth digital skills as they can play a protective role in reducing exposure to online risks (Haddon et al., 2020). We also looked into the role of other digital-use factors, discrimination experiences, sensation seeking, social support, and socio-demographics.

Our results showed that unintended exposure is more common than intended: 54.5% of adolescents were at least a few times or more often unintentionally exposed to cyberhate during the past year, whereas only 27.5% reported being exposed intentionally. More boys tended to be intentionally exposed to cyberhate than girls. Contrarily, girls were at a higher risk of unintentional exposure. Older adolescents were slightly more likely to experience both types of exposure.

The common risk factors for both experiences were higher internet use and online news consumption. Discrimination experiences and sensation seeking were risk factors for intentional cyberhate exposure but not for unintentional exposure and, thus, served as a differentiating factor between the experiences. Other factors were negligible.

The role of digital skills turned out to be complex. Digital skills did not directly predict cyberhate exposure, but we found moderating effects on gender and sensation seeking. Interaction of digital skills with these factors further distinguished the intentional and unintentional exposure. In the case of unintentional exposure, low and medium digital skills amplified exposure for children with high sensation seeking. However, digital skills did not interact with sensation seeking in the case of intentional exposure. On the other hand, and only in the case of intentional exposure, higher digital skills were a risk factor for boys and not for girls. The girls' digital skills level did not affect intentional exposure, but boys with medium and higher digital skills were significantly more exposed to cyberhate content.

The results about risk and protective factors for both types of experience are discussed regarding research implications and prevention and intervention efforts addressing adolescents' digital skills.

CYM10 - Digital exclusion, othering and young people

PP 580 Impact of Using Digital Media for Social Relations by Young People with Disabilities

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Digital media have enabled people with disabilities (PWDs) to connect with each other. However, empirical research on how PWDs use digital media to develop and maintain social relationships offline is scarce, but it has found that PWDs may connect with others with disabilities online and that online relations and gaming may become escapist. The paper proposes the analytical lens of social access to examine how the role of digital media in PWDs' social relations is shaped by (i) affordances of digital media, (ii) mixedness of relations, and (iii) interaction of online and offline worlds. An ethnographic study was conducted in a school for young people with mainly physical disabilities on how they used digital media to create and maintain social relations, following some students to mainstream colleges, and interviews with their parents and teachers. In this study, the young PWDs' social and policy context was shaped by education and the debate of whether young PWDs should be educated in separate schools or integrated into mainstream education. Being educated separately disadvantages PWDs, but in mainstream

education they often find less support, struggle educationally, and are socially excluded, even though there have been initiatives to create collaborative activities to help with this kind of social and educational exclusion. This study illustrates that digital media use interweaves with these educational policies and their problems and its use has two key impacts. First, the visual profiles and endorsements on social media platforms fomented both social exclusion and inclusion online and offline with intersectional and intra-disability differences. Second, social media messaging apps and games afforded the co-presence of PWDs in rewarding virtual spaces when confronted with hostile or unrewarding school environments, typically not changing the latter. Social access underlines the importance of studying how digital media interweave with offline social relations and inequalities, rarely altering but sometimes augmenting and ameliorating them.

CYM10 - Digital exclusion, othering and young people

PP 581   Young Roma narratives on the racially loaded online discourse. A qualitative approach of the antigypsym

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During the last 2 years of pandemic (2020–2022), we have been witnessing the exponential raise of the online media content use and of the online information, social networking within the virtual space and we have been integrated new forms of professional life and education into online world. The increased uses of the internet, besides benefits and opportunities, expose various forms and manifestation of online hate speech that children and young people are being actively involve with (as witnesses, as participants or as victims). The present paper focuses to address and counter the antigypsyist online hate speech based on the Roma young people own experience and their use of the online media space, using their personal social media accounts and online identity, their own digital marks left on the internet and search engines. The research aims at presenting their subjective and, yet powerful, narratives as members of the digital native generation, but still members of an ethnic group, Roma people, that is one of the most discriminated community in Europe. The results are based on an ethnomethodological approach, gathering a number of 30 testimonials/ insights of Roma young people that were involved as peer-educators in a European level project where they were actively participated in monitoring antigypsyist online hate speech during one year period (September 2020 – September 2021) and they gathered data out of ten European countries on the adverse impact of hate speech on Roma and of the importance to report antigypsyst online hate speech. With the results presented in this paper and added to the national and European reports of the PECAO (Peer Education to Counter Antigypsyist Online Hate Speech) project, we aim to take a step further to assess the presence and impact of antigypsyst online hate speech and to focus on learning lessons that can be brought forward to make the future of an equal and inclusive society in a safe digital environment happen for children, youth and upcoming generations.

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PECAO (**Peer Education to Counter Antigypsyist Online Hate Speech**)/ European Roma Grassroots Organisation (ERGO) Network financed by DG Justice si GOOGLE (https://ergonetwork.org/pecao/);

CYM Children, Youth and Media

PP 674 **The Role of Schools for the Digital Inclusion of Young People with Migration Background. A Participatory Action Research in Germany**

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With the increasing digitalization of almost all fields of social life, digital inclusion of diverse groups of people has become a vital topic in policy and research with the aim of providing all citizens equal chances of participation in democratic societies. Degrees of digital inclusion among different people depend partly on individual factors including the people's digital literacy levels (Helsper, 2008 & 2021). The media practices are also shaped by social and cultural factors including gender, socio-economic background, ethnicity and race. Whereas the influences of age, gender and socio-economic background are studied in various large- and small-scale research projects, the influences of ethnicity and race on digital inclusion is still an understudied field. Several research projects point out to different migrant populations as digitally disadvantaged groups in the face of increasing digitalization (Alam & Imran, 2015; Katz et al. 2017; Watkins et al., 2018; Leurs et al., 2018; Goedhart et al, 2019). This paper discusses the question how schools can include media education in their curriculum to develop digital literacy of young people with migration background through a case study of a school in Germany.

The paper presents the findings of the research project INCLUDED (MSCA, University of Bremen, 2019–2023). The project aims to analyze the everyday media use of young people with diverse cultural backgrounds in a socio-economically disadvantaged neighborhood and co-develop teaching modules on media literacy education from an intercultural perspective. The research design is based on a participatory action research. The fieldwork of the project continued for over a year (January 2020 till April 2021). The research data includes field notes from participatory observations (online and offline), interviews with the teachers and several rounds of focus-groups with the students (13–15 years) as well as the observations during the development and carrying out of teaching content for intercultural media education together with the teachers of the school.

The paper will critically discuss if and how participatory research designs can make an impact on schools and how they address issues related to digital inequalities. Based on the research findings and the development and implementation of teaching content on media education, the paper will argue that schools can especially support students in terms of developing their individual skills if they can develop a curriculum based on the specific needs of the young people in particular local contexts. The schools can also partly respond to digital inequalities caused by structural issues such as inequalities in material access that result from socio-economic factors. However, they fall short of addressing broader issues related to differences in economic, social and cultural capital that lead to different degrees of participation in the digital society.

PP 675 **Navigating between communication platforms in Danish compulsory education**

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Danish compulsory education for children aged six through fifteen, approximately, takes place in one of the world's most digitised school arenas (Ministry of Children and Education, 2019). Day-to-day communication between schools and pupils and their parents constitutes a major aspect of this process of digitisation. Written communication takes place using the official Single Sign-On platform *Aula*, developed by Netcompany for the state of Denmark, which permits elaborate use of different types of digital materials (e.g., photographs, videos, documents) and exchange of personal information, in line with the General Data Protection Regulation (European Parliament and Council, 2016). However, communication also takes place using commercial platforms such as *Facebook* (Dalsgaard, 2016; Aaen & Dalsgaard, 2016) due to a number of reasons and preferences. Our study investigates the ways in which pupils, parents, teachers, and school leaders navigate these platforms and how they regard them differently for purposes of meaningful communication. Hence, our research question reads as follows: How is digital communication between school and home practised through formal and informal platforms, and how do children, parents, teachers and school leaders perceive the quality of different communication practices?

Our primary data consists of interviews with pupils, parents, teachers and school leaders (n = 24), distributed evenly across two schools conducted in February 2022. The schools differ in key aspects as well, making them interesting for comparison. The children and parents were sampled from the lower and higher end of the age spectrum (ages

6–9 and 13–15) in order to focus on differences attributed to levels of literacy and autonomy. Our data sits within a larger project [anonymised for review purposes], in which we have collected survey-based data from pupils, parents, teachers and school leaders across seven Danish municipalities in several iterations since June 2021. Data from our survey indicate that differences in the quality of communication experienced by parents and pupils predict their overall perception of the quality of the school.

During the past two years, children's lives have been affected profoundly by school closures due to Covid-19. Previous research findings indicate that Danish children benefit from adult-facilitated scaffolding in their communication school mates as well as their teachers (Author, 2021). Consequently, leaving 'social media savvy' children to their pre-established practices of using *Snapchat, Messenger* or *Discord* does not make up for the kind of socialisation through the school arena as adult-curated digital meeting places have done during the Covid-19 lockdowns. With the findings from this study, we add to an immensely relevant discussion of how communication takes place between public institutions and citizens (children as well as parents), and how we may face the complex challenges brought on by digitisation as well as platformisation (e.g., van Dijck, 2018).

CYM11 - Schools, Education and Digital Inclusion of Children

PP 676 "The Internet of Life": What are the social and cultural impacts of inducting subteens (0–12) into digital engagement practices via school policies such as 'Bring Your Own Device'?

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This paper explores the ways in which education, play, and connectivity are now merged through the introduction of digital devices (iPads) into primary schools. Evidence emerging from the Australian Research Council funded project **The Internet of Toys: Benefits and risks of connected toys for children** suggests that digital devices such as iPads have become a favourite toy for many children while simultaneously being an important educational tool and a primary means for children keeping in touch with friends and family, both inside and outside school hours. Mascheroni (2017) argues that the "Internet of toys" "consist of physical toys that are connected to the Internet... through Bluetooth and Wi-Fi", thus establishing it as a subset of the Internet of things: "physical objects [that] are embedded with electronics, sensors, software and connectivity that support the exchange of data". The authors argue there is no longer a meaningful distinction to be made between the "Internet of toys" and the "Internet of things": instead, all such phrases indicate fragmentary attention to "the Internet of life". Authors define "the internet of life" as encompassing all facets of online connectivity and technological management and enhancement of the everyday. The impact of integrating and co-mingling life and the internet is particularly pronounced in subteens' culture, with families often identifying children's connected media such as iPads, and older smartphones, as 'toys'. Multi-faceted BYOD (bring your own device) technologies are now embedded in many children's daily activities, merging play, education, and social connectivity. Parents fear that the early introduction of digital devices has negatively impacted their subteens' childhood, by limiting their engagement with the "real" world. This perspective offers a range of opportunities and challenges for children and their caregivers, with schools' powers to mandate BYOD policies removing from parents the right to defer younger children's prolonged weekday exposure to 'The Internet of life'.

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CYM11 - Schools, Education and Digital Inclusion of Children

PP 677 Reflections (and provocations) on the impact of research about media education in schools

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In the last few years, the discussion about the urgency of improving German schools' digital infrastructure became stronger, resulting in governmental initiatives to boost schools' digitalization. One of these initiatives is 20 digital pilot schools in Thuringia. A content analysis of the 20 schools' plans shows that promoting media and digital literacy (MDL) is part of the digitalization strategy of all schools. Based on the results of subsequent qualitative interviews and surveys conducted with their principals and digitalization coordinators, this contribution brings a few points for reflection on the impact of the research about fostering MDL in schools. Firstly, the findings of the interviews show

that although strengthening students' MDL is a priority of all schools, none of them has established how to evaluate students' competence. Research has pointed out several challenges in assessing MDL (e.g., Bulger, 2012; Ptaszek, 2019; Schilder et al., 2016). On the other hand, proposals of assessment scales and frameworks also exist (e.g., Carretero et al., 2017; UNESCO, 2013). How can the MDL assessment research reach the school practice? Can we expect practitioners to actively look at the research to implement it in their practice?

Secondly, 13 of the 20 schools affirm that conducting regular evaluations with students and parents is essential for digital schools. However, only six do it. Media education research frequently hears teachers, principals, ICT coordinators, and other experts about digital media in education. However, is enough attention paid to children and youth about this topic? Do we offer schools enough support to conduct evaluations with their students, and more importantly, how to interpret and use their results? Thirdly, our findings show that the success of schools in their digitalization processes depends strongly on the school's maintaining body. Thus, it does not depend solely on the efforts inside the school, but digitalization demands the contribution of several actors on different levels. Can researchers work as a neutral third party that mediates the different levels involved and provides feedback from and to one another? Finally, the last provocation: Several journals privilege large samples and possible generalization of results. To what extent do research (publication) traditions inhibit impact? How can we harmonize research that produces impact (i.e., contributes to improving practices) with sound and publishable research?

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Ptaszek, G. (2019). Media literacy outcomes, measurement. In R. Hobbs & P. Mihailidis (Eds.), *The International Encyclopedia of Media Literacy.* (pp. 1067–1077). Wiley Blackwell. https://doi.org/10.1002/9781118978238.ieml0103

Schilder, E. A., Lockee, B. B., & Saxon, D. P. (2016). The Issues and Challenges of Assessing Media Literacy Education. *Journal of Media Literacy Education.* 8(1), 32–48.

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CYM12 - How to generate impact with research on children and teenagers' digital skills? Insights from two h2020 projects, digigen and yskills

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PN 138   Research Impact: How to achieve it. Experiences from DigiGen and ySKILLS

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DigiGen and ySKILLS promise to generate a fivefold impact (inform relevant stakeholder groups, formulate recommendations in support of national and European policies, advance an evidence-based EU policy and regulatory framework for young people's wellbeing, help build the necessary cooperation and interaction between the actors and relevant stakeholders involved, offer robust, cross-country data). The aim of the dissemination of the research results is to inspire a reflexive process of rethinking conventional knowledge and assumptions about young people's digital uses, opportunities, risks, skills, rights, and wellbeing. DigiGen's and ySKILLS' expected impact will be to minimise risks and maximise benefits in the relationship between ICT use and children's wellbeing. The geographical scope of both our consortiums and the dissemination partners allows us to nuance or adapt the project results to specific contexts and to enter into discussions with our end users in various European countries and languages. To achieve real impact by informing and fostering societal debates and support evidence-informed policy and practice in relation to the digital environment of children, DigiGen and ySKILLS have developed an impact and dissemination strategy addressing four key target groups (children and adolescents, academics, policy makers, and practitioners). Societal impact and scientific impact are not separate spheres but mutually inform and reinforce each other. Conceptual rigour and scientific integrity are preconditions for understanding complex relationships and providing sound policy evaluation and advice. Conversely, theoretical advances ensue from engaging with real-world problems. Following this principle, the DigiGen and ySkills consortiums have been assembled to ensure genuine interaction between research and policy/practice by bringing together academic partners with strong policy/practice orientations and civil society organisations with Europe-wide experience of engagement with the research community. The network activities of DigiGen and ySKILLS are ultimately driven by the idea of exchange of good practices, which will be reflected in the consortium's findings, in the contribution to recommendations for

policy and practice. In doing so, the projects will identify and evaluate the evidence underpinning key rights relevant to youth wellbeing in the digital environment and the steps required to strengthen policy, research, and practice initiatives and advocacy in realising children's rights in the digital age.

CYM12 - How to generate impact with research on children and teenagers' digital skills? Insights from two h2020 projects, digigen and yskills

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PN 139   What Are the Practical Implications of Ethical Dilemmas when doing Research with Children?

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Although the issue of children's rights, especially to privacy, agency, participation, and freedom of expression, has emerged as a prominent topic in discourses centering on children's lives in an increasingly digital world and datafying society, the debates have seldom touched the problem of potential conflicts and dilemmas that can occur in doing research with children and adolescents. One of these dilemmas is between children's agency and right to participate in research, and tensions between the legal parental consent and children's assent and rights. Another is how legal frameworks designed to protect children's personal information, such as the GDPR, have put pressure on researchers to comply with complex information requirements when collecting consent. This, in turn, creates dilemmas between legal requirements and language versus informing potential research participants in a clear and informative way. Furthermore, there are no agreed rules, regulations or agreed positions on what requirements – biological age or other – should be in place for a child to give consent to participate in research, without the consent of their parents. Even within Europe, countries differ greatly in how they position children's participation in research. In this presentation we lay out some of the crucial ethical dilemmas that researchers face in practice when trying to balance. Building on the understanding that children have a right to have their voices heard, also in and by research, we discuss if and how we need a stronger distinction between and understanding of the difference between the legal and the ethical consent and how the two might differ. After outlining key ethical considerations, we use experiences in the field to present generalized observations. Using the case of conducting a school-based survey with 12- to 17-year-olds in six European countries in Spring and Autumn of 2021, the presentation highlights the practical problems with and ethical dilemmas of attaining active parental consent under the pandemic conditions, and the implications on children's rights and participation, data quality, and future policymaking. By demonstrating how the conflict between active parental consent and children's rights is becoming more acute and sharp in the "post-truth" and "(post-)pandemic" society, the paper emphasizes the emergent need to reflect upon the range of ethical aspects concerning active and passive parental consent and children's assent and rights. Finally, we propose questions for discussions among researchers and stakeholders and suggest some practical solutions.

CYM12 - How to generate impact with research on children and teenagers' digital skills? Insights from two h2020 projects, digigen and yskills

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PN 140   Increasing the Explanatory Power of Results in longitudinal research on digital skills

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In the H2020 project "ySKILLS" ("Youth SKILLS", 2020–2023) we seek to identify factors influencing the development of digital skills of adolescents as well as to find out how digital skills influence adolescents' well-being. To achieve this goal, we have developed a mixed-methods research design including longitudinal survey and performance testing, which will be in the center of our presentation, as well as qualitative and experimental research. We will show how the variety of used methods and their specific implementation impacted the explanatory power of our findings. The core instrument in the project is a longitudinal school survey, carried out in three waves from 2021 to 2023 in Estonia, Finland, Germany, Italy, Poland, and Portugal with students aged 12 to 17 (N = 6000). The longitudinal design allows investigation of digital skills in the critical life span from early to middle adolescence. Based on a systematic literature review, a pilot study, and cognitive interviews, we have developed a new instrument for investigating the impact on and impact of digital skills. In the instrument, the self-reported assessment of the digital skills was complemented with knowledge items/scales (rated statements regarding the use of digital technologies whether true or false) and several measures of well-being and digital activities were included to capture the role of digital skills in adolescents' development. For learning more about the development of digital skills, we also collected

ego-centered network data for investigating the influence of peers. Aiming at high explanatory power, we added performance tests consisting of two sets of tasks (e.g., finding a specific, national Greta Thunberg documentary and naming the TV station and producing organization). The self-assessments, knowledge scales, network data, and performance data can be linked for each respondent as well as across waves. In our presentation, we will describe the choices we made to increase the explanatory power of our results as well as the challenges we came across in planning and implementation of the methods. Using specific examples from several countries, we will present how utilizing several complementing methods as well as their practical implementation generates findings that can have a strong impact on educators, policymakers, or other stakeholders.

CYM12 - How to generate impact with research on children and teenagers' digital skills? Insights from two h2020 projects, digigen and yskills

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PN 141   Digital Skills Are Not Equal: Vulnerable children call for novel concepts, methods and policies

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In the past decade, policy initiatives at the European and national level have invested in the prospect that fostering digital skills enhances children's and adolescents' outcomes in terms of education, occupation, and wellbeing, thus bridging pre-existing social inequalities. However, our research with children of different age groups (DigiGen), digitally deprived children (DigiGen), and at-risk, vulnerable children (ySKILLS) —including those from low socio-economic status, from refugee and migrant families, experiencing mental health difficulties or an information crisis—has shown that digital skills are multi-dimensional, composite and plural, and not limited to technical-operational skills. In this presentation we will show how ySKILLS and DigiGen findings pose conceptual, methodological and policy challenges. From in-depth research with refugee children and children suffering from mental health (ySKILLS), we have learnt how children value digital skills which are not easily mapped into transferable skills in formal education settings. Similarly, our observation of coding workshops offered in non-formal educational contexts (ySKILLS) revealed how, despite being free and held in public spaces such as libraries, these workshops are often little inclusive, attracting especially children from better educated and better-off families. Furthermore, the Covid-19 pandemic and the switch to remote learning have exposed the complexity of socio-digital inequalities, with digitally deprived children, but also digitally disengaged or unconfident children, being more vulnerable to educational poverty (DigiGen). Social distancing and remote learning have foregrounded, once more, the relevance of access in determining digital inclusion or exclusion. Combined, our findings, then, challenge narrow understandings of digital skills—often reduced to coding and programming skills—or neoliberal approaches to digital skills that measure digital inclusion primarily in terms of outcomes for the labour market—which variously informed much of the policy debate and initiatives so far. Studying the impact of digital skills for the wellbeing of very young, vulnerable or at-risk children also requires qualitative or experimental methods, that are able to overcome the limitations of self-report measures of digital skills in surveys and even performance tests. Finally, our findings contribute to the overall ySKILLS and DigiGen aim to foster evidence-based policy and practice by showing how an inclusive understanding of digital skills can play a role in mediating socio-digital inequalities—thus, supporting the achievement of beneficial outcomes and the avoidance of harmful outcomes of ICTs engagement among vulnerable groups.

PN 142   Engaging adolescents in the DigiGen and ySKILLS research

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This presentation provides examples of engaging adolescents in activities related to the research conducted by the DigiGen and ySKILLS projects. Both projects consider adolescents as active stakeholders and underline their roles regarding communication and engagement of their peers as well as their voices in a dialogic communication with adults. A peer-to-peer culture and trust are particularly remarkable at this life stage, as research has evidenced: for instance, friends of their age are the most searched supporters for coping with a bothering online situation (Smahel et al., 2020). Both projects also place an emphasis on co-production, offer cross-country and comparative perspectives, and include a focus on vulnerable and disadvantaged youth, as well as problematising digital inequalities emerging from socio-economic and other differences, such as gender, race, and disability. The

ySKILLS project (2020–2024) engages adolescents in different research tasks. Besides the longitudinal survey in six European countries and the research on particular conditions of vulnerability, as introduced in previous presentations of this panel, adolescents will be actively involved in: i) the co-production of recommendations for different policy makers; ii) a child-friendly summary of the scientific results; iii) a hands-on toolkit to be used by stakeholders; and iv) an Interactive online report on the available evidence, gaps and recommendations relevant to the UN Convention on the Right of the Child in the digital age. Furthermore, they are also actively involved in the co-design of resources and activities based on research results as part of the ySKILLS Exploitation Plan. Some examples will be briefly introduced: ySKILLS debates; and ySKILLS: My voice counts. One of the tasks of the DigiGen project (2020–2023) is ICT and Civic Participation. The team engaged with adolescents and young people using netnographic research techniques (online observation and content, 65 interviews in total). The fieldwork was conducted between September 2020 and April 2021, comparing the reasons and the means through which youth engaged in online civic participation. In Greece, researchers collected primary data of youth mobilising against gender-based violence and against police brutality. In Estonia, the focus was on online youth activism regarding LGBTQ+ and Black Lives Matter (BLM), while in the UK research focused on anti-racist civic participation BLM Leicester and environmental civic participation Extinction Rebellion (XR and XR Youth) (see full report https://www.digigen.eu/results/online-political-behaviour-and-ideological-production-by-young-people/). Additionally, the team conducted several 2-hour long digital storytelling workshops online, with participants aged 16–18 from the three countries, on how to produce a digital story with materials they collected, co-producing, presenting and discussing their stories with each other. Results of this cross-country co-production will also be briefly presented.

CYM13 - Media research, impact and youth

PP 784   Impact for whom? Drivers for innovating in research on children, youth and media

Teresa Castro[1]

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For the past ten years as a researcher collaborating in national and international funded projects, and my own projects (Ph.D. and Post-doc), I have been struggling with a question: "Impact for whom?". Do not get me wrong. Since my first experiences, when I started involving children, young people, parents, and teachers in my empirical quests, I was aware and very grateful for their generosity, by offering me their time and letting me get into their lives. For these reasons, I always felt a sort of need to thank them and honour their voices by doing serious research, and by doing something meaningful. Something that could really make a change in society. When applying over and over for new funding (and fortunately few submissions were refused), along with the surgical reading of the objectives of the calls, its forms, and all the jargon around evaluation and impact, I get the sense that we are contributing for the commodification of impact. Are we thinking about real impact? Or are we dissecting our minds to be so impact-creative and impact-seductive to avoid running out of funding? Over the years, I got more qualitative-oriented in this matter. More feet in the earth. Guidelines from Unicef and Global Kids Online, the 'theory of change' of Morton (2015), and the article "The Practice of Innovating Research Methods" (Lê & Schmid, 2020) have been key influences in the way how nowadays I look at impact in research. Lê and Schmid (2020) covered 10 years of papers that demonstrated novelty in research to conclude that innovation entails reflexivity but can add impact in research when i) generating new theoretical insights; ii) trying to make something new with data; iv) new or unconventional data display and research presentation.

In this presentation, I intend to discuss the challenges and opportunities of impact and share my personal experience and thoughts on how I have been working impact in my research on children and media, at a micro and macro level, namely through ludic and pedagogical materials and actions directed to children, young people, teachers, parents and other professionals working with children for the past decade.

CYM13 - Media research, impact and youth

PP 785   Same same but different. Participatory action research on social media use with young people in Austria

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In the understanding of participatory action research (PAR), research must be done together *with* people to solve social problems in a democratic sense and not *for* people or *about* them (Chevalier/Buckles, 2019). Inspired by the PAR approach, we examine in the U-YouPa project [1] how social media spaces can enable (political) participation for young people and focus on the challenge of what is currently missing on digital platforms to engage

online. Against this background, we discuss in this paper how young people can be integrated into social media research as equal knowledge producers rather than a simple data source (Ollner, 2010).

For PAR, it is fundamental to involve people with different knowledge and perspectives to develop adequate solutions to social problems (Chevalier/Buckles, 2019). Thus, our research design includes three case studies (Fridays for Future, LGTBQIA+, skateboarding scene) to engage young people with different interests and backgrounds. In the first phase, we conducted workshops and ethnographic observations to find out what young people would like to explore and how they can benefit from the research. Depending on the outcome of the first phase, the subsequent focus of each case differed. What all case studies have in common, however, is the question of what is meant by participation as social media has created a new and multifaceted type of participation (Villi/Matikainen, 2016).

In each of our case studies, the desired benefits for young people differ. The Fridays for Future activists wanted to improve their communication activities. Therefore, we used methods of content strategy to focus on their online content. The skateboard scene had just been confronted with a ban that prohibited skate tricks in public spaces in Styria (Austria). This group was particularly interested in being able to draw more attention to this issue through our research. For the LGTBQIA+ scene it was important to remain anonymous to discuss identities openly. Therefore, the research was conducted with the online tool gather.town, which allows people to participate via an avatar in participatory conferences. Furthermore, power relations could not be completely dissolved despite the attempt to create a more egalitarian relationship between researchers and young people through PAR, and although the researchers themselves were partly members of the communities explored. Therefore, a flexible research strategy has been essential that allows the interests of young people to be addressed as openly as possible. All in all, PAR was a helpful approach to create research results that have valuable impacts not only for the scientific community but also for young people.

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[1] U-YouPa: Understanding Youth Participation and Media Literacy in Digital Dialogue Spaces (2020–2024, The Research Council of Norway)

■ **CYM13 - Media research, impact and youth**

PP 786 The impact of the proposed Digital Services Act on advertising aimed at children

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The new models and services, social networks, digital platforms, and online markets that have appeared in the last 20 years have contributed to redefining how we act, socialize, travel, inform ourselves and participate in public debates (Ferrer, 2018). However, the digital transformation and the increasing use of these services open citizens to new challenges and risks.

Nowadays, Generation Z, those people between 7 and 22 years old approximately, corresponding to 32% of the global population, ranks as the most influential in buying decisions. They decide what is good and what works, often using new digital monetization models based on the attention economy (Baeza-Yates y Fayyad, 2022), and framed in the power of influence (Kuppusamy, 2019). These consumers, who today are creators too, are the new digital stars who represent a communicative paradigm change. They include instagrammers, YouTubers, gamers, twitterers and tiktokers. In this case we focus on children, who are part of GenZ, and how the Digital Services Act protects them against inappropriate contents and advertising messages that can affect their development (Ragel, 2022).

This study analyzes, through a critical-descriptive methodology, the legal text voted by the European Parliament at the end of January 2022 that, for the first time, puts the focus on consumers, and updates the obsolete law that has legislated big platforms until now. The core principle is that activities that are illegal offline should also be illegal online. For children, the new law provides important restrictions to digital advertising that draws from European citizen data collection and bans the use of children's data. The Digital Service Act promotes the social responsibility and consciousness for the contents uploaded on big platforms that can violate the fundamental rights of children.

The results show an interest in eliminating the exposure of minors to damaging contents, by prohibiting covert advertising within child-friendly contents and their exposure to tobacco, alcohol, and gambling. In order to create a safe and secure environment, mainly for children, codes of conduct, media literacy programs, and audits are requested. Finally, the contribution of the present study is the proposal of a series of policies that include different actors in the media ecosystem. In this sense, we consider that influencers should have a concrete responsibility towards children, together with families and teachers, so that these different groups could work in favor of a digital education of minors, promote critical thinking and freedom to decide.

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CYM13 - Media research, impact and youth

PP 787   The impact of community on the learning of journalism ethics in the British legacy print industry

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Senior editorial managers in the British legacy press point towards industry training programmes as the means of teaching occupational practice, including journalism ethics, to early career journalists, with an ethics curriculum centred on an industry derived code of practice. However, the impact of this training on the development of early career journalists' understanding of occupational ethics is little understood. This paper draws on original empirical research that asks how ethics is learned in the legacy press: what early career journalists are taught, what they learn and where that learning is located.

Qualitative interviews were conducted with early career journalists and training managers working in the British legacy press, and an analysis of the data gathered revealed that although formal aspects of their learning positioned a code of practice as of primary importance, informal learning opportunities through encounters with the community of practice within which they operated offered a wider learning experience and understanding of how ethical journalism might be defined. Learning structures conceptualised by Lave and Wenger (1991) and Wenger (2008) emerged as highly impactful, where key influencers and activities within the occupational community shaped learning. A second complementary community of influence also emerged which impacted on early career journalists' understanding of ethics, the community of the intended audience for their journalistic output, their local community. Although participants in this study identified community as important to them, they failed to explicitly recognise the impact of community on their learning, or articulate how community enriched their understanding of ethical practice, they were unaware of the learning they had engaged in through community interaction; formal industry constructed training around the code of practice was heavily foregrounded as their determinant of journalism ethics.

The failure to explicitly recognise community-impacts on the learning of journalism ethics is problematic and points to an inward-looking industry which misses the opportunity to develop and enrich its collective understanding of what ethical journalism might be beyond the observation of an industry code. This resonates with the work of Mensing (2010) who argues for community-oriented models of journalism education in the creation of reflective practitioners, and also Frost (2016) Harcup (2009); Keeble (2008)and Sanders (2008) who offer definitions of journalism ethics beyond a code of practice, taking account of the relationship between the journalist and their community.

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DCC01 - Disconnection, Distance, Detox

PP 016   Exploring gamification affordances in digital detox apps

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Studies of media users within the field of media studies have traditionally employed qualitative methods and context rich analyses. The field has concurrently been critical of "effect studies" and research that take as a vantage point that media is harmful. However, during the last years media scholars have become more attentive to the more troubling sides of media technology, including concerns that the smartphone and social media exploit peoples' weaknesses and take time away from other activities. In contest to earlier media worries, where children and youth most often are the objects of concern, the current worries concern the population more broadly (Syvertsen 2020, Ytre-Arne et al. 2020).

Due to platform convergence and the attention economy, a long range of media technology compete for users' attention. A constant competition for "eyeballs" and "clicks" have stimulated certain types of monetization models and media design that aims to grab and hold unto the user's attention. Gamification, which is the use of game elements in non-game contexts, is a design practice that thrives in these economic conditions (Waltz and Deterding 2015). A parallel, and perhaps paradoxical, trend is the booming market for technology that aims to alleviate invasiveness of other types of technology. A long range of digital detox solutions are on offer, such as digital detox holidays, "dumb" phones, and technology that blocks wifi-signals. Digital detox *apps* that aim to inhibit smartphone use are also part of this market.

This paper aims to explore *manufacture of disconnection*, an umbrella term describing commercial technology sold as solutions to inhibit use of other types of technology (Beattie 2020). The empirical basis for the study is a walk-through analysis (Light et al. 2018) of four digital detox apps where affordances were analysed in detail. The aim with this article is to delve into the paradox of "fighting technology with technology" by analysing digital detox apps with a high presence of gamification design. The apps are Forest, Hatch, Digital Detox Dragon, and Save the kitten.

The analysis shows that a long range of gamification affordances are used, to the extent that the apps are almost indistinguishable from ordinary games, such as farming games (HeyDay) and collecting games (Pokemon Go). The article discusses these findings in light of critical political economy and asks to what extent media technology are able to cater to needs that are not necessarily connected to technology.

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DCC01 - Disconnection, Distance, Detox

PP 017   Anticipation as platformed temporality and power

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Digital platforms, social media platforms in particular, affect and shape private, social, occupational, and collective lives and everyday experiences. This paper explores the digital everyday life by focusing on the experiences of platformisation: a context where a range of activities from public services and work practices to personal connections and family life are increasingly organized through digital devices, applications, and services (Poell, Nieborg & van Dijck 2019). The rich empirical data includes diaries and interviews conducted during 2020–2021 among four different social and occupational groups (politicians, actors, the unemployed and the undocumented migrants) with overall 157 diaries and interviews transcribed and coded on Atlas.ti software.

Our focus is on the concept of *anticipation* that emerged as a key feature in the data. It is approached as 1) key temporal ordering of experience in the contemporary platformed everyday. 2) time- and energy-consuming digital

and affective labour and 3) the embodiment of the mechanisms of platform power. Identifying anticipation as a structure of feeling that unites different user groups, we explore the different socialities it allows and engenders and the different meanings it has for various user groups. Anticipation is both a particular temporal order imposed and a mode of agency and survival. It is both feel and practice, imagination and materiality entangled in the everyday life.

To highlight the different experiences of anticipation we invoke the notion of 'power-chronography' (Sharma 2014): 'where individuals' and social groups' sense of time and possibility are shaped by a differential economy, limited or expanded by the ways and means that they find themselves in and out of time' (Sharma 2014, 9).

While anticipation was a key structure of experience across different groups, the motivations and implications of anticipation differed, illustrating uneven distribution of power. While some in the 'fast class' were overloaded with social media attention and traffic, others sought to remain unnoticed, motivated by fear.

Overall the study captures the techno-social quality of digital socialities: highlighting how our living and communicating with each other is not only shaped by but fundamentally depend on algorithms, protocols, rhythms and imperatives of digital platforms.

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DCC01 - Disconnection, Distance, Detox

PP 018 Digital Resilience: Rethinking the Impact of Media Transformation

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Getting through crises and coping with external change (that is forced upon individuals or collectivities) can be described as 'resilience' (lat. resilire = 'to recoil'). In a representative study we analyzed how questions of media usage can help us to reveal a fundamental new concept of 'digital resilience' in times of an ongoing social transformation. We conducted a study on the use of digital media among the German population from the age of 14 with a triangulated quantitative and qualitative empirical design:

1) We conducted a representative survey of the German population (14 years and older) that uses digital media: The CATI survey was carried out with around 1,000 standardized interviews (over 20 minutes each) on digital media usage habits (both reciprocal media communication and produced media communication) with a focus on stress-related aspects and associated implicit and explicit coping strategies to get more resilient.
2) Subsequently we conducted a qualitative survey with around 60 in-depth interviews for a detailed assessment of the use of digital media content from the user's perspective with regard to their perception patterns, selection and coping strategies.

The focus is on the priority issues: How do users with different educational, cultural and social backgrounds react to a strongly diverging range and variety of digital media information and online communication in general – and especially in times of crisis and social transformation? What do different age and educational cohorts consider to be an important and relevant digital health-related media content? What qualities and characteristics do users attribute to certain digital media content in exceptional crisis situations? How do digital forms of presentation and dissemination influence the way in which information is specifically participated in and absorbed? And what coping strategies do users develop consciously or unconsciously in dealing with emotionally stressful or stress-related implications of digital media usage?

Being able to react to unforeseen events and to actively shape the permanent change that arises during digital and social transformation, appears to be a *new social key resource* – not only, but especially in a global crisis like the Covid-19 pandemic. The aforementioned data enable empirical insights into individual patterns of perception and motives as well as implications of digital media practices with respect to a conceivably broad range of digital content and communication tools: from messenger services to social networking platforms to digital entertainment and news outlets. The more omnipresent and fragmented the digital media ensemble becomes, the more fragile is the systematic inventory of how people deal with the possible outcome of digital communication. Recalling of different age, from different social and cultural milieus and with different educational horizons the empirically based concept of 'digital resilience' is able to derive preventive or supportive measures on an individual and collective level in terms of media education, production, distribution and regulation.

Digital Culture and Communication

■ **DCC02 - Negotiating Digital Afterlife – Post-mortal Communication in a Hyper-mediated Society**

PN 010   Digital Rituals in Context: An autoethnographical analysis

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In August 2018, I lost my husband through 30 years and my research partner through 10 years. Two days after his death, I posted the first monthly update on Facebook. This presentation is an autoethnographically based analysis of the posts I wrote throughout the first year of mourning (Wall 2008; Sundén 2012). Posts reflecting on the boundaries of life and death; on if and how to let go of your partner and the father of your child; on how to know what to do and which choices to make; of self-identity and transformation. Of the new life to come. These posts are analysed together with other autoethnography: Private rituals; occasional events, in order to find out if something can be said of how my online and offline rituals supplemented each other (or not). Why might this be of interest? Firstly, digital death practices are often studied as a closed circuit with very small sociocultural contexts and many accounts of online mourning are restricted in their focus on online practices alone. This means that the intricate and complex interrelations of online and offline practices of the bereaved is not studied. This is a shame, since the double focus of on- and offline practices might be able to teach us about what the bereaved does in various social arenas and how these things interrelate – or not at all. It touches deeply on the ritual and liminal aspects of grief and how both can both be spontaneous and planned for (Butler 2004; Turner 1977; Bell 1997). Secondly, the motivations for posting on Facebook is complex and changing as grief evolves. In this case, the first update was an announcement of his death and an invitation to everyone to share their loss, while later posts, for instance, commemorate him; share the wondering of how to talk about him in past tense; reflect on the new life following his death and so on. Thirdly, the responses of friends, colleagues and relatives to the posts are interesting in themselves, since they might reflect some very deeply rooted ideas about how to grief and for how long. Working autoethnographically allows me to pose bold questions as a scholar and to be curious of ethnographic findings that I might not have observed had I not known them from the inside.

■ **DCC02 - Negotiating Digital Afterlife – Post-mortal Communication in a Hyper-mediated Society**

PN 011   Immortality, Afterlife and Hyper-Mediation of Digital Zombies in Society

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The notion of gaining a victory over death is nearly as old as human history (Becker, 1973), and it has yet to lose its power. In fact, we see today a growing interest in digital immortalisation through the advent of new thanatechnologies (Sofka, 2020) and the use of AI and data mining techniques to provide advanced ways of maintaining social bonds with the dead (Bassett, 2015). In this theoretical paper, I examine the idea of immortalisation and the related afterlife in the present-day hyper-mediated society and investigate 1) how procedures of immortalisation are enacted in media-saturated social relations between the living and the dead and 2) how the changes in post-mortal relationships may affect our future existence and understanding of life and death amid hypermediation. In this endeavour, I examine how the present-day digitally saturated post-mortal relationships put the idea of the permanence of death in floating. I discuss how such post-mortal communication, the idea of ritual practice as stabilising relationships between the living and the dead is altered as digital immortals are only one click away from the lives of the living. This development transforms the very idea of the permanence of death articulated in the saying 'rest in peace' (RIP) into something far more ephemeral carried out through platforms that are best described as unstable and unsustainable. This leads to an ongoing temporality (in contrast to the idea of permanence) and animation (in contrast to the idea of repose) (Sumiala 2021, p. 180). Hence, the dead as digital immortals – as actors in the Latourian (2015) sense –continue to participate in various ways across various hybrid media platforms. By engaging in such practices, the living allow for the common presence of the dead in society and retain death as part of society in new ways (Savin-Baden & Mason-Robbie, 2020). Debra Bassett (2015, p. 1134) calls such immortals 'digital zombies' – beings who she defines as physically dead but virtually alive and, more importantly, socially active. I conclude my theoretical analysis by critically reflecting how such post-mortal relationships with 'digital zombies' may affect the idea afterlife and related line between life and death in contemporary hyper-mediated society.

Digital Culture and Communication

PN 012 Deepfaking the dead: computational photography and raising of "Lazarus"

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Tupac Shakur was an American rapper that was murdered in 1996. In 2012, advanced deepfake technologies enabled Tupac's image to perform live on stage, as a hologram, in a live concert. And so, Tupac "joined" fellow rappers and performed two of his songs, on stage, long after his death. Pinchas Gutter, a Holocaust survivor, was the first to partake in New Dimensions in Testimony, a project that combines human-computer speech interaction capabilities with three-dimensional holographic imaging to create an immersive experience of a live conversation with survivors long after they are gone. Na-Yeon, a seven-year-old girl died in 2016. Four years later, she was digitally resurrected by a Korean TV channel, drawing on Virtual Reality, deepfake and artificial intelligence (AI) technologies. The developers "cloned" Na-Yeon's image and voice, digitally reconstructed her playground, and employed AI technologies that allowed the animated figure to converse with Na-Yeon's mother. These enterprises herald the inception of post-mortal society and, arguably, digital immortality. The article analyzes and compares the three cases and reflects on questions of posthumous personhood, agency of the dead and the gamification of mourning. Scholars of death and society have discussed the vision of immortal society and the challenges it brings. The emergence of VR and deepfake technologies enhanced by AI to aminate the dead and to engage with their digital "twin" is no longer a science fiction. As more and more social interactions turn digital, and as VR technologies become common, the possibilities to "resurrect" the dead and reconstruct them as avatars in hyper-realistic realm raise new questions about the finality of life and the possibilities of digital immortality. The emergence of these advanced digital technologies requires a more comprehensive deliberation on the ethical issues at stake, and more nuance understanding of the interrelations between the living and manufactured (artificial) representations of the dead. Drawing on visual culture theories and SCoT framework, the authors point to the transition of power in visual culture. Photography that serves as a prime technology to represent reality loses its authority to hyper-real, deepfake technologies, and visual content creation that relies heavily on computational technologies and post-processing of images. AI technologies allow a new level of interactivity not only with representations of current reality, but also with future imaginative representations of reality that could never exist. However, as devices and computational systems replace humans in generating virtual, non- corporeal social interactions, questions about consent and integrity of personhood become more pressing. While in some cases, new technologies can re-shape the engagement with the dead and facilitate mourning and commemoration, in other cases these can be perceived as disrespectful for the dead and unethical.

PN 013 Sharing death: terrorist violence and the digital afterlife of mediated death

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In March 2019, fifty-one people were killed in the Christchurch mosque attacks while being live-streamed through Facebook Live by the perpetrator. Showing death and dying through the vantage point of the killer, familiar from first-person shooter games, the massacre quickly went viral. Relying on the networked, commercial digital platforms, the gruesome video not only renders terrorist violence into spectacular death (Morse, 2020), it also showcases how "the temporality of liveness is fused with the reality of horror as a mode of entertainment for the masses" (Ibrahim, 2020, 812). Documenting (and showing) real death (Malkowski, 2017) in such a way contributes to a particular digital afterlife of the victims, where the perpetrator's gaze contributes to and remains in the digital artefact's affective layers. This paper explores the digital afterlife of violent death and examines how data figures in the post-mortem memory, collective remembering and shows of solidarity that follow. In particular, I explicate the relationship of data afterlife (the socio-technical dimension) and data as afterlife (the personal, emotional dimension) as co-constitutive dimensions of digital afterlife (Harju & Huhtamäki, 2021), and discuss the ways in which the materiality of data allows affective relatedness in digital spaces while also having a fragile, volatile element to it. The mediated, violent death of terrorist violence represents difficult death from multiple perspectives: the role of data and its materiality in the construction of digital afterlife and difficult memory; the socio-political dimension of mediated death (Harju, 2019) and hierarchies of grievability (Morse, 2018) of public death; collective remembering and affective related-ness in digital spaces where the emergent digital affect cultures (Döveling, Harju & Sommar, 2018) resonate with diverse audiences, some standing with the victims, some with the perpetrator.

DCC03 - Digital Culture and Young Lives

PP 115 Young Adults 'Privacy Protection Behavior in Mobile Communication from the Perspective of Privacy Motivation Theory

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In the context of the proliferation of digital platforms, privacy protection in online communication is a topic that gained substantial attention lately. Theoretical models such as privacy management theory and privacy calculus model have contributed to rationally understanding how people seek to protect their data in online communication (Masur, 2018). However, according to the protection motivation theory (Rogers, 1975), online privacy protection behavior is based on threat and coping appraisal (Boerman et al., 2018). In line with this, people who are aware that companies collect, use, and share data about online behavior (perceived susceptibility to online privacy threats) and have a problem with that (perceived severity to online privacy threats) will more likely engage in data protection behavior. Self-efficacy and response efficacy are also predictors for online protective behavior. Previous research showed that age, gender, and education also influenced online privacy-protective behavior.

The present research focuses on what determines young adults to engage in privacy-protective behavior in mobile communication. We aim to assess the role of perceived susceptibility and perceived severity to the threats, as well as that of the response efficacy for privacy-protective behavior in mobile communication. The methodological approach consists of mixed methods. First, in January 2020 we conducted two group discussions ($N = 25$) with young adults (18–26 years) that helped us identify the common protective measurements in mobile communication used by the target group (e.g., not allowing a newly installed app to access user' smartphone's contacts if not necessary). Second, we conducted an online survey during November 2020-March 2021, with $N = 518$ young adults smartphone users from Germany.

To test the proposed hypotheses about the mediating effect of susceptibility, via severity and response efficacy on privacy protection behavior in mobile communication we ran serial mediation analysis including gender and education as covariates. Results showed that perceived susceptibility influenced the perceived severity (b=.39, p<.001) and the response efficacy (b=.39, p=.008). Perceived severity (b=.12, p=.014) influenced the mobile response efficacy as well. It's not enough to know the threats of mobile communication for privacy protection. The perceived severity of the situation (b=.084, p=.003), and the mobile response efficacy (b=.054, p=.003) are the factors that determine privacy protection behavior in mobile communication. Even if young women perceived the threat of sharing data during mobile communication, in the case of young men we observed higher values of privacy protection behavior in mobile communication. Similar to other studies, our results showed that education contributed to privacy protection behavior as well.

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DCC03 - Digital Culture and Young Lives

PP 116 Young adults and apps– a study on the uses of m-apps in Portugal

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Technological uses take place and stem from specific sociocultural and political contexts that (re)produce different types of structures and social hierarchies. However, technological uses may also generate more emancipatory social contexts, practices and relationships. Also, these digital environments may offer new possibilities for identity performances and subjectivities. When people use digital technologies, they are not just consuming prevailing ways of thinking, but also feeling, embodying affective assemblages of matter, thought and language (Lupton, 2019), and generating agential capacities and rationales to make sense of what it means to be and behave like

a woman and a man, for instance. Therefore, gender is not a given but a recurring accomplishment interconnected with specific social arrangements and the power relations they enact (Butler, 2004).

In Portugal, there is no solid research on these topics. There are more exhaustive studies that comprehend the interaction of young people with mobile technologies and on young adults' digital practices and consumptions (Amaral et al., 2017) and digital literacy (Santos et al., 2015). How young adults engage with mobile apps and how it challenges gender politics are yet to be explored. Therefore, this paper is framed within the first-ever study in Portugal aimed to investigate how young adults engage with the technicity and imaginaries of mobile applications (m-apps), incorporating them into their daily lives. This paper offers quantitative insights into how Portuguese young adults' engage with different categories of apps. In pursuing it, the article explores the following research question: Do the uses of m-apps by young adults dialogue with social contexts from a gender perspective? We conducted an online survey of a representative Portuguese population aged 18 to 30 years, with quotas by gender and region.

Results show that mobile applications' use rate among young people is very high: 93.0% use them daily. It is also verified that the higher the level of education of young people, the greater the frequency of use of mobile applications. In a personal context, young people's most-used apps daily are social media, email, and messaging/video conferencing apps. We found that 86.5% use social media every day, and this percentage is slightly higher among women (91.2%) and respondents with higher education (87.2%). In fact, women's everyday personal usage of social media (91.2%), email (71.5%) and messaging/video conferencing apps (65.2%) is statistically significantly superior to men's (81.3%, 59.2% and 58.2%, respectively).

Regarding everyday experiences, most young people play alone in apps (66.1%), have a habit of participating in social groups through the apps they have an account (54.3%) and use apps in order to inform themselves on health (54.1%). Such experiences are the most frequent for women, however for men, the second most frequent concerns playing with other people in apps. Mobile apps seem to have a perceived critical role in the everyday lives of the studied Portuguese young adults.

DCC03 - Digital Culture and Young Lives

PP 117   Challenging imaginaries: mediated young adults' practices in mobile applications

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Research shows that collective narrative processes on mobile app-based platforms enhance power relations by perpetuating hegemonic masculinities and femininities anchored upon heteronormativity (Amaral, Santos, & Brites, 2020). Masculinities and femininities represent a culturally imagined (Silveirinha & Simões, 2019) and discursively and semiotically conveyed an ideal of what it means to be and behave like a man and a woman. As gender is a social construction (Butler, 1990), masculinity and femininity are not natural, spontaneous, fixed or immutable. Instead, they result from dynamic social and cultural processes, being susceptible to being challenged, (re)constructed and transformed (Boni, 2002). It follows that how people engage with the technicality and imaginaries of mobile applications, incorporating them into their day-to-day practices, fosters a (re)negotiation of their sexual and gender identities.

Adopting a critical perspective of contemporary digital media and anchored to a new materialistic feminist approach, this paper aims to understand how young adults perceive their uses and appropriations of mobile applications to assess how gender identities are negotiated and imagined in user experiences.

This paper will offer qualitative insights into how Portuguese young adults' engage with different categories of apps, from social media and dating to gaming, health and fitness to self-tracking apps. In pursuing it, we will explore the following research questions: a) How do gender identities are negotiated and imagined in user experiences of mobile apps?; b) To what extent does the use of apps as mediated interfaces reproduce or challenge normative imaginaries of gender?. By departing from a feminist new materialist approach, the paper implements a qualitative methodological approach, operationalised in six focus groups developed with Portuguese university students (18 to 30 years old). We used critical thematic analysis to analyse the data, an independent qualitative descriptive approach that offers a method to identify and analyse patterns (Braun & Clarke, 2006).

Results show that most cis-gendered young people do not question or even question mediations through mobile apps in social identity construction. On the other hand, it is observed that young adults who consider themselves on a non-binary, non-heteronormative spectrum or still questioning their gender have a more critical and developed perception of various layers related to gender, sexuality and digital user experiences.

Keywords: mobile apps; gender identities; digital cultures.

DCC03 - Digital Culture and Young Lives

PP 118   Young people, music, and algorithms: the relation between young audiences and music streaming platforms

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The present study investigates how young people create meaning about music through the analysis of their user-experience in Spotify and YouTube, from a sociosemiotic perspective and mediatization theory. The article argues that the platform's user-interface design and recommendation systems do influence the young publics' consumption practices and their connection to music. The research is part of a doctoral thesis that is being developed at Pompeu Fabra University.

Digital platforms have penetrated people's activities, cultural practices, and imaginations through their technical infrastructure, business models, and governmental framework (Guillespie, 2010; Van Dijck, 2017; Van Dijck, Poell, and De Waal, 2018; Nieborg and Poell, 2018). Regarding music consumption, Bonini and Gandini (2019) affirmed that the platform's mixed human-algorithmic content curation process through playlist (called 'algotorial' by the authors) mediated music production and consumption practices. As Prey (2020) pointed out playlists allow platforms to segment audiences and meditate on their listening practices.

In this sense, platform music selection can be understood as a mediatization phenomenon, which is in this study's focus. Fernández (2018) indicates that platforms create meaning through their technological infrastructure (interface design, algorithms), discourse (content and genres), and social uses (user-experience). Fernández (2020) explains that platforms propose a music interaction through broadcasting (streaming) and interaction (content reaction and sharing).

Concerning user-interaction, Bucher (2017) mentioned that users do actively participate in platforms based on their awareness about algorithms operation. Recent studies show that users created an idea of how algorithms work from three factors: cognitive, affective, and behavioral. In that sense, they became more or less conscientious of the effects of the platforms and their content suggestions on their daily activities (Swart, 2021; Lomborg and Kapsch, 2020; Gran, Booth, and Bucher, 2020; Bucher, 2017; Hagen, 2016).

Currently, there aren't studies that specifically have focused on user-perception on the streaming music platform's interfaces and recommendation systems, therefore, this study seeks to contribute to the analysis of this issue. In doing so, it was held seven online focus groups to 16 to 30 years old participants from Quito (Ecuador). The sample selection corresponds to the main Spotify and YouTube consumers. The focus group information was coded and evaluated by the theme analysis method (Hawkins, 2017). The aim is to discover the participant's perception of user-interface design and recommendation algorithms, and how they influence the participant's connection to music.

In general terms, participants listen to music according to their mood or daily routine. They perceive that Spotify and YouTube content recommendations do not always match with their music taste, although they know they are being tracked by the system. Also, they feel uncomfortable with the constant bombardment of advertisements that they aren't interested in. Besides that, they feel pigeonholed by the platforms in a determined music genre or mood. Therefore, the participants considered that algorithms fail to offer a personalized music listening experience. To summarize, young participants, perceive Spotify and YouTube music listening as a personalized experience that is being mediated by the platform's commercial interest. That is why they feel that the platforms don't recognize them and their preferences.

DCC04 - The Arts and Visual Communication

PP 119   Designing for participatory artwork interpretation in museums

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There is great interest in the museum sector to use digital media to create engaging experiences for visitors. However, such efforts come with many pitfalls. For instance, engaging audiences through social media brings up a range of concerns about the impact of social media on public discourse and individual well-being. Furthermore, deploying smartphone experiences in museums lead to concerns about "the heads-down phenomenon": that visitors will go through the museum with their eyes fixed to the screen, oblivious to the treasured artefacts on display around them. Similar concerns about smartphone overuse are widespread in contemporary culture, as indicated by the popularity of measures to reduce smartphone use – including "digital detox".

The social dimension is of great importance to museums. Visitors go to the museum with friends and family for a day out together (McManus, 1989). As a social leisure activity, reaffirming social relationships is an underlying motivator and this has a significant impact on any visit. Visitors often operate under a form of social contract, a responsibility to their companions to maintain the social framing of the visit. Museum visits can be an opportunity to strengthen relationships. During a visit people engage in many different types of sub-activities, seamlessly moving back and forth between social interaction, play, exploration, navigation, reading, and so on while affirming their friendships. Through social recontextualization visitors reinterpret and frame museum artefacts to become relevant to them. Exhibited cultural heritage might be defined by the museum (Calcagno and Biscaro, 2012), yet the audience in turn add new meaning, bringing with them their lived experiences. Through the mundane and every-day, the ancient and thus 'foreign' objects are untangled and made sense of; they are recontextualized. Recognizing what people do in museums is the first step to creating participative museum experiences.

This paper reports on a Research-through-Design study of a smartphone app for art museums, that use image recognition to identify artworks and offer users interpretations of the artworks. The main contribution of the study is in the design of a format for authoring interpretive text (or stories) about the artworks, which take as premise that visitors will only be willing to spend fairly short amount of time with any artwork (as demonstrated in past empirical research). Hence the app – called One Minute – offers short, bite-sized interpretations aiming to awake curiosity and facilitating shared experiences. Furthermore, the app is used to engage members of the public in contributing interpretations of artworks in the museum. The result of a series of engagements with the public in the period 2019–2022 through workshops and evaluations are analysed and discussed as a design strategy that strikes a careful balance between small-scale "crowdsourcing" and curation.

DCC04 - The Arts and Visual Communication

PP 120   The use of VR in stimulating creativity. An experimental approach in the communication domain

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As the world is rapidly technologically developing, Virtual Reality (VR), defined through interactivity, immersion and presence (Breves, 2021), has started to gather an increasing role in the society (Harley, 2020). Beside medicine, engineering and army, immersive technologies have an important impact on stimulating creativity, increasing curiosity and developing skills (Gong & Georgiev, 2020). The most visible domains in which VR is used for increasing the level of creativity are education, entertainment and cultural sector, tourism or design. However, there is still little research on the role of VR in stimulating creativity in the communication domain.

Thus, the present paper aims to analyze the role of using a VR content in stimulating creativity among communication specialists. The experimental design is both within-subjects (pre-test and post-test) and between-subjects (VR stimulus vs. non-VR stimulus). The pre-test and post-test approach (two similar creativity consequence tasks inspired from Silvia (2011) and Ciarocco et al. (2010)) aims to assess the creativity evolution before and after the exposure to a VR content. The between subject perspective intends to measure differences between a control group (exposed to a 2D content) and an experimental group (exposed to a 3D content). The stimulus is a short video that simulates a relaxed walking in nature (Fleury, 2021). The creativity level is evaluated by using the Consensual Assessment Technique (Amabile, 1982) based on the indicators inspired by Smith & Yang (2004)

The relevance of the paper is twofold. On one hand, the research adds knowledge to the existing literature by completing the gap on the role of VR in stimulating creativity within the communication domain. On the other hand, from a business perspective, the results can be used by advertising, PR, and communication organizations by providing the necessary tools for stimulating creativity in employees.

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■ **DCC04 - The Arts and Visual Communication**

PP 121   Corporeal Media Logic: Understanding possible impacts of monopolized Social VR

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On October 28th 2021, Mark Zuckerberg announced the rebrand of Facebook to 'Meta', a nod to cyberpunkian novels of the late 20th century. The world's most influential owner of Social Networks has pivoted towards VR/AR, a market it dominates by selling subsidized hardware. With the power to manipulate access to apps on Meta products, competing Social VR-platforms could soon be repressed into obscurity. In light of these recent developments, I present everyday corporeal practices of presently existing Social VR communities to underline impacts of a possible monopoly. This is done by understanding VR Media Logic as corporeal.

Facebook did not invent the Metaverse, nor the lifestyle it promises. On existing platforms like 'VRChat' or 'NeosVR', people have been spending much of their free time in VR for half a decade now. For experienced users, thoughts of monopolized Social VR encompass more than threats to free speech or the non-commerciality of safe spaces for self-expression. Rather, they fear a severe intrusion of their lived bodies (Plessner, 2019) and lifeworlds (Schütz 2016). Media Logic in VR implies self-integration into digitality: corporeal, practical, and sensory adaptation to and negotiation of digital affordances. Feeling 'at home' in VR includes re-learning how to move and interact, adapting to bodiless yet co-present social situations, accepting one's avatar as either themselves or shells of self-expression, and more generally how to deal with a "co-extensive" (Saker & Frith, 2020) existence: One world in the living room, one virtual world. One body that wears VR-equipment, one avatar in total synchronicity with its physical counterpart. Media Logic here shapes more than modes of communication: It becomes a baseline of existence and perception that people adapt their virtual lives to – with the caveat that it could, at any time, be digitally altered by monopolistic forces.

In line with Mediatization research (Krotz, 2018), I explore corporeal Media Logic by observing the people affected by it. Social VR communities who are in the process of negotiating the mediums possibilities and risks remain blind spots in VR-research. My contribution seeks to counteract this by providing insights from an ongoing four-year ethnographic enquiry into lifeworlds of VRChat-powerusers. Foci therein are practices that underline the pivotal role bodies play in VR. Following a grounded methodology, digitized for the use in virtual worlds (Hine, 2015; Marres, 2017; Caliandro, 2017), my contribution presents video data as well as selected passages of twenty semi-structured, 90-minute interviews that were held inside VRChat between 2018 and 2022, conducted by a digitally embodied me. Corporeal Media Logic impacts not only media use, but our behavior and identity at large. Metaverses were already concerning as a dystopian concept. Monitoring recent developments with an empirical understanding of their potential societal impacts is therefore key.

■ **DCC04 - The Arts and Visual Communication**

PP 122   Pandemic culture: the function and use of corona memes

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With the spread of the Covid19 pandemic in 2020–2021, and the lockdowns that ensued, a huge number of covid19 memes, referred to as "corona memes", flooded the internet. This paper presents an analytical framework with which to think about corona memes and their cultural impact in a COVID19 context. It discusses 500+ select Australian and Danish corona memes, looking for differences and similarities in meme communication in two countries at each end of their world, and with vastly different governmental politics in relation to the containment of the pandemic.

Corona memes as crisis memes

Digital memes are often described as light-weight cultural products, but we can also understand them as means to convey the experience of specific challenging individual or political conditions (see f.i. Rintel 2013, Gal et al 2015, Ask & Abidin 2018, Chagas et al 2019), as "crisis memes". Thus, corona memes can be thought of as a vernacular public conversation (Milner 2018), taking place both in and about "the corona age". The main research questions this paper will deal with are: Which topics and themes emerged as popular among the corona memes shared in 2020? How do these memes reflect and comment on respectively shared global and local, personal experiences in a time of crisis?

Method and analysis

For the paper, 500+ memes collected on meme hubs on Facebook, Instagram and Reddit while lockdowns unfolded in 2020 and 2021, will be analysed. Using popularity (e.g upvotes, shares and likes) as guideline for the sampling, memes were manually collected throughout 2020 and 2021. Building on the previous work on "crisis memes" presented above, as well as the analytical framework for meme studies provided by Shifman (2013) and Tosca and Klastrup (2019), these memes are currently being coded, looking at *stance* (critical or affirmative of official politics), *orientation* (reflection on personal experience or state of the world), *locality* (references to local politics and culture), *collective identity* (creating community through shared life experiences); and *global perspective* (reference to perceived shared common experiences).

A first study of the meme samples reveals that themes such as: working at home; being "out of school"; the experience of restrictions and other peoples' restriction responses; local press conferences; the behaviour of specific authority figures (such as the Head of State or the Chief Health Officer); 2020 as an annus horribilis; one's own behaviour at home; the experience of specific national holidays and events in the shadow of the pandemic; and ironic commentary of covid19-related graphs appear as popular meme content in both countries. The memes seem to serve both as commentary on one's own response to the pandemic, as well as social and political commentary on restrictions and political decisions. In the presentation of the paper, I will dive further into what the differences and likenesses between memes used in the two countries can tell us about the potential function and impact of memes in a global crisis.

DCC05 - Domestication of wild (media) technologies

PN 049   Policy relevance of domestication research: Insights from three Swedish case studies

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From the very outset, the domestication approach was inspired by an ambition to contribute to and inform policy debates. This was obvious in early delineations of the approach in the 1980s. In concrete research practice, however, a lot of projects, articles and books that have been inspired by the notion of domestication has come to overlook this ambition. The lack of ambitions to contribute to and inform policy in concrete research practice has been commented on in Maria Bakardjieva's (2005) critical reflections on domestication research. She asked domestication researchers to adopt a "transformative program" to turn "the murmur of everyday practices into a clearly audible legitimate public discourse" (p. 77). This paper presents three examples of analyses that engage with the notion of domestication in everyday contexts, while also explicitly addressing policy. The cases pay attention to different phases of domestication. Our first case draws on the notion of appropriation when analysing Swedish working-class families' decisions to acquire an Internet-connected computer. The objectification phase is in focus in our second case, in which we analyse the domestication of digital media in everyday life in Swedish leisure time centres (LTCs), an institution that provides education and care before and after compulsory school. The third case illustrates how analysis of the incorporation of ICTs among elderly Swedes can help reveal policy issues that merit attention. Our cases also illustrate different stages of ICT development and different policy frameworks. Our first case is based on data collected two decades ago when home computers with Internet connections had started to become commonplace in Swedish households. The case coincides with an era when Swedish governmental ICT policy was very excited about the opportunities that digital media were thought to offer. The second case has a contemporary focus on how teachers deal with children's mobile phones and relate specifically to how the Swedish national school curriculum interprets the place of digital media in school contexts. Our third case is similarly contemporary. It draws on data from recent interviews (2019–2020) with older adults in Sweden (above the age of 65 years) covering their reflections on and practices of everyday ICTs. In terms of policy, the case reveals tensions between older adults' need for concrete digital support and Swedish policy preferences for the digitalization of information and services. The paper argues for and illustrates the policy relevance of domestication research – and points towards the future. As media technology develops into "Internet of things", "machine learning", or "artificial intelligence", it becomes of

continuous importance to offer perspectives and insights from domestication research. Domestication research can contrast, challenge, and hopefully also feed into the formation of insights into what is going in and around media technology. In order to do so, policy relevance cannot remain an underarticulated aspect of it. Instead, it needs to be both explicitly formulated and communicated to relevant stakeholders as an integral part of research practice.

DCC05 - Domestication of wild (media) technologies

PN 050   Understanding re-domestication: a neglected concept

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Processes of re-domestication are a common, important, and intriguing part of the domestication of media and technologies, but so far underexposed in research. The term somehow refers to trajectories within the domestication process and emphasizes its processual and unfinished nature, but one rarely finds more precise explanations and theoretical concretisations of the concept behind it. Starting out from this research gap, this contribution aims to shed light on the concept of re-domestication and introduce empirical examples of its application. Re-domestication describes change-intensive phases, in which users renegotiate and reshape the way they integrate one or more media into their everyday lives at home. More specifically, it refers to a re-inscription of a medium into everyday domestic life, associated with a reconfiguration of domestic communication cultures. The underlying reasons for re-domestication processes are manifold: they can have material or everyday-related causes, for example techno-logical innovations, changed living conditions or shifts in the meanings of a technology within the media ensemble. Although re-domestication processes are significant because of their inherent socio-technical dynamics, they have not received much attention in either theoretical or empirical research. In order to fill this void, we first theoretically address the process perspective of the domestication approach and discuss existing studies that have investigated re-domestication processes. We then propose our own definition of re-domestication, followed by a presentation of three case studies. The first case study illustrates how spatial arrangements with the Internet, everyday uses, and do-mestic communication cultures interact and – together with new technological affordances for mobile uses – have led to a re-domestication of the Internet. The second case study demonstrates the importance of stimuli emanating from life-world changes. It deals with re-domestication processes resulting from radical changes in everyday life such as moving house, parenthood or divorce. Empirically, data on these two cases come from the project "The Mediatized Home in Transition 2008–2016", which explored the domestication of the Internet in a qualitative panel study with 25 households surveyed on a regular basis. Finally, the third case study is devoted to a historical example and shows how television was gradually re-inscribed in everyday domestic life after the implementation of the "dual broadcasting system" in Germany. Finally, drawing on the three case studies, we discuss the insights gained and argue for a stronger theoretical reflection of re-domestication processes within domestication research.

DCC05 - Domestication of wild (media) technologies

PN 051   Smart speakers, everyday life and the domestication of corporate data practices

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This paper examines how users domesticate the everyday data flows and data practices connected to smart speakers into the moral economy of the home. Based on the analysis of recordings of everyday use of smart speakers and on qualitative interviews with users, it looks at the practical dealings with smart speakers but also at users' conceptions of corporate data practices and users' strategies in dealing with them. Smart speakers with intelligent personal assistants (IPA) – such as Amazon Echo with Alexa as one of the most popular models – are used in a growing number of households. While they add a comfortable and voice-activated way of dealing with home inventory and the domestic media ensemble, they are also criticized as the latest intrusion of digital capitalist ventures into the everyday lives of consumers. They allow for the more or less instantaneous interaction between users and AI-driven dialog systems. In order to be activated by their "wake word," they permanently have to listen to their surroundings. Also, users are often unable to ascertain how the voice recordings are being analysed and to what extent they serve purposes beyond the fulfilment of the voice commands uttered by users. In this sense, users have to deal with "externalization" in domestication in a different way than discussed by Brause and Blank (2020). As Brause and Blank mention, smart speakers allow for the control of household devices while outside the home: they add a further layer of digital interconnectivity to the domestic media ensemble and thus "externalize" the domestication of every connected device. However, the networking of these devices is organized

via cloud services. In this way, users also have to deal with the "externalization" of data through corporate data practices which reconfigure the boundary between the private and public aspects of the home in a different way than e.g. the television does. They have to contend with corporate and state agencies' potential analysis of those data and with a possible feedback of this analysis into the home. As this potential has been criticized in public discourse quite prominently, users also have to position themselves and their use to such critical views. In this way, it discusses the integration of data-driven technology in the home as both a conceptual and practical problem. Theoretically, this paper combines domestication theory with concepts from Science and Technology Studies which focus on "cooperation without consensus" and the relations of media and data practices. The empirical data is part of a research project on smart-speaker and IPA use at the Collaborative Research Centre "Media of Cooperation" at University of Siegen.

DCC06 - Health Communication and COVID-19

PP 334 The life of the quantitative: a methodology to understand the impact of numbers

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The pandemic has witnessed an avalanche of numbers about society: cases, hospitalisations, deaths, GDP growth, supply of personal protective equipment (PPE), to name but a few. But what do these figures mean? What impact do they have in politics, academia and society? To answer these questions, this paper puts forward the "the life of the quantitative" approach to explore specific statistics, indicators and numerical rules. This five-stage methodology expands on the "life cycle" put forward by Dorling and Simpson (1999) to cover Beer's three umbrella concepts of "measurement, "circulation" and "possibility" (Beer, 2016).

First, numbers always serve a **purpose**, identifying the need for a number allows the quantitative to be placed within an instrumental and structural context. Second, a number needs to be **produced**. This emphasises how the complex world is imperfectly rendered into a dataset through defining, collecting and analysing. Third, numbers from these datasets are then **communicated** to an internal audience (e.g. within an organisation) or publicly. Fourth, numbers then **circulate** in private and public spaces, structuring what is possible. This could be the way key performance indicators structure people's behaviour in companies (referred to as "recursivity" (Dorn, 2019)) or how news media coverage of coronavirus hospitalisations lead to a change in public opinion. Fifth, most of the quantitative then becomes **backgrounded** – either the number becomes irrelevant or it forms part of the broader data infrastructure of governance or capitalism (Kitchin, 2014; Zuboff, 2019).

The method is showcased through two examples from the UK during the pandemic, drawn from my forthcoming book (Lawson, 2023). The first explores the cultural impact of the now iconic peak-and-trough data visualisation of daily cases, hospitalisations and deaths over time. The second focuses on the way public health and macroeconomic metrics structured dominant ways of thinking about government policy. Taken together, "the life of the quantitative" approach forges a fruitful link between Critical Data Studies and Media and Communication. In doing so, it gives the researcher a nuanced, holistic and case-based understanding of the effect that the quantitative has on society, economics, politics and culture. A task that has become all the more necessary since the pandemic.

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DCC06 - Health Communication and COVID-19

PP 335   Digital health citizenship between the personal and the algorithm

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Empirical work interested in the impact of social media use on discursive practices in general – and participatory dynamics in particular – has drawn attention to the way platforms' socio–technical infrastructures tend to destabilise traditional power roles in the construction of meaning around issues of public interest (e.g., Jackson et al., 2020). While this body of research is now well established and growing, still little do we know about how these dynamics work in relation to power and meaning-making centred on health and illness (Lupton, 2017), with research just starting to explore how extremely heterogeneous forms of health advocacy and citizenship are unravelling through the digital (e.g., Petersen et al., 2019; Petrakaki et al., 2021; Vicari, 2021).

By drawing upon an empirical investigation of Twitter content discussing hereditary cancer conditions between 2013 and 2017, I specifically focus on the longitudinal evolution of curation, framing, storytelling, and, ultimately, epistemic practises in social media health issue publics. Drawing on empirical findings produced via a netnographic approach based on network and discourse analysis techniques, I advance six propositions on the impact of social media use on the making – and unmaking – of health citizenship: 1. Networked socio–technical infrastructures can foreground the voice of ordinary users over that of traditional elite entities (e.g., media, public figures) but this impact is often mediated by wider socio–cultural dynamics; 2. The norms and conventions of social media platforms shape how health information is shared and who and what becomes more visible in these sharing practices; 3. Social media's functionalities for long–lasting health issue publics – and the illness subcultures they may represent – can shift considerably over time. 4. Contrary to what happens in more dedicated and often contained digital spaces (e.g. user lists, patient or carer blogs or forums), most mainstream social media also allow users to participate in health issue publics without having to disclose their personal commitment to the issue at stake or their self–story related to it. 5. Mainstream social media platforms allow for "experiential" and "expert" knowledge to easily intersect, often enhancing extensive epistemic work. 6. At the heart of the intersection of experiential and expert knowledge are often "lay experts", namely, individuals experiencing the condition discussed within the issue public, without necessarily having professional scientific training.

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DCC07 - Displacement, homelessness and media use: (dis-)empowerment?

PN 059   Dialoguing with Home(lessness) through art

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Between the years 2004–2005, I volunteered at a women's homeless shelter in Chicago, giving art workshops based on 'dialogue-based art practices', which was for my MFA thesis project at the School of The Art Institute of Chicago. My idea to volunteer there as an artist was not to try and find a solution to the problem of homelessness, but rather to understand the community and create a sustainable dialogue with its participants. Such dialogue would potentially open up a sense of empowerment and a democratic relationship between myself (as the artist) and the public (as collaborator). In his book Pedagogy of the Oppressed, Paulo Freire stresses the necessity of dialogue, and the existential necessity of action and reflection, which he calls praxis, to generate critical thinking among individuals. "True dialogue cannot exist unless the dialoguers engage in critical thinking." (Freire: 1970: 80). He states that true dialogue cannot exist without critical thinking and adds that it is only this dialogue that can also give birth to other people's critical thinking and communication. For Freire, the approaches that will generate critical thinking should be those that are addressed to others' generic perspective of the world. Either political or for educational purposes it is the same; educators, politicians and revolutionaries should not place emphasis on

the facts of oppression and on the present conditions of the oppressed community, which includes their fear, doubts and hopes. An educator's aim should not be imposing his or her own ideas on other people; instead, they should speak to people and try to understand their view of the world. By doing this, the educator should also comprehend the conditions that the others are in. "It is only when the oppressed find the oppressor out and become involved in the organized struggle for their liberation that they begin to believe in themselves" (Freire: 1970: 52). In this presentation I am going to focus on how dialogue-based approaches in art can be used as a methodology for tackling issues of home and homelessness. By showing examples from different projects I have conducted since then, I will outline how dialogue-based approach can blur the boundaries between academic and artistic research.

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DCC07 - Displacement, homelessness and media use: (dis-)empowerment?

PN 060   "This mobile phone is like a family to me": Media appropriation processes among homeless people

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As a result of digitalisation, smartphones have become indispensable for participation in social life. This became apparent once again during the Corona pandemic. In Germany, from the end of 2021, even public spaces such as underground stations could only be entered with a digital vaccination card. This means that both the possibility of social participation and the option of places to stay were disappearing. But smartphones are not only important for "identifying" oneself or accessing information. They also provide opportunities for leisure activities and offer users the potential to be in what can be called their own "symbolic space" (van Rompaey; Roe, 2001: 356). While media consumption is closely related to the homes in which it is consumed, it can be argued that mobile media technologies can be such homes themselves (Hartmann, 2013). In this article, I want to explore the relationship between home and media among homeless people. In doing so, I use the term "mobile privatisation", which was first used by Raymond Williams (Williams, 1974). Williams described society as one that moves between the contradiction of mobility and home. According to Williams, broadcasting resolves this contradiction by transporting the outside in. Based on ethnographic research on the media use of homeless people, I argue that mobile communities can resemble a home environment. The article is based on an ethnographic study that took place in Berlin over a period of six months. The starting point was an intervention in which smartphones were distributed to homeless people. Subsequently, the appropriation processes were investigated ethnographically. Since the digital competences of the people were very different, the intervention was also about providing assistance. In the proposed paper, I reflect on both the distribution and the different methods, such as visual anthropology, used to study the appropriation processes.

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DCC07 - Displacement, homelessness and media use: (dis-)empowerment?

PN 061   "ICT4Homelessness"? An overview

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What is the impact digitalisation is having on homeless people and the non-profits that work with them? The use of information and communication technologies has increasingly permeated the non-profit sector, where these technologies hold the same promises they do for any organisation. As the pace of digitalisation is accelerating, incorporating ICT effectively has become a moving goalpost for non-profit organisations, spawning research fields such as "ICT4Development" and "ICT4Health" in the process. Non-profit organisations working with and for homeless people are no exception to this trend. Yet, they are working with a highly specific target demographic, many of whom are struggling to gain and maintain stable access to digital devices and skills. In the face of this, organisations are tasked with providing solutions for improving digital access and skills for homeless people at the same time as developing (mostly mobile-based) digital solutions targeted towards homeless people. These vary in their targeted

outcomes and are meant to, among other things, provide them with basic information, improve their health outcomes, and gain them access to a variety of services. These two processes – working to overcome the digital divides faced by homeless people while developing digital products for them to use – may at first seem somewhat paradoxical in their simultaneity. However, stark differences within the demographic of homeless people may necessitate, or at least favour, this bipartite process. This has become more apparent as the Covid-19 pandemic shifted the focus on non-profit organisations having to deliver more of their services digitally as a result of contact reduction requirements. In this presentation, I will give an overview over the different kinds of approaches which non-profit organisations have taken globally with regard to homeless people and ICT. What different kinds of impact are these approaches having, and to what extent do they exemplify what we might call "technological solutionism" (Morozov, 2013) – or the belief that all social issues can and ought to be addressed through technological solutions? And as the usage of ICT in this field becomes more common, can we see a category like "ICT4Homelessness" in the process of developing? Using ethnographic data from volunteering with a non-profit working with homeless people in Berlin, I will attempt to give preliminary answers to these questions. Morozov, E. (2013). To Save Everything, Click Here: Technology, Solutionism, and the Urge to Fix Problems that Don't Exist. Penguin UK.

DCC07 - Displacement, homelessness and media use: (dis-)empowerment?

PN 062   »Confusing fog with clarity«: Negotiating the fluid role of smartphones in the asylum process

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It is impossible to imagine today's world without smartphones. With the advent of mobile government and digital decision-making strategies by state institutions, the smartphone is also becoming increasingly important in the asylum application process. While fleeing, many refugees even "say that the smartphone is more important than food or shelter" (Gillespie et al., 2016: 11) – but what happens after arriving in a safe country, when smartphones are used by governments in order to surveil and control migration? Since 2017, the BAMF (Germany's Federal Office for Migration and Refugees) has been reading out smartphones of asylum applicants to find clues about their origin and route of flight. Private chat histories, as well as photos and other digital traces, are read in order to evaluate the truthfulness of the information provided by the applicants. The smartphone thus emerges as an indispensable tool before, during and after the flight – and as a panoptic-like surveillance device used by state institutions for migration 'management' and control. In order to negotiate the fluid role of the smartphone in the asylum process, I will draw on the principle of cloudiness, which could constitute an interesting perspective. Clouds combine the logic of veiling and the logic of emergence as well as projection; they are point images with a hybrid character. The cloud can be read as a metaphor for a form of knowledge that commits to chance, complexity, chaos and fragmentarity. It's a "swarm of particles" (Flusser, 1994: 10), just like the fragmentary information such as messages, geo-data, search histories, photos and other digital traces stored on the smartphone of the asylum applicant. Considering this metaphor, the data on the smartphone gives a cloud-like picture of the asylum seekers' reality. Thus, reading out smartphones in the asylum process is about discovering and interpreting allegedly meaningful information. In the process, the role of the smartphone for the applicant is rapidly changing and the "smartphone as a lifeline" (Alencar et al., 2019) is being transformed into a panoptic device that grants a profound and momentous intrusion into the applicant's privacy. As Mancini et al. noted in their scoping review in 2019, the smartphone is a double-edged sword for refugees: it is both risk and opportunity and "thereby both favoring and threatening asylum seekers' and refugees' human rights." The aim of my talk is to negotiate the meaning of the smartphone by using the fluidity metaphor of the cloud and thereby to discover the paradoxical role of this device for its users on the one hand and the governmental read-out of the cloud-like digital traces on the asylum seekers smartphones on the other hand. Alencar A., Kondova K., Ribbens W., 2019. The smartphone as a lifeline: an exploration of refugees' use of mobile communication technologies during their flight. Media, Culture & Society. 41(6):828-844. Flusser, V., 1994, Vom Subjekt vom Projekt. Menschwerdung. Bollmann Verlag, Bensheim and Düsseldorf; translated and quoted by Rainer Guldin, in: "Anything, in a way, is a cloud." Reflections on a phenomenon at the intersection of philosophy, art and science; Talk at Universidade Federal de Minas Gerais, Belo Horizonte, 18th June 2012. Gillespie, M., Ampofo, L., Cheesman, M., Faith, B., Iliadou, E., Issa, A., Osseiran, S., Skleparis, D., 2016, Mapping Refugee Media Journeys: Smartphones and Social Media Networks. 10.13140/RG.2.2.15633.22888. Mancini T., Sibilla F., Argiropoulos D., Rossi M., Everri M., 2019, The opportunities and risks of mobile phones for refugees' experience: A scoping review. PLoS ONE 14(12): e0225684.

Digital Culture and Communication

PN 063 **Domesticating the non-domestic: reflections on the categories of movement and home**

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In this presentation, I would like to 'apply' the domestication framework to the question of mobile phone use in the context of homelessness and asylum-seeking processes, drawing from ongoing and planned research alike. While the question of domestication has long been applied outside of the home (see e.g. Cooper, 2016), there remains an unease. How and where is the moral economy to be found in other environments? If, as often pro-claimed, ontological security requires as a minimum a sheltered life, i.e. a roof over one's head, how can it be sustained without such a roof? And what role do the media potentially play therein (see also Klocke's contribution to the panel)? In the past, I (naively?) suggested that ontological security can be found in media use, i.e. that a notion of 'feeling at home', 'making oneself at home' applies to virtual spaces and can therefore potentially aid in regaining confidence overall (e.g. Hartmann, 2014). Having been confronted with a partial failure in our ongoing research project, i.e. the problematic nature of smartphone handouts, I have also begun to reconsider the 'power' of the use and have returned to questions of 'wild' technologies. In the presentation, I would like to present both the empirical basis for these reflections as well as thoughts on their theoretical implications. Additionally, I would like to take the question of the 'wild' to a potential new field, i.e. the use of mobile phones in asylum seeking processes (both by asylum seekers, but also by the authorities). Here, too, the question arises as to who has the power to appropriate what (and in what way). Is the non-domestic actually 'domesticateable' or is it too wild after all?

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PN 085 **TikTok and the impact of digital storytelling on Holocaust memory**

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We analyze TikTok as a new environment for individual and institutional Holocaust education. The popular in-stant-video sharing platform, mainly characterized by its in-built editing effects, has turned from an entertaining space into a serious forum for socio-political issues related to past and present communal injustices. We set our eyes on how TikTok users adopt the platform's communicative and memetic features to connect to past atrocities like the Holocaust. Examining the #Holocaust, our multimodal qualitative analysis traces, collects, and analyzes more than 1,000 TikTok videos using the Hashtag search page as our research corpus. First, we created a meta-narrative cluster of our collected videos while assembling and categorizing examples by building on Shifman's (2014) visual/audible three dimensions model for memetic observation in digital environments: Content, Form, and Stance. We identified six modes of historical storytelling on TikTok in which users harness popular aesthetics, features, and trends for Holocaust-related videos: 1. Commemorative – videos in which creators raise awareness of the Holocaust and its present implication as a historical event, 2. Responsive – videos in which creators are explicitly attacking and criticizing users' comparisons of the Holocaust to topics like abortions, 3. Explanatory – videos in which creators offer background information about disputed topics emphasizing marginalized stories from the Holocaust and World War II, 4. Educational – videos in which Holocaust-related institutions enable "mini-lessons" on historical information 5. Visit – videos in which creators document their visits to former concentration camps or Holocaust-related muse-ums, 6. Testimony – videos in which Holocaust survivors share their traumas, forming their profiles into a repository of memories, and combat Holocaust ignorance among users. Our idea of Holocaust engagements exposes the ways TikTok users are enabled and encouraged by the platform's memetic formats to facilitate dialogic modes for com-municating the memory of the Holocaust. Finally, we closely analyzed videos from each category and unpacked users' multimodal use of Holocaust-related content and its translation into TikTok's vernacular. We discovered that the modes of engagement centralize the memory of the Holocaust in a different time, context, and purpose. On the individual level, creators utilize the duet function to form responses combating antisemitic content that is circulated on TikTok, or adopt the Stitch or the Green Screen functions for the purpose of explanatory videos to

raise awareness for or recontextualize misuse of Holocaust-related content. Another intriguing engagement occurs when Holocaust survivors join the platform to educate TikTok's public on the lessons of the Holocaust and share their stories. They thereby establish new models of participatory witnessing, in which other users take an active part as interlocutors in a dialogue generated by the platform. On the institutional level, Holocaust-related institutions began utilizing TikTok for educational videos, facilitating new ways of making the memory of the Holocaust relatable and tangible for civic education while communicating to younger generations and adapting to their attention economy. We will discuss such institutional use of TikTok and evaluate how German Holocaust memorials and museums perceive and engage with TikTok.

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PN 086 **Participatory historiography? Past-related knowledge production on TikTok**

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We analyze how past-related knowledge is negotiated and created on TikTok and how these practices influence the historical sciences. Historical research on text-based social media assumes that established narratives and memory discourses are the main reproductions, often tied to (national) gatekeepers (Burkhardt, 2021). However, considering the diversity and quantity of history-related content, this does not seem to apply to audiovisual platforms such as TikTok, whose low access and production barriers lead to a pluralization of actors who collectively produce historical knowledge. Examples like #NativeTikTok also show a pluralization of narratives, making the perspectives of marginalized groups visible. New formats, topics, or responses are used to test, challenge, and dispute normative and canonical boundaries (Bunnenberg et. al., 2021). To address these practices of co-creating past-related knowledge, we searched for relevant accounts and across the hashtags #History, #Colonialism, #LGBTQHistory, #NativeTikTok, and #BlackHistory. We were interested in two dimensions: (1) The verbalization and presentation by producers, and (2) The discursive framing and negotiation in comments or stitches and duets. Our findings indicate that knowledge is produced collaboratively and characterized by the following features: (1) Questioning established actors such as (educational) institutions and their curricula, (2) Topics beyond the established canons and narratives, (3) Ruptures in ritualized memory culture, and (4) Influence of self-proclaimed "educational influencers." TikTok functions as a site for negotiating histories between various actors. By using the memetic aesthetics of TikTok, producers enable creative re-framing of narratives and active participation of many, allowing the rewriting of historical narratives and highlighting the multi-perspectivity and constructed character of history. The adaptation to the technical framework and algorithmic infrastructure enables a wider spread of knowledge and is therefore an effective form of impacting history-related debates in and outside the platform. For historians, people's ideas about history and discourse negotiations have probably never been so visible and accessible. However, the connection of narratives and media to (big) data structures and global companies leads to technical, ethical and legal challenges, whose impact on research we also want to reflect in the presentation. One central question is whether (or how) history as big data can be analyzed, when platforms like Instagram or TikTok only provide limited APIs or completely prohibit automated data collection. In addition, researchers need to consider and reflect on the use of personal social media data when principles such as information obligation, voluntariness, or anonymization are not (or cannot) be fulfilled in most cases. In the presentation, we therefore want to approach the double impact of TikTok on history: on the level of narratives and practices and on the level of research.

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PN 087   How TikTok users with disabilities create attention for their lived experiences

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We analyze TikTok videos created by users with personal, lived experiences of mental and physical disabilities. From a Critical Disability Studies perspective, we examine how these prosumers (de)center topics of disability to create an impact on audiences and to build communities by making use of viral audiovisual forms of communication. We apply qualitative content analysis to generate saturated types through thematic coding of visual, textual, and auditive video elements found in TikTok channels of selected influencers with lived experiences of disability. The results are an in-depth examination of the presence of these subjects in trends on TikTok, elucidating how these influencers succeed in raising attention and awareness for mental and physical disabilities by communicating disability topics and participating in popular social media creation. Initially, we find that by applying popular audiovisual styles and communicative features, TikTokers negotiate their disability and build community among those with lived experiences of disability and those who are not affected but open to learn. This impacts awareness for disabilities by utilizing different TikTok features to offer dialogue and interpersonal exchange and ultimately aims to normalize disability. Moreover, in the context of non-formal learning and participatory culture, the role of prosumers with disabilities in both viewing and creating disability content exemplifies peer education in mainstream media contexts and highlights the empowerment of historically marginalized populations regarding their (self-)representations. To elucidate their strategies to gain impact on TikTok we look at a sample of influential English-speaking users with disabilities to collect distinct communication styles and multimodal negotiations. Coding the visual, textual, and auditive video elements of their content, we aim at uncovering strategies how these prosumers increase their reach. For example, disability can be put into a funny viral context (e.g., visual meme) and be educational (e.g., additional text elements with explanations), thus feeding disability content in mainstreamed discourses. A more intricate negotiation of disability is the use of (self-deprecating) humor when a disabled creator shows curated glimpses of their everyday life. TikTok connects users by distributing content from all over the world based on preferred content and favored presentation modes. A video that deals with disability aspects will likely show up in other users' feeds when it incorporates popular presentation modes that are trending or appealing to this user. In this way, TikTok videos can have an impact on users from different cultures via the personal perspectives of worldwide users with or without disabilities. We will discuss this in terms of the opportunities to consume and engage with each other on a personal level and, in particular, to compare, discuss, and reflect on deeply rooted mainstream societal viewpoints on disability/ableism/intersectionality and in terms of its downsides (e.g. performative dis/ability visibility).

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PN 088   TikTok and voice: How laborers in Turkey gained visibility

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I analyze the emerging cinematic representation of Turkish laborers on TikTok. Much has changed since the diffusion and adaptation of the internet and its related technologies, especially social media. Tools and tactics of digital authoritarianism, political distortion, and societal control dominate authoritarian politics worldwide and are beginning to appear in democracies as well. With its "draconian Internet Law" Turkey is no exception. TikTok's latest decision to establish a legal entity in Turkey in compliance with the country's repressive social media legislation, which followed similar decisions by YouTube and Facebook, means Turkish social media users' freedom of expression is under even more severe threat, with companies essentially making themselves an instrument of state censorship. However, a recent article published in the Guardian in July 2021 highlighted the growing use of TikTok in Turkey and how the platform provides visibility to some unlikely societal segments. When agricultural workers started to post and

share TikTok videos, "Turkey's middle-class for the first time was exposed to the hidden realities of manual labor" (İnce, 2021). The videos were so popular that an art gallery in Istanbul made an online exhibition titled TikTok's Labor Cinema. The world's fastest-growing online platform, TikTok is also the most downloaded application in Turkey. In 2021, TikTok's user base in Turkey amounted to approximately 19.21 million users, about 24% of the total population. This study focuses on the latest TikTok videos posted by laborers. It reviews and exhibits some of the key strategies in which TikTokers engage to solicit followers' attention on Turkish laborers who often remain in the shadows. With its unique audiovisual video editing tools, along with an impactful algorithm, TikTok allows knowledge transmission and exchange with a larger, even global audience possible. Borrowing from Abidin's (2016) work on visibility labor, I analyze and discuss the strategy of how laborers in Turkey perform to be noticed by their intended audiences, as well as the issues they choose to highlight. From well-paced musical background, to challenges and hashtagging and using humor and even re-acting cult scenes from classic Turkish cinema, laborers not only enjoyed visibility but were also bringing voice to the invisible segment of the population. Their videos and thus their stories, despite their low follower numbers, became viral, leading led to portraits and coverage in major news outlets, such as the Guardian (İnce, 2021). This unique encounter on TikTok between unrepresented communities and the multitude enables new visibility to the voiceless people in Turkey. It highlights how often-overlooked segments of a population are fighting for the desired feeling of one-ness. This mass exposure on TikTok resulted in educated publics who became knowledgeable regarding Turkish laborers' complex reality.

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PN 089   TikTok and the appropriation of Black Art

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I analyze TikTok's educational potential through the outrage surrounding the appropriation of Black art. The coronavirus pandemic magnified TikTok's "public screens" (DeLuca & Peeples, 2002) through "imitation publics" (Zulli & Zulli, 2020) and intensifying issues of "coded inequity" (Benjamin, 2019), "algorithmic oppression" (Nobel, 2018) and "capitalist gimmick" (Ngai, 2017). The case study offered here is of the outrage that started in summer 2020 when 17-year-old, white, widely followed Charli D'Amelio gained millions of followers with a viral dance video (to "Lottery (Renegade)"). D'Amelio copied the dance from 14-year-old Black dance creator Jalaiah Harmon, who remained unacknowledged and uncredited until her case rose to prominence, warranting mainstream media coverage. Guided by Black Feminist Thought, this study utilizes Actor-Network Theory and digital methods to conduct a critical-cultural analysis. The study offers mediatized assemblages of culturally appropriated intersectionality as a theoretical framework for analyzing the social and educational ramifications of Jalaiah Harmon's "stolen" dance on TikTok. Looking at the media coverage of the outrage surrounding Harmon's denied recognition on TikTok, I converge on the themes of cultural appropriation, emphasizing race, gender, social justice, and affect. The media coverage analysis will focus on mostly Black authors and their commentary as well as the discussion of the said media stories on social media. Reviewing the technological affordances of TikTok through the case of Jalaiah Harmon, I shed light on platform-specific tensions, such as equity/inequity, oneness/otherness, and difference/repetition. These tensions help better understand that the polyvalent potentials of civic education on TikTok require reckoning with larger-than-the-platform racial inequities. The change on and through the platform may be not with dialogue but with a rupture that ensues connection and yields transformation. This case study shows how mediatized assemblages of culturally appropriated intersectionality create conditions for rupture-whitening content on TikTok and minimize the visibility of Black creators similar to Jalaiah Harmon. With the larger-than-the-platform media coverage, the case of Harmon's "stolen" dance garnered strong enough connection and solidarity in Black communities to yield transformation not just for this one Black dance-creator, but also for the millions of others like her. The case is conducive to educational insight into the need for de-whitening intersectionality, illuminating more equitable technological affordances on TikTok through intensifying affective engagement and solidarity.

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DCC09 - Protests, Politics and the Digital

PP 427 Weaponized media vs. mediatized weapons: mobile communication on the frontline in Eastern Ukraine

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One of the problems in the growing subfield of mediatization of war or "digital war" (Hoskins & O'Loughlin 2015; Merrin 2018) is evidence on how exactly civilian communication devices become integrated with warfare. In this paper, I focus on patterns of use of mobile communication and underlying technical infrastructures on the frontline in Eastern Ukraine, the only ongoing armed conflict in Europe and a site of a major escalation during late 2021 and early 2022. The paper will present the final results of a two-year research project based on participant observation in the vicinity of the frontline and dozens of interviews with military servicemen and women, civilian refugees and frontline populations, government officials and non-governmental activists, which allows constructing a complex typology for the frontline use of mobiles in the spirit of actor-network theory (Latour 2005). A variety of personal purposes, such as private communication and entertainment, are combined in the same device with wiretapping, fire targeting, minefield mapping, and combat communication that surprisingly supplants old or unavailable equipment and fills gaps in military infrastructure. This suggests that mobile phones have become weaponized and at the same time contributed to the hybridization of the military and the intimate, and of war and peace. These results imply the role of mobiles as a mediated extension of battlefield and question the very definition of what constitutes weapon as a tool of combat. This study advances the theories of mediatization, hybrid warfare, arrested war by identifying concrete mechanisms in which these processes work. This study advances the theories of mediatization (Jansson 2018), hybrid warfare and arrested war (Hoskins & O'Loughlin 2015) by identifying concrete mechanisms in which these processes work, and will be of practical use to policymakers and the military processing new combat experience and working on organizational and legal guidelines.

Keywords: mediatization, war, mobile phone, communication, Ukraine, Donbas

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DCC09 - Protests, Politics and the Digital

PP 428 The impact of extremist ecosystems: charting the form of far-right subcultures

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By the time extremist memes, propaganda and other forms of disinformation are identified, they have already taken root in digital subcultures and spread throughout a digital ecosystem that thrives with or without 'mainstream' attention. This creates difficult questions for how researchers can have impact by understanding, tracking and combatting far-right, born-digital propaganda. The 'oxygen of amplification' (Phillips, 2019) remains a worry, but the legacies of Pepe the Frog and QAnon show that 4chan and other subcultural digital spaces can drive obscure and indeed bizarre ideas to large and even global audiences. Studies of reactionary digital subcultures tend to rely either on 'Big Data' approaches tracking the spread of content or on case-study interpretations of a small set digital objects, such as memes. This paper argues for a "quali-quantitative" (Venturini and Latour, 2010) approach that couples computational methods with situated, critical interpretation of reactionary digital subcultures. This approach shifts focus from digital content to the forms and affordances that structure circulation in the digital ecosystem. This also entails a movement away from individual platforms or individual digital objects and toward cross-platform analysis of the broader digital ecology giving shape and structure to digital subcultures.

This paper tests this approach through an exploration of the overlaps between public health disinformation and reactionary digital subcultures, focusing on how disinformation roots itself in a digital ecosystem of relatively distinct yet still connected subcultural spaces. 4chan users were sharing DIY Ivermectin treatment plans well before the drug attracted mainstream attention. Spotify came under fire after the platform's hugely popular podcaster Joe Rogan interviewed the controversial scientist Robert Malone, who described vaccination as 'mass-formation psychosis' on the level of Nazi totalitarianism. Again, 4chan users were sharing Malone's ideas as early as June 2021 and providing links to an alternative media ecosystem that includes YouTube channels like After Skool, which published a video in August 2021 on 'mass psychosis' that has amassed nearly 5 million views. Building on a dataset of 474,691 mentions of 'vaccine' or 'vaccines' on 4chan's politics board between June 2021 and January 2022, this paper charts the alternative media ecosystem that 4chan draws on and contributes to, including YouTube channels, podcasts, blogs and Substack accounts. The paper combines this broader picture with situated interpretation with 4chan's affective milieu, highlighting how edginess and transgression motivate subcultural trends. Rather than trying to keep pace with the relentless transformations in digital content, this paper attempts to show analysing the forms and affordances of transformation themselves can put researchers in a better position to have impact in 'real time.' In short, this paper proposes to pursue an impact agenda by shifting focus from the what of extremist circulation to the how and why.

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DCC09 - Protests, Politics and the Digital

PP 429   Digital cultures of protest in the TikTok-sphere

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The current online media environment in Russia is described as hostile (Filer and Fredheim, 2016). According to Denisova (2017), self-censorship is the new normal for journalists, media professionals and also independent blog-gers. The open public debate in Russia is suppressed and the new waves of regulation are consistently trending towards full control and co-optation of the online media as well (Petrov et al. 2014).

In such a hostile context, it is no surprise that coinciding with the return of Alexei Navalny to Russia in January 2021, TikTok became a reference platform for rebellious and protest expression. Indeed, TikTok is a platform that in large part works with a memetic behaviour: offers humorous or entertaining content (Cervi, 2021) and that shapes short videos that emerge as virally connected. In the case of the Russian environment, however, TikTok has also become a space for digital activism (Compte & Klug, 2021).

This paper is part of a broader research program that studies the alternative forms of civic activism that emerge as a response to the Russian communicative regime and using the case of Alexei Navalny. In this case, **the paper asks about the culture and impact of the revindicative activity on TikTok as a response to the imprisonment of Navalny on January 23rd, 2021 right after his return from Germany where he was treated for poisoning.**

To analyse that emerging TikTok culture of protest, this paper looks into the activity around the three hashtags #свободунавальному ('free Navalny'), #23января ('23rd of January') and #навальныйживи ('Navalny, survive') that during less than a week received more than 200 million views in total (Meduza, 2021). This analysis will identify patterns and forms of expression about Navalny and the related protest activity leaking into the TikTok-sphere. The data consists of a sample of 300 top videos suggested by the TikTok algorithm on a clean browser without cookies for the three hashtags (100 each).

· The qualitative analysis exploratively maps the field in four steps:

· First, identifying the actors participating in the discussion;

· Second, the interactions, exploring the relations between profiles and their connections;

· Third, the language: the content analysis includes sound/music, frames/postproduction/filters, stories.

· Fourth, the re-mediation identifies how TikTok trespasses its own borders and reaches other platforms: Instagram, YouTube, Twitter; and also with the established press.

This initial multifaceted qualitative exploration of the videos connects and contributes to previous research by the authors on the Russian public sphere while dialoguing with the growing territories of TikTok studies (Subramanian, 2021; Hautea et al., 2021).

Overall, the preliminary results of this research project show that political communication expands beyond the established media, and uses TikTok as a new fear-free and challenging-creative-expressive space. The memefied culture of TikTok is actively developing and used to draw the attention of other users to certain themes, to convince and, finally, mobilise. The preliminary qualitative and exploratory analysis has also shown the specifics of TikTok languages forming a whole cultural practice and a cultural environment that pollinates afterwards other platforms too.

DCC09 - Protests, Politics and the Digital

PP 430   'Meme-ing' peace and conflict in post-war Northern Ireland: exploring the everyday politics of internet memes in Belfast rioting

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'The Troubles' – which the decades-long war in Northern Ireland is euphemistically called – officially ended in 1998. Yet the peace agreement which signalled its end did not break the conflict lines. These remain entrenched and continue to plague Northern Ireland through educational and residential segregation; massive 'peacewalls'; politicisation of everyday life, and – most importantly for us – different forms of political violence. While violence endures in physical spaces, antagonisms have also increasingly 'gone digital'. The Belfast riots of April 2021 is a case in point. As cars burned in the streets and clashes took place in parks and squares, conflicts also played out online: mainly as memes which responded to and engaged with the riots.

Our aim is to explore what role such memes play in the context of Northern Ireland's contentious post-war political landscape. The study seeks to shed light upon how people read, produce, and remix memes about the recent outbursts of political violence in Belfast. Analysing how people engage with and utilize memes enables us to understand how they – in their everyday lives – position themselves politically vis-à-vis the political violence of the past and its re-eruption in the present. Reading memes along these lines thus understands them as vehicles for the expression of everyday politics; an analytical point of view which previous communication research has firmly established. The novelty of our study lays in elucidating how 'meme-ing' speaks to (or against) political violence in post-war societies like Northern Ireland. We thereby bridge the gap between peace studies – where the notion of everyday peace (i.e. how people engage with peacebuilding through everyday practices) has gained traction, and communication research – where the everyday politics of memes has been extensively studied; albeit rarely (if ever) in post-war contexts.

Methodologically, we draw on digital ethnography and semi-structured interviews. The former allows us to build a corpus of memes that relate to the recent Belfast riots by investigating their prevalence on different social media platforms, such as Instagram, Twitter, and Reddit. The latter enables an in-depth understanding of how people in Belfast receive and make meaning of the memes in question, which represents a novel methodological approach in the study of memes. As humour is a distinctive hallmark of memes, we employ the sociology of humour literature as our primary analytical lens. This literature stresses that humour can perform various intersecting functions in human interaction and communication – it may function as a form of _superiority_ (where the use of humour is associated with hegemony or triumph), as _relief_ (associated with the psychological release of tensions), or as _incongruity_ (where humour is seen as a form of disruption from dominant perceptions). Through this analytical lens we explore whether the aforementioned memes contribute to healing and inclusive community-building in the face of the violent riots; spur continued sectarian violence, and/or perform a much more ambiguous function altogether. Our findings shed light upon the role that everyday social media practices play in post-war societies suffering from political violence.

Digital Culture and Communication

■ **DCC09 - Protests, Politics and the Digital**

PP 431   **Where to, Q-Anon? An Organizational Analysis of Digital and Pre-Digital Movements**

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This presentation will examine the conference theme of 'impact' with regard to the conspiracy theory-social movement known as Q-Anon. Central to the tenets of Q-Anon is the overwhelming conviction of a secretive network of elite individuals involved in the trafficking, ritual sacrifice and even cannibalization of children. Further, Q claims that the primary architects of this insidious, pedophilic regime stem from politically left-leaning areas such as Hollywood, higher education, and most certainly politicians from the Democratic party of the United States. The *impact* Q-Anon has made, both in terms of politics but also by its insistence on alternative facts, suggests a deeply integrated knowledge of digital technologies for spreading their conspiratorial evangel. Yet apart from assigning Q-Anon a certain judgment or evaluation, this contribution examines how ideas emerge and flow across various platforms (both online and off) thus sustaining coherence to online communities, such as Q-Anon, over time.

Drawing on extant research in organizational communication and media anthropology, this contribution analyzes the conceptual links between Q-Anon and the so-called *Satanic Panic* that spread in the United States in the early 1980s. The emergence and development of Q-Anon is compared with a pre-digital social movement known as the *Montagsdemos* or Monday demonstrations that took place in and around Leipzig, Germany in 1989 up to and after the fall of the Berlin Wall. While no thematic link is argued between Q-Anon and the Montagsdemos, this analysis will delineate how the emergence of these movements and their respective impact on organizational formation correlate to memetic thinking. *Memory traces*, a concept associated with British sociologist Anthony Giddens, describe how human beings interact with social structures and how this interaction guides and *structures* human relations yet as *mediated* through technological choices for communication.

The ultimate aim of this presentation is to reveal whether shared networked logics exist between a well-known internet-fueled conspiracy theory movement such as Q-Anon and the arguably less digital example of the *Montagsdemos* leading to the fall of the Berlin Wall in 1989. The analysis relies on a methodology of *grounded theory*, meaning that categories of association will emerge alongside the analytical process.

■ **DCC10 - Data and Datafication**

PP 521   **Finding the sweet spot and listening to tangents: how to understand people's reflections on data uses**

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Talking to people about their views on data uses is tricky, because datafication is complex, abstract and not always of immediate concern. Some researchers claim that people do not mind data about them being shared and used, whereas others find concern and criticism. Because methods shape findings, because 'they have effects; they make differences; they enact realities' (Law and Urry 2004: 392–3), to understand these contrasting findings, we need to ask ourselves: what are our methods doing? In this paper, we discuss methods we have used for researching how people feel about living with data, highlighting our efforts to: 1) 'find the sweet spot' between informing our participants of data practices and not leading them and 2) 'listen to tangents', rather than dismissing what may at first appear as off topic or irrelevant. We argue that doing these things is integral to a methodological approach which invites agency, because it allows participants to engage in evaluative acts.

We argue that we cannot conclude that people don't mind about data uses if they do not know what is happening to their data and what the potential harms of data uses might be. And yet, if we tell participants about datafica-tion's potential harms, are we then leading them to express concern? We address this conundrum in our research by using elicitation and engagement tools to show people data uses, rather than expecting them to be able to evaluate data uses about which they have little understanding or awareness. After initial discussion, we provide information about both claimed benefits and claimed harms of specific data practices. In doing this, we provide information for participants to reflect on whilst maintaining the space for their individual interpretation. We call this finding the sweet spot.

Striking a balance between informing and making space for interpretation is also something that is needed in analysis. We do this by listening to tangents, devoting analytical attention to understanding participants' apparent digressions. We see these moments as agentic, as participants link what we want to talk to them about to their

own lives, to what they know, and to what matters to them. Through such apparent tangents, participants 'connect data back to the social and political reality from which they were produced' (D'Ignazio & Bhargava 2019, p. 131) transforming datafication from something complex and abstract to something embedded in their everyday lives and practices.

DCC10 - Data and Datafication

PP 522   Decoding Datafication: Media educational approaches in communicating the complexity of digital data and data infrastructures

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Almost every aspect of our individual lives and the social, political and cultural life can be quantified. This is what Cukier and Schönberger (2013) identify as datafication. According to Iliadis and Russo (2016) data are a form of power and in consequence the ongoing trend of turning almost every aspect of our lives into data has a huge impact on the perception of the world. Many scholars have eloquently elaborated that with data and automation social inequalities are neither adequately addressed nor diminished (Eubanks 2017; D'Ignazio & Klein 2020). At the same time only few have access and the privileges to decode the data and make the numbers of our digitized world count.

Accordingly, we want to rethink impact by decoding data that are (re-)producing social inequalities. Therefore the paper addresses educational efforts enhancing data literacy in higher education (Verständig 2021) by addressing the following research question: What are creative media pedagogical approaches to teach critical data literacy and communicate inequalities? We assume that creative practices in telling stories using data can enhance critical data literacy (D'Ignazio 2017).

The paper explores different approaches of creative data practices to raise awareness on automated inequality and creative ways to unfold the potential working with and reflecting upon data. This will be unfolded in three steps:

(1) theoretical framing of data and creative data literacy (literature review),
(2) discussing selected practices of creating and producing data in the light of creativity and rhetorical power of data stories and creative practices (Ahlborn et al. 2021) such as audiovisual productions, creative coding expressions and conceptual art installations,
(3) summarizing the findings and media educational framing

The paper will contribute to the topic of digital culture and communication by offering insights into the complexity of data and their infrastructures. Data are often abstract, heterogeneous in their quality and therefore not self-explanatory. However, understanding data, contextualizing data and framing the limitations of interpretation are crucial skills in our contemporary society. Despite the idea of a basically neutral technology, data infrastructures are always designed and engineered by humans that implement their conception of the world and cultural mindsets. Discussing the specific characteristics and educational potential of data stories opens a broader view on the complexity of how our daily lives and our culture are now shaped by algorithms, data infrastructures and data itself.

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DCC10 - Data and Datafication

PP 523   Smart farming. Datafication and everyday life in the countryside

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Introduction and research questions

The aim of this paper is to reconstruct abstract processes of digitalisation and datafication in rural living environments and to provide insights into the interrelationships between technological and socio-cultural dynamics on farms. Our overarching research questions are: To which extent have digital media and datafication changed professional activities, everyday life and social interactions on the farm? What kind of digitalisation-related challenges, opportunities and risks currently do exist (e.g., in relation to communicative infrastructures, emerging inequalities, changes in human-animal relationships, etc.)?

Theoretical framework

On the one hand, this project ties in with theoretical strands in communication studies which emphasize the ubiquity and interplay of different media technologies and point to the penetration of all spheres of life with different forms of mediatized communication (e.g., Couldry & Hepp, 2016). Here, the aim is to direct attention to the often-neglected, yet politically highly regulated and disputed, cultural field of farms and to analyze the consequences of the presumed condensation and increase in mediatized action. On the other hand, it draws on considerations and approaches from critical data studies by asking about the expectations, values, and consequences that data produce at the intersection of technological affordances and cultural contexts. The point here is to generate "small data" (Lupton, 2018: 1) in order to be able to analyze, on an individual level, how people respond to datafication processes and how they make sense of the data they deal with in everyday life.

Method

In order to investigate professional actions and everyday practices that rely on digital infrastructures we conducted qualitative in-depth interviews in Austria. The sample is based on 15 interviews with female and male farmers between the ages of 22 and 65 who work full-time on or own a farm. The interviews were conducted in December 2021 via video conferencing software or on-site. When possible, photos were taken and observations noted. The interviews were transcribed and are analyzed using MAXQDA.

Preliminary Findings

The preliminary findings show the meaning and significance of professional innovations (e.g., automation, computerisation, etc.) from the farmers' perspective. Digital media are primarily used in the barn, where feeding, livestock and weather conditions are checked via smartphone app. The smartphone is not only used for professional purposes, but also for entertainment while driving the tractor or working in the fields. The younger respondents make use of WhatsApp groups to connect with other farmers and in some cases Instagram to market products or portray everyday farming life. While the use of digital media in the private sphere tends to serve networking and self-expression and is mainly framed positively, digital communication in the professional sphere, while seen as inevitable, is also problematized, e.g., with regard to the complexity of new technologies, which promotes new exclusions, or data security. Further insights into digital transformation processes and new types of entanglements of online and offline spaces in agriculture will be presented and discussed in greater depth against the background of mediatization and datafication.

DCC10 - Data and Datafication

PP 524   "Public values should be leading!" Data professionals' views on the challenges of value-driven data practices and critical data literacy in the public sector

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The increasing use of data and artificial intelligence (A.I.) in the public sector raises important questions about how digital technology changes the ways organisations operate and engage with their stakeholders. While public organisations aspire to reap diverse (assumed) benefits from datafication and automation, it is not always clear how they define the exact purposes and expected positive impacts of technology use. Central to these considerations are *public values* as a framework for adopting data-driven technology. However, more research is needed to better understand how organisations define and operationalise public values in their data practices as well

as what practical factors play a role here. This concerns two dimensions. First, how public sector organisations introduce, discuss, and formalise data practices internally. Second, how they communicate about their data policies to their stakeholders externally. To critically explore and chart current practices for both, the present study conducted a series of interviews with data professionals in a variety of Dutch public sector organisations. The main research questions are 1) *How do public sector organisations define (public) value in the use of data and A.I. for their contexts of operation?* And 2) *What challenges do they encounter in informing about data policies and introducing data practices to their stakeholders (internally and externally)?* Respondents (N = 20) hold different positions of varying seniority in local and national bodies of public administration, and all have mandates for implementing data policies for their organisation(s) and/or are involved in communicating about data practices to diverse stakeholders (e.g., chief data officers, chief information officers, advisors, project managers/leads, senior researchers, communication officers).

The exploratory findings show that the adoption of data-driven technology is often approached as a form of change management that takes place in very specific organizational cultures. Here, differences in data literacy and varying perceptions of what public values are as well as how to use them as practical guidelines can complicate internal alignment concerning data practices. Furthermore, public organisations' views on external stakeholders, especially citizens and the general public, are ambiguous: on the one hand, they are clearly considered as the key target groups that public organisations serve and to whom they are held responsible. On the other, there are not always concrete and clear policies in place to communicate and engage with them about data practices, the underlying motivations to use them, and the impacts that they may have on citizens. However, the findings also show that most organisations engage in critical internal discussions about these issues, and some started to formalise the processes of determining, implementing, and communicating data practices that are geared towards their public missions and the related public values. The study contributes to critical data studies research on data discourses, data cultures, and the role of values in the public sector. It opens the path for a critical discussion of how the making of meaning of data-driven technology can become more inclusive, transparent, and democratic.

DCC10 - Data and Datafication

PP 525   Understanding data studies: rethinking research on datafication conceptually and methodologically

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Ongoing datafication processes of "translating everything under the sun in a data format" (van Dijck 2017: 11), for example reliance on epidemiological data for political decision-making during the Covid-19 pandemic, illustrate the crucial role digital data play in digital communications in various societal domains. Recent literature reviews show that datafication research is conducted across the manifold of research domains (e.g. Flensburg & Lomborg 2021). The interdisciplinary field of data studies encompasses this research and is concerned with understanding the impact digital data make on society, individuals, power, politics, and knowledge production. Data studies, therefore, are grounded in various disciplinary, theoretical, epistemological, and methodological approaches to studying digital data and related datafication processes. My contribution provides a conceptual and methodological reflection of data studies needed to understand the impact such heterogeneity makes on how datafication is conceived in academic knowledge production.

This paper expands on the methodological debates of the double social lives of methods (Ruppert et al. 2013) and the concept of methods' performativity to inquire how researchers' methodological choices co-produce and 'other' certain conceptualisations of digital data and datafication in their empirical studies. By applying the notion of methods assemblage (Law 2004)—human and non-human elements of research process held together through research practices—a methodological map of the field of data studies is developed. I report results of a quantitative and qualitative literature analysis of 51 empirical research articles about datafication in social sciences published between 2015–2019 and of expert interviews with 32 datafication scholars at different career stages. Both academic articles and interviews were analysed inductively.

Based on my analysis, I develop three methods assemblages enacted in research practices and academic publications in my sample. These methods assemblages are distinctive in relation to what 'datafication' means empirically, kinds of knowledges sought by researchers, extent of collectivity of addressed actors, and these actors' positioning in datafication processes between the poles of data use/production. These methods assemblages can be enacted in research when scholars 1) explore encounters with data representations (e.g. data visualisations), 2) trace dynamics of data movement (e.g. within data infrastructures), and 3) reconstruct datafied regimes (e.g. inscribed in platforms and policies). Reflecting on empirical research in data studies with the help of these methods assemblages allows understanding different means through which datafication processes have been enacted,

different kinds of actors involved in this enactment, and the relations between all these that ultimately produce a situated, empirically grounded conceptualisation of datafication.

I show how methods assemblages encompassing research objects, research techniques required to approach them, and other elements of a research process are assembled together in accordance with an empirical en-actment of datafication. Drawing on datafication scholars' reflections of their methodological approaches and choices, I rethink the impact methods assemblages make in co-producing concepts about digital data and related datafication processes relevant for understanding our digital world. I argue that methods assemblages serve as a tool for reflecting on current datafication research sensitive to the heterogeneity of theoretical, epistemological, and disciplinary approaches within the field of data studies.

DCC11 - Conspiracy and (Fake) News

PP 526 'Nothing Can Stop What's Coming': An Analysis of the Conspiracy Theory Discourse on 4chan's /Pol Board

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This presentation reveals results from a critical discourse analysis of search-phrase determined posts from discussions on 4chan, specifically /pol, which features a space for individuals to post matters relating to politics.

4chan definitely has seen an increase in hate speech since at least 2015 (Arthur, 2019). If we view 4chan as an *environment* instead of a social media platform, although it is arguably both simultaneously, one may begin to understand that a given white supremacist post from someone with non-serious and ironic intentions may, however, encourage or motivate another to *feel* the sentiment expressed by the post, perhaps not available by other forms of media. With the involvement of conspiratorial thinking in posts and reactions to posts on 4chan, this influencer-like pattern may become more complicated. Due in part to the COVID-19 pandemic, conspiracy theories appear to be on the rise in such forums but also within the mainstream given evident migration from established platforms such as Facebook and Twitter to "alt-tech spaces like Gab, Discord, Slug, or BitChute" but also TikTok and Telegram (Baele, Brace and Coan (2021, p. 78). Echoed by Dafaure (2020, p. 15), "the advent of the Internet seems to have given a dramatic new momentum to paranoid mindsets".

Given the influence of conspiratorial ways of perceiving social problems, it is also important to identify the conspiracy theories that may inspire users to take violent action against others, as in the above examples. Hellinger (2019) noted that with regard to conspiracy theories that may encourage offline violence, it is necessary to "identify the ones that should be taken seriously and how we assess whether they are malevolent" (p. 56). This contribution aims to explore signs and indicators of conspiratorial thinking in posts to /pol.

Specifically, the posts collected for analysis emerge from a web scrape of 4chan's /pol board during the dates January 3rd to the 9th, 2021, days before and after the attempted insurrection at the U.S. Capitol building. Two terms *steal* and *Trump* served as the initial search terms resulting in 663 threads and 160,667 posts from /pol. A critical discourse analysis investigates the presence and articulation of conspiracism in selected posts. Findings reveal confirmation with previous research about the apparent lack of ideological coherence on /pol yet also affirms the discourse of white supremacism. Additionally, a diversity of conspiracism functions as a primary form of communication on 4chan regardless of one's loyalty to a particular political policy or entity.

DCC11 - Conspiracy and (Fake) News

PP 527 Ludic Engagement in Digital Journalism. Engagement strategies in Newsgames developed by Media

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The role of newsgames (news in games' guise) in the new digital scenario that journalism is facing should be understood as an effort to reach new audiences, much more receptive to interactive formats, but also more accustomed to narratives closer to fiction than to journalism (Williams & Carpini, 2020). The academic interest in this practice is a fact. More than seventy academic publications discuss newsgame from different perspectives that focus on three main points: their role and emergence, their traits and analytical models and/or case studies of newsgames as journalism practice.

This research proposes an original approach in order to deepen a promising trait of newsgames, their capability to "engage users (and particularly youth) to read news, to inform themselves, and most importantly to foster an intrinsic motivation to consume news while creating a habit out of it" (Ferrer Conill & Karlsson, 2016: 362). So, this paper

developed a quantitative analysis tool to examine the engagement value of newsgames. In this research we take in account three main categories to develop our holistic model: (1) Digital nature to record the formal aspects of the digital text (Deuze, 2003); (2) informative content in order to grade the characteristics of the journalistic message and the news value (Galting & Ruge, 1965); and the (3) ludic nature because "games allow us to experience things that other storytelling formats don't get to do" that was developed from formal and dramatic elements of digital games (Fullerton, 2008; Fernández-Vara, 2015).

This model will be used to analyze a sample of 141 newsgames developed from 2007 to 2022 by 47 mass-media outlets to identify engagement patterns across the types of newsgames developed by media. From that, we have identified and discussed several traits that highlight the use of digitals games to frame journalistic messages: challenge, empowerment, emotional stimulation, fun, informative feedback, credibility, inmersion, agency and socializacion. So, the results of this study have led to the proposal of a more systematic identification and analytical approach of engagement elements in newsgames and digital journalism.

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◼ **DCC11 - Conspiracy and (Fake) News**

PP 528   News-Sharing Practices over Time: Is There an Impact from Growing Polarisation?

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There are substantial concerns that democratic societies are becoming more polarised; a recent survey-based study found, for example, that political polarisation in Germany had increased over the longer term; the self-reported positioning of citizens on a scale from left to right shows a growing division between the left and the right (Roose, 2021). A similar survey in Australia found that voters have also regarded the positions of the major parties as drifting in opposite directions for more than a decade (Cameron & McAllister, 2019).

This paper complements this evidence from representative surveys by investigating the impact that such growing polarisation may have on everyday patterns of news engagement. If political and ideological divisions in society are indeed increasing, then we expect this to manifest also in the news consumed by domestic audiences, and – more explicitly – in the news items that members of those audiences choose to share with their social media followers. We focus on this latter, active and deliberate form of news engagement via news sharing, as the additional effort required to craft a social media post that includes the URL of a news article, usually along with a brief comment on its contents, implies significantly greater communicative engagement than the act of reading or watching a news item in itself (Bruns, 2018). We further distinguish this active news sharing, where users initiate the process by creating a new post, from the less demanding practice of news *on*-sharing, where they merely repost (e.g. retweet) another user's post sharing an article link.

Using two large longitudinal datasets of all posts on Twitter that linked to any major German and Australian news sites, covering the period of 2016 to 2021, we identify all accounts that either shared such links in original, new tweets (news sharing), or retweeted existing tweets containing such links (news on-sharing). After removing low-activity and institutional accounts (e.g. those of the news outlets themselves), for user accounts in both groups we determine their news outlet repertoire: the range of outlets whose content they are willing to share.

Our analysis then systematically compares those repertoires for similar periods in each year, to determine how news-sharing practices have evolved over this timeframe. In particular, drawing on existing data on the relative positioning of outlets on the political spectrum in each country (e.g. Park et al., 2021), we investigate whether the repertoires of different partisan groups are becoming more ideologically distinct over time, and whether this is true both for active news sharing and more casual news on-sharing. We conclude by reviewing these results and highlighting further research opportunities.

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DCC11 - Conspiracy and (Fake) News

PP 529   **'Fake News' on Facebook: A Large-Scale, Longitudinal Study of Problematic Information Dissemination between 2016 and 2021**

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This study investigates the dissemination of a wide variety of 'fake news', mis- and disinformation, and related content on Facebook, to develop a robust empirical base, enabling us to analytically distinguish between different types and practices of problematic information dissemination by observing systematic differences in activity and engagement patterns.

Drawing on a masterlist of some 2,300 suspected sources of problematic information online, as compiled from public lists in the literature (e.g. Shao et al., 2016; Allcott et al., 2018; Grinberg et al., 2019), we have gathered any posts on public pages, groups, and verified profiles on Facebook that contained links to these sites between 2016 and 2021, via CrowdTangle. Our full dataset contains some 42.6 million Facebook posts between 1 January 2016 and 31 March 2021.

Our network analysis of linking patterns between Facebook spaces and sources of problematic information reveals large clusters of Facebook spaces that are broadly aligned with the conservative and progressive sides of domestic US politics. These are bridged by smaller clusters ranging from outright conspiracy theories through alternative health and medicine to esoteric beliefs in astrology, and accompanied by clusters of spaces in languages other than English.

This paper advances this line of inquiry by extending beyond sharing content from our initial list of problematic information sources. From our dataset, we have identified the 1,000 most prominent, active, and influential Facebook spaces; for these, we have gathered their overall public posting activity during the 2016 to 2021 period. This extended dataset shows whether they also link to more mainstream information sources; uncovers their additional sources of problematic information; and identifies posting activities that do not engage with outside content and information, but consist purely of text, image, and video content native to Facebook itself.

We use this dataset to investigate practices of "counter-ideological linking" (Töpfl & Piwoni, 2018), "information laundering" (Klein, 2012), and "white propaganda" (Puschmann et al., 2016), analysing discursive and link-sharing practices that work to build support and legitimise problematic sources. This approach also builds on Starbird et al.'s conception of disinformation as collaborative work (2019), by tracing patterns of activity across multiple Facebook spaces. In our mixed-methods, qualitative and quantitative analysis of the discursive strategies of these 1,000 most prominent Facebook pages and groups whose longitudinal activities are captured in our dataset, we also pay particular attention to how these actors attempt to engage ordinary human participants in their efforts to further their hyperpartisan worldviews.

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DCC12 - AI and Algorithmic Cultures

PP 627 **Rage against the AI? Understanding contextuality of algorithm aversion and its recursive shaping of AI innovations**

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Governments and private corporations are exponentially increasing their investment in artificial intelligence (AI) and machine learning technologies (Littman et al., 2021). It is therefore relevant to take stock of the developments that lead to the current scenario of explosive growth coupled with social, economic, and regulatory challenges. Previous efforts to trace back a 'history of AI' focus on the technical developments and their implementation (e.g., Russell (2021) or Toosi et al. (2021)), and often lack an empirical investigation of how AI were received and shaped by the broader public. Similarly, studies into public perceptions of AI tend to lack an in-depth review of the recursive effect of public perceptions on AI and its stakeholders (e.g., Fast & Horvitz (2016)). This study goes beyond these accounts by framing the technological advances of AI in their broader societal context through the way these were received and shaped by the broader audience (i.e., news media and audiences).

Our study builds on research on algorithm aversion (Dietvorst et al., 2015), as we investigate whether the aversion or acceptance of AI technologies depends on contextual features. For this purpose, we borrow from privacy scholarship by using the contextual integrity framework (Benthall et al., 2017).

We have selected seven critical cases of AI innovation, past and current. For each case, we aim to understand how the public received the innovation, and how the AI owner responded to this. For example, we examine how Tesla's Full Self-Driving technology was introduced by the company, how it was presented in the news, and how the public received the technology based on discussions on social media. For this purpose, we have collected a sample of approximately 140 000 Facebook and Reddit posts and comments, 70 news articles, and 14 press releases related to these cases, for automated content analysis and thematic analysis.

Our set of critical cases helps us to clarify the implications of the widespread adoption of AI technologies as well as obtain hints about how AI development might be conditioned by social contexts in the past, current, and future. We have finished the data collection and will present our full results at the ECREA conference.

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DCC12 - AI and Algorithmic Cultures

PP 628 Learning machine learning: On the political economy of big tech's AI online courses

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Machine learning (ML) algorithms are widely used to filter, sort and classify information. They find application in a variety of areas, such as recommender systems and search engines, as well as in bank lending and predictive policing. While in the field of data science these algorithms are considered objective, efficient and able to filter out human biases, voices from critical media studies have become loud regarding their discriminatory effects and their role in the proliferation of echo chambers. This highlights the necessity to critically reflect and question algorithmic systems of classification.

Online ML courses are a central resource for the education of today's data scientists. Further, as we show, they are an important means for big technology companies to draw future AI talent for their businesses. Consequently, studying ML online courses offers a fruitful opportunity to get insights both into how ML is represented and conceptualized within the field, as well as into the business strategies of the companies offering these courses. In this paper we therefore study Google's *Machine Learning Crash Course* and IBM's introductory course to *Machine Learning with Python*.

By conducting a walkthrough (Light, Burgess and Duguay, 2018) of the courses and applying a critical discourse analysis we analyze the recurring narratives that find application and the economic interests of the companies behind them. Here, our study contributes to a novel but growing body of research on ML algorithms in the field of media studies. While existing research focuses on concrete software or code on the one hand, i.e. in critical code studies, and the socio-economic context of the development and use of these systems on the other, i.e. through ethnographic investigation, we study the epistemological concepts on which these algorithms ground (cf. Rieder, 2020).

Our findings demonstrate how the selected ML online courses function as means for Google and IBM to consolidate and even expand their position of power in the AI industry by recruiting new AI talent, as well as by securing their infrastructures and models to become the dominant ones. Further, we show how the companies influence greatly how ML is represented. These representations, in turn, shape and direct current ML research and development, as well as the societal effects of their products. While the companies boast an image of fair and democratic artificial intelligence, these narratives stand in stark contrast to the ubiquity of their corporate products as well as the advertised directives of efficiency and performativity found in their courses. The dominance of big tech in the field of ML research and infrastructures, and particularly their growing position as educators, poses great challenges for the development of alternative perspective and infrastructures.

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DCC12 - AI and Algorithmic Cultures

PP 629 AI From the Ground: Exploring Grassroots Imaginaries of Artificial Intelligence on Social Media

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As Artificial Intelligence (loosely intended as the application of machine-learning techniques to decision-making processes) gains prominence in the technological agenda, so does the study of the relative sociotechnical imaginaries. This field appears focused on official narratives elaborated at the national (Bareis & Katzenbach, 2021; Köstler & Ossewaarde, 2021; Paltieli, 2021) and area (Dafoe, 2018; Essen, 2021; Filgueiras, 2021)levels. As such, these studies focus on the analysis of policy documents and mass media news items.

Processes of construction of grassroots AI imaginaries, and their alignment with official imaginaries, have so far represented a comparatively minor field of study. However, especially in democratic countries, such processes play a crucial role in influencing the political future of AI, particularly in terms of the negotiation of AI's implications for

the economy, security and privacy. At the same time, such studies pose several methodological questions, starting from a meaningful delimitation of the research field.

The present study approaches this research question by studying discourse articulated by Facebook users through comments between Jan 1, 2019 and Nov 30, 2020. The comments are relative to all AI-related news published in the observation window by the Facebook accounts of four newspapers (two anglophones – *The New York Times* (n = 49) and *the Independent* (n = 159)– and two francophones – *Le Monde* (n = 27) and *Le Matin* (n = 15)) for a total of 50,041 anonymized comments.

To this corpus, we applied a combination of automatic content analysis (Latent Dirichlet Allocation, collocation analysis and word frequency analysis) and manual approaches (Qualitative coding) to identify topics, frames and behavioral patterns. We identify in "humanoid entities", "security" and "economy" topics able to particularly intensify discourse.

Furthermore, we identify two frequent practices: (a) "banalization", or the adaptation of AI-related narratives discussed in the news to one's everyday life; (b) "crowd-building", or mentioning other users (without sharing the post) to share the experience of commenting from the position of crowd-member. Both highlight the emotional component of AI-commenting. Rhetorical detachment (irony, sarcasm) also appears extensively employed. While not exclusive of this domain, taken together these strategies may be indicating the need of a distancing between the public and AI which may be further problematizing its acceptance in the future.

We conclude by stressing the importance of grassroots socio-technical imaginaries and their monitoring by decision-makers.

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▨ DCC12 - AI and Algorithmic Cultures

PP 630 YouTube recommendation algorithms' potential role in suggesting polluted content based on prior watch of counter-messages – A meta-analysis

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Anonymity and low barrier to publication simplify a misuse of YouTube and the spread of extremist ideas online. It is not only explicit extremist propaganda but also implicit forms of hate speech or conspiracist videos that constitute polluted content online (PC; Wardle, 2018) and pose a severe threat to a functioning democratic public. Therefore, extremist prevention actors strive to counter the magnitude of PC with so-called counter-messages (CM) that are positive messages designed against extremist ideologies (Schmitt et al., 2018).

Sociopolitical concerns also address the impact of algorithmic recommendations on YouTube on the spread of radicalizing content. Existing empirical research has extensively focused on the output of YouTube's recommendation algorithm (e.g., Ledwich & Zaitsev, 2019) but lacks a discussion about counter-messages and an evaluation of their effectiveness. Does exposure to counter-messages on YouTube potentially lead to recommendations of videos with polluted content through the algorithms' keyword linkage (Schmitt et al., 2018) and design?

This study is designed to measure the linking structure of YouTube's algorithms by quantifying the intra-connectedness (video linking to a video of the same type) and inter-connectedness (video recommending a video of another kind) of CM and PC. Empirical findings of two network analyses of two differently designed German CM campaigns published in 2019 – counter-messages-campaign *Jamal al-Khatib* (2022) conveying alternative narratives to jihadist propaganda and counter-messages-campaign *Say My Name* (2022) strengthening the importance of democracy and plurality for society – and its videos' content analysis (Authors, 2021) are further analyzed. All direct recommendations between two videos in a network (scraped with *YTDT* from the API; Rieder, 2015), where both

the source and target video, have been qualitatively analyzed (content analysis sample with N = 5,400) and categorized as one form of PC or CM, were further analyzed.

Findings reveal that the linking structure of CM and PC is asymmetrical in a way that there is more CM recommending PC than PC are recommending CM. Found differences are highly significant (χ^2(1) = 111.41; p < .001), and no cells have an expected frequency of less than five. Limitations, including the level of generalizability, implications, and outlook for future research, will be presented at the conference. The study discusses the "algorithmic dimension" to selective exposure (Knobloch-Westerwick et al., 2020) by examining the potential of YouTube's recommendation algorithms to connect unrelated content through keyword linkage.

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DCC13 - Moderation and Digital Governance

PP 631 Countering incivility – a question of deliberative quality? The effects of varying deliberative quality in users' counterspeech

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Uncivil user comments show a variety of negative effects. Therefore, Facebook and initiatives like *#ichbinhier* (*#Iamhere*) encourage users' counterspeech in addition to professional moderation to counterbalance incivility and mitigate its effects. But disagreement exists regarding *how* to counter. From a deliberative perspective, as the dominant approach in analyzing user comments, counterspeech should be 1) civil and 2) rational to be effective. While some researchers define counterspeech according to this deliberative ideal (e.g. Schieb & Preuss, 2018), others conceive it independently of its deliberative quality and include non-deliberative expressions as counterspeech (e.g. Kramp & Weichert, 2018). Regarding (in-)civility, civil counterspeech should better compensate for the effects of uncivil comments as it introduces constructive aspects. In contrast, uncivil counterspeech produces incivility itself, and thus potentially fosters its dysfunctional affective, cognitive, and conative effects. Since uncivil comments can increase negative emotions (Rösner et al., 2016), foster hostile discussion perception (Ordoñez & Nekmat, 2019) and decrease participation (Stroud et al., 2016), civil counterspeech should – compared to uncivil counterspeech – reduce negative emotions (H1a), improve the discussion climate (H1b), and increase corrective participation intentions (H1c). It should also improve the counterspeech evaluation due to the respectful communication used (H1d).

The traditional deliberation approach understands rationality as neutral, non-emotional argumentation. However, since user-side counterspeech is often preceded by incivility, which can foster negative emotions, it can be emotional. The inclusive deliberation approach considers emotions as relevant communication elements that can enrich deliberative argumentation (Bächtiger et al., 2010). However, it doesn't describe when emotional argumentation is superior to a neutral one. Therefore, it is asked how emotional versus non-emotional counterspeech does differ regarding a) negative emotions, b) the discussion climate, c) corrective participation intentions, and d) the evaluation of the counterspeech (RQ1), and to what extent (in-)civility and (non-)emotionality interact in counterspeech (RQ2)?

An online experiment (*N* = 461) with a 2x2 design was conducted using the *SoSci-Panel* (29.03.–30.04.2021). Participants saw a pretested stimulus depicting a Facebook post of the German news program *Tagesschau* about COVID-19 measures with an uncivil user comment. The follow-up counterspeech comment was varied regarding (in-)civility (uncivil vs. civil) and (non-)emotionality (non-emotional vs. emotional). A control group without counterspeech was added. All four dependent variables were measured with tested scales and transformed into mean indices ($\alpha > .75$).

Civil counterspeech reduced negative emotions ($p < .001$, $\eta^2_{part} = .05$) and improved the counterspeech evaluation ($p < .001$, $\eta^2_{part} = .28$) and the discussion climate ($p < .001$, $\eta^2_{part} = .08$). Civil counterspeech also increased corrective participation intentions ($p < .01$, $\eta^2_{part} = .02$). H1 is accepted. Furthermore, only civil counterspeech showed significant differences to the control group in reducing negative emotions ($p < .001$, $\eta^2_{part} = .08$) and increasing the discussion climate ($p < .001$, $\eta^2_{part} = .11$). No significant differences occurred for (non-)emotional counterspeech (RQ1), but interaction effects were found (RQ2) for the counterspeech evaluation ($p < .05$, $\eta^2_{part} = .01$) and corrective participation intentions ($p < .05$, $\eta^2_{part} = .01$). Overall, the deliberative quality of counterspeech seems to be crucial for its effectiveness.

DCC13 - Moderation and Digital Governance

PP 632   Gone for good? The effects of deplatforming on the online communication of the extreme right using the example of the Identitarian Movement

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Recent decisions of providers of social media platforms to block the accounts of well-known politicians – such as Twitter's blocking of Donald Trump – have intensified discussions on measures against online hate speech and the people who spread it. Deplatforming, "the removal of one's account on social media for breaking platform rules" (Rogers, 2020), has stirred controversy not only in terms of its legitimacy, but also in terms of its effectiveness and related undesirable side effects. A common argument against deplatforming is that the blocked actors would shift their activities to other digital channels or platforms, which are usually less regulated, and, thereby, allow the actors to disseminate even more extreme content. These "alternative" platforms often have large numbers of users and frequently serve as gathering places for (deplatformed) actors from the far right.

To date, few studies have investigated the potential effects of deplatforming political actors. The current study, therefore, asked the following question: How did the deplatforming of far-right actors from Twitter affect their reach, radicality of content and communication style on the "alternative" platform Telegram? We conducted a quantitative content analysis of the Telegram channels of two far-right actors ideologically belonging to the New Right. Namely, we investigated the channels of the Identitarian Movement Germany and the Austrian Identitarian leader Martin Sellner, after they had been blocked on Twitter, leaving Telegram as their main communication platform. The analysis covered all posts (n = 1.196) from the two Telegram channels twelve weeks before and after deplatforming had taken place. To measure the effects of deplatforming, technical variables such as the number of posts, reach and number of comments were considered, as well as different concepts concerning the content of communication: Radicality was measured using the concept of Dangerous Speech (Benesch et al., 2018; Marcks & Pawelz, 2020), hostility to the state (Logvinov, 2019) and the Extremist Media Index (Holbrook, 2015). To examine the communication style, we utilized the concepts of defensive and offensive communication as counter-public practices of social movements (e.g., Wimmer, 2007; Rucht, 2004).

The results show that both actors increased their reach on Telegram after deplatforming from Twitter, while the frequency of their communication decreased. Regarding the content, we found that both actors primarily used defensive communication – both before and after deplatforming. However, the extent of offensive communication was higher in the period after deplatforming – compared with the period before deplatforming. In some areas, such as the dissemination of conspiracy content, we observed a radicalization of the actors. Considering the partial radicalization of the content and the actors' increased reach on Telegram, our findings partly question the efficacy of deplatforming as a practice for protecting liberal democracies.

DCC13 - Moderation and Digital Governance

PP 633   Recreational shaming groups of Facebook: Content, rules and modministrators' perspectives

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As social life and communication moves increasingly online, forming omnoptic structures, we have experienced the expansion and the normalisation of a specific genre tied to "dark participation" (Quandt, 2018): online shaming – different forms of (semi)public cross-platform condemnation of people and their actions by (mass) online audiences. Online shamings can be analysed as combinations of reintegrative (shame-correct-forgive) and disintegrative (shame-stigmatise-expel) social sanctioning practices, usually focusing the "serious" disciplinary shaming on the behaviour of the offender (Loveluck, 2019; Braithwaite, 1989). We propose that equal attention should be given to what we have termed "recreational shaming" – humour-based playful collective shaming, that often takes place in online refracted publics (Abidin, 2021), seemingly just for the sake of shaming, motivated mainly by social belonging needs and entertainment gratification.

Examples are abundant, like in the 152 000-member Facebook group "thats it, I'm wedding shaming (non ban-happy edition)" where an endless flow of content about weddings was mocked and laughed at. One can get more specific and join a "below the radar" (Abidin, 2021) shaming group that welcomes their members by stating: "Have you ever looked at homemade Disney ears and cringed? This is your place." Indeed, there are very specific online shaming groups, and one can join the 2000 Disney ears' haters or any other equally quirky and specific Facebook groups.

By combining the results of standardised content analysis of Facebook recreational shaming groups (n = 65) and in-depth qualitative interviews with the "modmins" of the groups (n = 8) we will give an overview of what is being shamed, how groups and modministrators create and enforce rules and what is the socio-cultural perceived meaning of this practice.

Recreational shaming groups can focus on objects, rituals, communities, people's behaviour, skills or bodies and choices about those bodies. We distinguish three spheres of ridicule that "frame the shame": sphere of widely-accepted socio-cultural norms and serious shaming of people who have not followed these norms; sphere of subjective preferences and perceptions where we can see clashes over style/taste, cultural literacy and skill gaps; and sphere of highly encoded in-group meta-jokes, where shaming functions as a cultural commentary and pure entertainment.

Shaming groups are private to a certain degree, forming a "magic circle" that creates an enclave inside everyday life where rampant continuous shaming of people is acceptable. Various shaming practices have become embedded in people's media uses, usually beginning as a Bakhtinian carnivalistic sense of the world, but soon normalised and internalised as forms of accepted social practices and structures. We focused on this specific phenomenon because it is easy to discard "just for laughs" practices, as frivolous and insignificant – but macro-societal changes often slither in under the cloak of ephemeral communication.

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DCC13 - Moderation and Digital Governance

PP 634   Designing for agency – Key lessons learned from developing an online platform to study users' appropriation of algorithmic systems

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Social media and multiple online platforms are heavily relying on recommender systems to provide access to their database. An increasing number of public media outlets are also considering incorporating similar technologies into their online platform. The applications of these algorithms to news recommendations sparked concerns about

the quality and the diversity of the content provided to the users (Pariser, 2011). These concerns often favor a deterministic approach exaggerating the impact of the algorithm and downplaying users' agency.

Current research on the subject provides us with a more nuanced image of users' interactions with recommender systems (Bruns, 2019; Dahlgren, 2021). The sociology of uses speaks of *determination*, emphasizing that there is no impact of ICT, but rather "effects" situated between a technical determinism and a social appropriation (Proulx, 2015). However, on the topic of news recommendations, there is still little information available on the influence of the interface on users' appropriation practices. Specific features could either support the user to be more critical of the system as well as hide critical information from him. Collecting additional data on this topic could help produce sensible design guidelines aligned with the public interest for public service media providers.

However, such fine-grained data is difficult to find. Researchers must usually rely on interviews using mock-up interfaces (e.g. Harambam et al., 2019) or observe participants' daily routine on existing services (e.g. Wiard et al., in press). To complement these approaches as well as to investigate experimental control mechanisms, we designed an online platform equipped with a recommender system and supplied in real time with news articles coming from a public service media.

The main purpose of our presentation will be to discuss how this kind of experimental platform can help us study the effect of algorithmic systems on users' behaviors. We will highlight the methodological opportunities provided by this platform as well as its limits and biases. To conclude this presentation, we will discuss the feasibility of reusing it for other research topics and sharing it with the scientific community.

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DCC14 - Influencer and Creator Cultures

PP 715   "I don't wanna be Chiara Ferragni". Med-influencers' media ideologies between distrust of social media strategies and management of followers' expectations

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Covid-19 has raised the debate on the processes of appropriation, sense giving and sharing of medical knowledge (Chapple, 2002; Comunello et al. 2017) that users implement on social network sites (SNS) (Cinelli, 2020;. Li, 2021; Wasike, 2022).

In this context it is also worthy to consider the knowledge and media ideologies (Gershon, 2010) that particular users, such as Med-Influencers (MI), have developed with regard to the most appropriate strategies for using SNS to promote their professionalism and to disseminate a specialized knowledge that must deal with the logic, language and participatory dimension of these platforms.

Medical self-branding consists of adapting Personal Branding strategies to the medical field (Shepherd, 2005; Labrecque et al., 2011), as the purpose of the latter is to maximize the visibility and increase the notoriety of the individual (Gehl, 2011; McNally, Speak, 2002; Rein et al. 2006). Mainstream media has been for a long time an interesting arena in which to experiment with forms of self-promotion by medical professionals. From talk-shows to entertaining TV formats (e.g. "*My 600-lb Life*" and "Embarrassing Bodies and Illnesses"), medical professionals have approached communication patterns different from those used in their field.

SNS fit into this process by offering doctors an environment in which to establish themselves as MI who pursue self-promotion on a professional level and do so by seeking to re-establish a new relationship with users, different from the doctor-patient relationship that in offline environments is proceduralized (Lovari, 2017) by the institutions in which they practice their profession.

However, the use of these channels for strategic purposes such as self-promotion, requires the implementation of communicative patterns to find a balance between specialist knowledge and communication skills different from those that doctors apply in their profession when relating to patients.

Using the theoretical framework of media ideologies (Gershon, 2010), this paper compares beliefs and opinions of med-influencers and their followers in order to explore:

RQ1: How do MI relate their media ideologies to the social strategies necessary to pursue medical self-branding and how do they balance medical knowledge with social media logic

RQ2: What are the expectations that users-patients have in relation to MI and what are the critical issues they find in the way doctors use digital languages?

Methods: 30 in-depth interviews were conducted in Italy integrated with the techniques of cognitive walkthrough (Blackmon et al., 2002) and thinking alloud (Lewis, 1982): 15 to MI with different types of specialization (Allergology, Immunology, Surgery, Plastic Surgery, Ophthalmology) and 15 to young followers who follow their profiles.

Interviews were analyzed using thematic analysis (Braun & Clarke, 2006). Results highlight: 1) the existence of cognitive biases, deriving from media ideologies, among MI in the way they perceive communication strategies for SNS; 2) ambivalent media idelogies of med-influencers towards social media that swing between performance anxiety and a desire to assert their know-how; 3) followers' tendency to judge MI basing on criteria valid for main-strem influencers (such as Chiara Ferragni) 4) followers' attribution of greater trust to medical information on SNSs than on the web.

DCC14 - Influencer and Creator Cultures

PP 716   New digital labor imaginaries: experiences and aspirations of social media content creators

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The main aim of this paper is to better understand work practices, experiences, and aspirations of social media content creators. Youtubers, Tiktokers, Instagramers, and streamers have emerged as 'poster boys and girls' of new labor imaginaries developed during post-Recession years under neoliberalism. In a context of precariousness, high youth unemployment rates, and poor future prospects, creative work has been portrayed as the 'ideal work' (McRobbie, 2016). New media workers and other cultural labourers are hailed as 'model entrepreneurs' and social media platforms are presented as an opportunity to obtain economic (and social) capital by "doing what you love". However, under the discourse of fun, authenticity, self-expression, and creative freedom that surrounds these profiles (Duffy and Wisinger, 2018), these social media content creators usually face several problems, such as long work-ing hours and 'bulimic' working patterns, the absence of trade unions and labour rights, the arbitrary operation of digital platforms and their opaque algorithms, insecurity, and the blurring of boundaries between the personal and the professional. This 'dark side' is now more visible, with several creators publicly explaining the cost of social media labour (from Elle Mills to ElRubius). Thus, it is important to examine work practices, experiences and views of both professional and aspiring social media creators to better understand the shifting nature and role that social media have in recent years. Previous scholarship has analyzed the precarious conditions (Duffy et al., 2021), the visibility and aspirational labor (Abidin, 2018), and the agency power of digital creators (Cotter, 2019), nevertheless some aspects of personal and professional subjectivities are still understudied.

Our research aims to answer the following research questions: How do social media content creators view their work and what are their aspirations? How are their practices impacted by digital platforms and their algorithms? How do they organize their work routines and what kind of work-life balance do they have? How are they affected by audience comments? To fulfill this aim, we draw upon in-depth interviews with 18 Spanish social media content creators that earn economic revenue from their activity. The sample includes male and female creators that publish content on more than one platform (including TikTok, YouTube, Instagram, and Twitch) and with different ranges of followers (more than 500K, between 100K-500K, less than 10K). The questionnaire is organized in six blocks: a) Overview of their career path in social media, b) Monetization of their contents and relationship with social media platforms and algorithms, c) Professional routines, d) Relationship with their audience and how they are affected by their comments e) Social capital and relationship with other content creators, and f) Future visions and aspirations. All the interviews have been transcribed and qualitatively analyzed using thematic analysis (Glaser & Strauss, 1969) and the software NVivo.

The results obtained allow us to discuss and delve deeper into the new labor imaginaries linked to the digitalisa-tion of work, the effects of digital platforms, and the creation of new aspirational models within the framework of the neoliberalization of work.

Digital Culture and Communication

PP 717 **Siblings that vlog together brand together: analysing networked connections between YouTuber siblings**

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Although there is now a substantial body of literature on YouTube stars and other internet celebrities, there has been less attention given to the relationships between these stars, despite networks and connections being crucial to most forms of celebrity (Currid-Halkett, 2010; McAllister, 2021) and, especially, online stars (Lobato, 2016; Rasmussen, 2018). Internet celebrities use networking strategically to build their brands, whether through mechanisms like multi-channel networks, or through shared content such as collaborations. However, one key aspect of this networking that is often overlooked is the way relationships that existed offline before the person became famous can move online, with several members of a family or friendship group often becoming internet personalities – in much the same way as we see family members taking part in other areas of fame (e.g. musical groups like the Jacksons, Nolans or Osmonds; acting families like the Hemsworths, Olsens or McGanns; sporting families like the Murrays, Williamses or Nevilles).

In this paper we present findings of our research into six YouTubers who are part of sibling pairs: Zoe and Joe Sugg (UK); Jake and Logan Paul (USA), and Oladeji and Olajide Olatunji (aka Deji and KSI) (UK). These pairs were chosen for the size of their following and their longevity on the platform. Zoe Sugg is a lifestyle and beauty influencer with over 14 million subscribers on her YouTube channels. Her brother, Joe, produces entertainment content including pranks, challenges and gaming, as well as life vlogs, and has over 11 million subscribers. The Paul brothers produce a variety of content on their own channels, including music videos, life vlogs, challenges skits and other enter-tainment content, and each has over 20 million subscribers. KSI (30 million+) and Deji (10 million+) feature music, gaming, and reaction videos.

Through a combination of quantitative and qualitative analysis, including mapping the networked connections between each pair, we highlight the importance of these sibling relationships both to the content and branding of each star, and to the algorithmic relationships between them. Data visualisations show strong connections between siblings, and with the metadata, it is easier to detect the particular relevance of releasing collaborative videos, also with other YouTubers, including the other sibling pairs in our case study. The strategic use of collaborative production strengthens the connections, building algorithmic recommendation visibility on YouTube; as well as strengthening the star image and identity of each YouTuber, emphasising their claim to being 'ordinary', relatable and well-liked figures who invite the audience to become part of their family.

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PP 718 **Real reactions and behind the scenes of the Parliament: YouTube politicians and visual authenticity in Swedish influencer politics**

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When Swedish politician Annie Lööf returned to her post as leader of the Centre Party in 2020, after being on parental leave for nine months, she also launched her own YouTube channel. The channel features regular updates about her work in the Parliament, about the Centre Party's politics, and her own views on specific issues. She also shares personal thoughts about her family, career, and mental health issues such as stress caused by a high workload. In addition, the channel contains reaction videos, Q&A:s, mukbangs, and tests of popular pastries – content more often found among popular 'youtubers' and other social media influencers. Drawing on the concept *performed connec-tivity* (Ekman & Widholm, 2017a, 2017b), this paper seeks to examine this convergence of politics and promotional strategies in Swedish politicians' online presence, and what impact it has on their presentation of themselves and their politics. We regard it as a form of *influencer politics* that follows in the footsteps of ongoing personalisation

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and celebrification of the political sphere; a form that rewards visual communication and borrows extensively from marketing practices used by commercial social media celebrities. The mediation of authenticity is central here, as the content often alludes to being 'real', 'honest', and giving viewers 'behind the scenes' access to politicians' personal as well as professional life. Performative authenticity has been argued to be a core component of social media fame, not least in influencer marketing and political campaigning (Arnesson, 2022; Banet-Weiser, 2021; Enli, 2015; Serazio, 2015; Shifman, 2018; Wellman et al., 2020). Just like the 'extra/ordinariness' of influencers (McRae, 2017), politicians need to appear trustworthy and produce ordinariness in various ways (Ekman & Widholm, 2017a). Certain degrees of scripted performances construct *illusions of authenticity* that can be used to position populist politicians as authentic outsiders rather than part of the 'elite', or to dismantle a rising political distrust (Enli, 2015, 2017; Valgarðsson et al., 2020). However, visual authenticity labour has so far been underexplored (Maares et al., 2021), and previous research on Swedish politicians' visual political communication has predominantly focused on still images on Instagram (Ekman & Widholm, 2017a, 2017b; Enli, 2017; Filimonov et al., 2016; Grusell & Nord, 2020). This paper contributes with insights on how the convergence of politics and promotion is manifested in moving images and visual political communication. It identifies characteristics of influencer politics as well as analyses the ways in which visual authenticity is constructed in social media. By a multimodal analysis of the content on the YouTube channels of Swedish politicians we hope to shed some light on the ways in which influencer strategies are used for political purposes.

DCC15 - Families and Age/ing Online

PP 719   Understanding aging adults' perception on chatbots. A technology acceptance approach

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Within the technological development path, chatbots are considered to be an important tool for economic and social entities to become more efficient and to develop "customer-centric" experiences that mimic human behavior (Toader et al., 2020). Although artificial intelligence (AI) technologies are increasingly used, there is a lack of empirical studies that aim to understand consumers' experience with chatbots (Ameen et al., 2020).

Furthermore, in a context characterized by a constant population aging and an increased life-expectancy (Lüders & Brandtzæg, 2014), the way aging adults perceive technology becomes of great interest. Based on the digital divide (DiMaggio et al., 2001), most of the research is dedicated to the perception of young people, that are considered to have a greater affinity for technology (Schipor & Duhnea, 2021). The views of middle age individuals, of *digital illiterates* (Vasilateanu & Turcus, 2019), on technology are receiving less attention (Nikou, 2015).

Thus, the present paper investigates the way AI in general and chatbots in particular are perceived by aging adults (aged 45–78). Starting from the Technology Acceptance Model (Davis et al., 1989), an opinion survey is conducted (N = 235). Being exposed to a chatbot interaction within the survey, the respondents are inquired on the perceived ease of use, perceived usefulness, trust, enjoyment, competence, effort, risk perception, and behavioral intention.

The implication of the paper is at least threefold. First, the present study aims to enrich the existing literature with a general overview on the way AI and chatbots are perceived. Second, the research fulfills the existing gap on the target group. Since most of the studied samples are composed of young people, the present approach focuses on aging adults. Finally, judging from a business perspective, the results can help economic and social organizations to improve and adapt the AI-based interaction for the aging customers.

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DCC15 - Families and Age/ing Online

PP 720   Ageist technologies, ageist societies? Understanding the discourse about old age and digital technologies in France

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Among other societal issues that the Covid-19 pandemic has revealed in recent years, the place of and the issue of care for older people has received significant attention from politicians, civil society organizations and professionals from the healthcare sector. The mainstream media played a significant role in highlighting the issue and French people have increasingly relied on them to inform themselves. The nature of the problem at hand is twofold. On the one hand, academics demonstrated how the pandemic has revealed the underlying ageism operating in industrial countries (Ayalon, 2020). Others alerted us to how it fostered the harmful ideology of techno-solutionism (Milan, 2020). However, only a few have attempted to examine these issues together (Gallistl et al., 2021). Moreover, the issue at stake goes beyond the pandemic. The population's ageing has been framed as causing multiple problems on the political, economic and social level. Digital technologies are increasingly promoted as solutions to any type of 'problems' (Morozov, 2014). Yet, suggesting a digital answer to the societal challenge caused by the demographic transition is reductive and harmful for older people as well as their younger counterparts.

Drawing on Stuart Hall's theoretical work on the representation of 'the Other', this paper is situated at the intersection of Critical Age Studies (Hazan, 1994; Katz, 1996) and Science and Technology Studies (Turkle, 2011). It builds on the combined analysis of 200 French mainstream media articles related to the subject of old age and ageing and a digital ethnography of five events which took place in 2021 and 2022. The selected events gathered stakeholders with a political, economic or technological perspective on the subject of old age and ageing with a national or European dimension.

Based on the analysis of this data, the paper argues that the French discourse about older people and digital technologies contribute to both ageist representations of old age and fallacious expectations towards technologies.

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DCC15 - Families and Age/ing Online

PP 721   Parents' online and offline networks: a study in four European countries

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Digital media are omnipresent in families and significant research has been conducted on how young people grow up with digital media (Chaudron et al. 2018), the role of digital media in processes of socialization (author 2020),

potential risks and opportunities of children's and adolescent's use of digital media (Smahel et al. 2020) as well as on parental mediation strategies (Paus-Hasebrink, 2018). Less is known about how digital media, and particularly digital platforms, shape networking among parents. There has been a proliferation of both formal and often conflicting parenting advice online, an increasing reliance on technology for schools and parents to communicate, and numerous apps and platforms for parents to connect informally; yet, we do not know enough about the diversity, difference, exclusivities and marginalities that these mediated connections produce and maintain.

We conducted a qualitative pilot study of 16 families in four European countries (Austria, Denmark, Portugal, UK). In each of the countries, we conducted four interviews with heterogenous families (number and age of children, SES, type of family, migration status etc.); interviews were conducted in June and July 2021. The focus of our research was on how structural and cultural factors shape the role that digital platforms play in the production and maintenance of parent networks but also on how digital networking among parents influences the handling of crucible moments in family live (e.g. divorce, relocation) as well as in the context of developmental and educational challenges (e.g. starting to go to school, puberty etc.). This paper focuses on the juxtaposition of offline and online networks which often accentuates the processes of family's social integration or lack thereof. Furthermore, it appears that the strength of a network is not perceived with regards to quantity but to quality – expert knowledge, or verifiable and reliable sources of information.

Chaudron, S., Di Gioria, R. & Gemo, M. (2018). Young Children (0–8) and Digital Technology. A qualitative study across Europe. https://publications.jrc.ec.europa.eu/repository/handle/JRC110359

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DCC15 - Families and Age/ing Online

PP 722   Appropriating digital literacies in everyday life: How low-literate adults develop tactics of media use to overcome linguistic limitations

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This paper explores the appropriation of digital literacies in the daily practices of low-literate adults, and examines how traditional literacy and digital literacies interrelate to facilitate and/or hinder (digital) inclusion within socio-cultural, economic, and personal dimensions. Widespread stereotypes exist about adults who have difficulties with reading and writing, portraying low-literates as socially isolated individuals who have problems getting by in everyday situations. Increasingly, (digital) literacies are positioned as a solution for minimizing social exclusion and inequalities. This assumes, first, that acquiring digital literacies will lead towards digital participation and inclusion, and thus contribute to the decrease of digital inequalities. Second, it foregrounds traditional literacy as a necessary starting point for the development of digital literacies.

This study questions these assumptions by analyzing the various tactics that low-literate Dutch citizens develop to circumvent limitations in their language proficiency. Based on extensive ethnographic research, we develop a taxonomy of tactics that are used to appropriate digital literacies in everyday practices and show how these may have different outcomes for digital participation and inclusion. Our findings indicate that digital literacies can be learned without the need of linguistic proficiency, depending on the socio-cultural context and situational arrangements they draw upon. For example, when immigrants use Google Translate to keep speaking in their native language, they use their smartphone as a linguistic tool to bypass the necessity to learn the native language of the country they currently reside in. This way, they exclude themselves from the broader society, as they do not feel the need to learn the language themselves. Such personal and situated contexts largely affect the choice for specific types of hardware and software, and how digital literacies are enacted to leverage the affordances of a medium. As such, our taxonomy illustrates that gaining and appropriating digital literacies within everyday life provides ways to overcome/circumvent linguistic proficiency, by developing tactics of media use that center alternative means of communication, but do foster the digital capabilities of low-literate adults.

We conducted participant observations and in-depth interviews with low-literate adults in four libraries, one informal and one formal educational setting, between September 2020 and December 2021. We draw upon our empirical findings to examine the relation between (digital) literacies, (digital) participation and (digital) inclusion from the bottom-up perspective of these low-literate citizens. We show that the development of digital literacies does not always follow a linear and sequential path towards inclusion, and that the relation between literacy, digital

literacies and inclusion has to be nuanced within the context of the limitations and capabilities of low-literate citizens. This fosters a better understanding of the complex dynamics that underpin the development of (digital) literacies in everyday life, and examine the tangible outcomes for marginalized publics. We argue that the socio-economic, cultural, and personal situations of marginalized publics have to be centered within policies and pedagogies. Only then social and digital inequalities could be simultaneously battled in ways that account for how these publics develop and appropriate (digital) literacies in their daily practices.

DCC16 - Intimacy and Digital Cultures

PP 741   Romeo for everyone? On racing and placing in dating app cultures

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Dating apps increasingly mediate everyday practices of finding sex, love and friendship. However, far from being 'neutral' mediators of these human pursuits, they enact the assumptions, aspirations, beliefs, desires and values of their designers, which are baked into the apps' interfaces and governance. These platforms also create spaces for particular representations of identities and bodies, and direct or further encourage particular social relations. In this paper, we analyse how a dating app called 'Romeo' (formerly 'PlanetRomeo', originally 'GayRomeo') fosters digital cultures of racial imaginations and relations in a globalised world. Romeo was originally launched as a 'same-sex' matchmaking website in 2002. Currently, it operates as a website as well as mobile phone app, with headquarters in Amsterdam and Berlin. It is available in six languages, reports having approximately 2 million users, and uses the slogan 'Dates, friends & love for everyone'. It remains the market leader in continental Europe for gay, bisexual and transgender users, and is widely used globally (outside North America). By examining digital cultures fostered by Romeo, we offer a bigger picture that includes an analysis of its production, content and uses, navigating between the macro scale of a globally operating digital platform and the micro scale of everyday uses of the platform. Our focus is Polish-language users based in Poland and the United Kingdom to offer an account that is sensitive to national, cultural and linguistic contexts while recognising the important transnational dimension of contemporary dating app cultures. Our analysis combines data from two separate research projects. The first author conducted extensive ethnographic research with Polish users of Romeo between 2007 and 2021, which additionally included three rounds of interviews with Romeo producers in 2006, 2013 and 2016. The second author did an online survey with 767 Polish LGBTQs based in the UK and conducted 30 in-depth face-to-face interviews with this group between 2018 and 2019. Focus on Poles in Poland and abroad (especially in the UK) is particularly interesting as Polish society is much more homogenous regarding race and ethnicity than many Western countries such as Germany and the Netherlands (where Romeo has its headquarters) and the UK (to which many of our participants migrated). This enables a discussion of racial imaginations and relations that accounts for the relationship of transnationalism to digital affordances of dating app cultures. Our data analysis is still in progress and we plan to finish it by the date of the conference. The analysis will focus on the interplay of multiple agencies of Romeo producers and users in stimulating particular racial imaginations and relations as played out at the overlap of numerous places, be it physical (Poland, Germany, Italy, USA or the UK) or digital (Romeo).

DCC16 - Intimacy and Digital Cultures

PP 742   Ghosting as a technologically assisted uncertain exit strategy in contemporary dating

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For the last decade, mobile dating apps have been understood and researched primarily as platforms for meeting, flirting, and the seduction of new potential partners in an online environment. Even though dating apps are not intended for maintaining and ending relationships and communications, some recent studies have focused on ghosting as a ubiquitous practice in the lives of online daters. In the context of today's widely used dating apps, ghosting is an exit strategy for unilaterally terminating an interaction and potentially a romantic relationship with the help of communication technologies. Those are used for unexpectedly terminating the communication without any explanation or closure. This strategy is characterized by avoiding physical and psychological contact but still being technologically present in the (potential) partner's life, either on the dating app or on other communication mediums used. This paper builds on literature in communication studies regarding ghosting as a contemporary break-up strategy and on media studies and cultural theory exploring dating apps as cultural media technologies. In the literature, ghosting is defined as a practice that creates ambiguity and uncertainty (LeFebvre 2017; LeFebvre

and Fan 2020) and dating apps as cultural technologies that are shaping intimate relationships around uncertainty (Thylstrup and Veel 2019; Bandinelli and Gandini 2022). They allow uncertainty to be contained at the level on which it might function as a productive generator for further interaction. Therefore, the paper fills the literature gap that addresses dating apps as sites of uncertainty management and the practice of ghosting as an uncertain exit strategy, by presenting a qualitative empirical study of how users of dating apps experience ghosting on dating apps. I argue that dating apps' cultural techniques and their overall communication architecture presuppose the use of ghosting even before the first meeting, which then enables the normalization of ghosting in later stages of (potential) romantic relationships and the development of new forms of communication. This analysis uncovers shifting relations among users in forming and dissolving their interactions, and it also contributes to understanding how platforms shape users' contemporary dating practices.

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LeFebvre, L. E., and Fan, X. (2020). Ghosted?: Navigating strategies for reducing uncertainty and implications from ambiguous loss. *Personal Relationships, 27*(2), 433–459. https://doi.org/10.1111/pere.12322

Thylstrup, N.B., and Veel, K. (2020). Dating App. In T. Beyes, R. Holt and C. Pias (Eds.) *The Oxford Handbook of Media, Technology, and Organization Studies* (pp. 191–201). Oxford University Press.

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DCC16 - Intimacy and Digital Cultures

PP 743   AI and gender imaginaries: Reddit discourses on training the ideal AI bot girlfriend

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AI and gender imaginaries: Reddit discourses on training the ideal AI bot girlfriend

This presentation focuses on an AI social bot, Replika, and how it is used by a subset of its subscribers to provide sexual/romantic intimacy. I investigate how users of Replika in a Reddit group project imaginaries of an ideal AI technology and girlfriend onto the bot, which shape and encourage their interaction with the AI. While there are a lot of studies on technological imaginaries, there are only a few (Ytre-Arne & Moe, 2020; Andersen 2020; Lomborg & Kapsch 2019) that examine how the imaginaries works in practice. This empirical study highlights how different forms of imaginaries, the AI and the gender imaginary align and co-create one another in the practice of interaction between users and the technology. The users' perceptions affirm Replika's value proposition as a personalised and anthropomorphic AI companion. The research questions addressed are: What are the users' perceptions of the characteristics of a good AI technology? What are the users' perceptions of the characteristics of the ideal bot girlfriend? Drawing on Bucher's (2017) concept of the algorithmic imaginary, literature on the anthropomorphism of bots (Zeavin, 2021) and observations about feminization of AIs (Sweeney, 2013; Hawkes & Lacey, 2019), the study examines how imaginaries of AI bots' intelligence, controllability and independence map onto postfeminist gendered fantasies of girlfriends that are assertive and have a mind of their own yet also conform to men's expectations of being cute and sexy. A thematic analysis of the Reddit discussion identified three themes: (i) the expectation of an anthropomorphic yet machine-like AI, (ii) the desire of an independent yet customizable and controllable girlfriend bot, (iii) co-creation and customization as the hallmarks of the ideal AI bot girlfriend experience. The study offers new understandings of how technological and gendered imaginaries coalesce, shape and fuel the engagement with technology.

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DCC16 - Intimacy and Digital Cultures

PP 744   Homesickness mediated by algorithms: representations of rurality on Chinese short-video platforms

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Short video platforms have gained global popularity, not only influencing how people entertain themselves, but also how they express their everyday lives in a digital world. Affected by urbanization prioritization policies, rural China has tended to be negatively represented by the Chinese mainstream media for a long time and people living there have been denied to speak for themselves (Liu, 2018). However, it seems that short-video platforms are breaking the status quo. Douyin and Kuaishou, two major short-video platforms in China, have attracted many users from rural areas, providing a stage for rural influencers to represent rural life and increase the visibility of rural culture. Being an influencer involves making profits from representations and interacting with audiences and multiple stakeholders including platforms, advertisers, and the Chinese government. Given to this, in my research, I interrogate the extent to which rural influencers and the content they produce can be seen as commodified by closely examining the intricate power relations in which rural influencers are situated. I examine the differences between Douyin and Kuaishou, and focus on relations between rural influencers, their content and their audiences, asking the question about the role of commodification processes. I use a range of methods to address these questions, including the walkthrough method (Light et al., 2018), visual cross-platform analysis (VCPA) (Pearce et al., 2020), and interviews with rural influencers, platforms' employees and audiences. In this paper, I focus on my interviews with three influencers as a starting point for my research in progress. The interviewees used to be rural migrant workers who had moved to cities, leaving their families behind. At one point, they all came back to their homes in rural villages. I argue that homesickness is a keyword to understand why the rural influencers turned to short-video platforms to represent their rural life. Two of the interviewees rely on short-video platforms to earn income and support their families. Making short videos allows them to start businesses in their home villages, instead of living in cities apart from their families. Rural influencers represent their rural life by focusing on family interactions, cooking and farm work, aiming their videos at other homesick rural migrant workers who are forced to leave rural villages for money. However, when rural influencers expect to earn steady income from the platforms, they need to adapt to the workings of platform algorithms, which leads to increased commodification of their content and themselves. Increasing the completion rate of videos is the influencers' key task: the more people finish watching their videos from the beginning to the end, the more people the platforms will recommend their works to. I will discuss how rural influencers entertain audiences and adapt to platforms' structures by representing a refreshing and relaxing rural life, while they often suffer from working overtime and constant anxiety over the workings of platform algorithms.

DCC16 - Intimacy and Digital Cultures

PP 745   Building Bridges: Denmark's platform for day-care institutions and parents as a site of affective and communicative relations

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Mobile technologies play an increasingly important role in child-rearing (Livingstone & Blum-Ross, 2020; Lim, 2019). Families rely on them to coordinate activities and maintain relationships. Simultaneously, the use of digital media has become standard among early childhood care institutions. Some authors equate the implementation of technological devices in caring contexts with the loss of human connection, as the warmth of human-to-human interactions is replaced by "cold technologies" (Macnish, 2017; Pols & Moser, 2009). Others contend that instead of delegating care to technology, mobile media's growth has expanded the scope of parenting obligations by allowing parents to transcend physical distance (Lim, 2019). To unravel these tensions, we must empirically examine the relationship between concrete digital childcare practices, monitoring technologies, and the values and relationships they enable. This article seeks to do just that, asking: what kind of affective and communicative relations are enabled by the implementation of technologies such as Aula, Denmark's communication platform for parents and day-care institutions?

To answer this question, we draw from in-depth interviews with parents of children aged 0 to 6, as well as a critical walkthrough of Aula (Light et al., 2018). Walking through Aula exposes that the app frames caring for children as a collaborative endeavour between parents and day-care professionals, casting all adult stakeholders into specific roles with designated communicative tasks. The app's intended use emphasizes logistical communication about children's schedules, drop-off and pick-up routines, and carers' contact information. However, parents' experiences of the technology reveal that its use enables affective and social relations beyond these practicalities. Parents stress day-care workers' sharing of pictures, videos, and reports about children's day as Aula's most valuable aspect because these serve as conversation starters with small children. Additionally, they appreciated learning about kids' rest and activities to plan the afternoon ahead.

Parents, therefore, mobilize Aula's affordances to bridge home and day-care, overcoming the physical distance with their kids. For parents, Aula supports human-to-human interaction; the technologies and practices involved are the sites of collaborative care arrangements where "warm care" is not opposed to "cold technology". Furthermore, the communicative capacities enabled by Aula's use go beyond the ones supported by the app itself, allowing parents to connect with their children at home. We draw on these findings to reflect on how the emplacement of child-monitoring within specific socialites affords care while enabling "transcendent parenting practices" shaped by Denmark's brand of parental involvement whereby parents are expected to help children develop social skills (Lim, 2019; Sparrman et al., 2016).

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■ **DCC17 - Digital Campaigns and Issue Publics**

PP 746   Interrogating transnational feminist imaginaries: Feminist hashtags and Instagrammable aesthetics

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Over the past decades, digital technologies have had a noticeable impact over feminist practices (Fotopoulo, 2016), with different social media platforms facilitating different modes of feminist expression (Keller, 2019). Amongst these platforms, Instagram continues to occupy a prominent position, with over 1 billion users worldwide (WeAreSocial, 2021), establishing itself as an important site for feminist debates. This paper aims to explore how feminist cultures draw on Instagrammable aesthetics, interrogating their connection (or lack thereof) to transnational feminist imaginaries on Instagram.

Within an aesthetically-oriented platform such as Instagram, feminist content and action is often thought as and designed to be consumed as images on screens. As such, feminist content often takes form through photographic (self-)representation (e.g. Crepax, 2020; Savolainen, Uitermark & Boy, 2020). More recently, the feminist "genre" on Instagram has started to include graphic compositions that combine colourful backgrounds and small visual elements with overlayed text. These compositions combine Instagrammable aesthetics with accessible educational content, echoing the practices observed during the 2020 Black Lives Matter protests (e.g. Salzano, 2021). Drawing on Instagram's logic of templatability (Leaver, Highfield & Abidin, 2020), these feminist posts are often created with awareness of other similar posts, sharing common visual characteristics and following recognisable aesthetic conventions, while still allowing for a degree of individual creativity. These aesthetic conventions take place within a globalised social media platform with a transnational user base, becoming embedded in complex global-local interrelationships and mutual influences. Media, and social media, play a role in the ambivalent experience of globalisation, juxtaposing different contexts and allowing for the intrusion of distant events into everyday consciousness (Giddens, 1990, p. 23–27).

This paper aims to explore whether transnational feminist imaginaries are emerging within Instagram feminist hashtags. It will draw on an exploratory comparative analysis between the national hashtag #feminismoPortugal and the transnational hashtag #feminism. Preliminary research on the hashtag #feminismoportugal (manuscript submitted for publication) has observed that the two hashtags are commonly used in conjunction, highlighting the need to interrogate how online feminist practices can combine local concerns with wider transnational feminist

debates, while also adopting aesthetics that are reproduce globally popular Instagrammable conventions. This approach also helps to expand scholarship beyond a narrow focus on anglo-saxon contexts, contemplating contexts like Portugal, where online feminisms are now starting to garner national expression (Garraio et al., 2020; Ropio, Nunes and Calheiros, 2021).

This paper is based on ongoing research, and the collection of empirical material will be concluded in early 2022. The data from the studied hashtags will be systematically collected manually, following a qualitative "small data" approach (boyd and Crawford, 2012) to ensure ethically-conscious practices of data collection. The paper will combine the use of digital methods, such as digital tools for visual analysis, with qualitative close readings, in order to explore the diversity of feminist perspectives, concerns, and aesthetics contained within the thematic dataset.

■ **DCC17 - Digital Campaigns and Issue Publics**

PP 747 **"Improving the odds for everybody": social media patient appeals, stem cell donor recruitment, and the work to redress racial inequity**

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Bone marrow stem cell transplantations treat blood disorders like leukaemia. Whilst many people find a match on donor registries, others do not. Often, it is racially minoritised patients who end up without donors. Such individuals from around the world increasingly turn to social media to amplify a message encouraging people to register as stem cell donors. As part of this, they generate content (e.g., text, audiovisuals, hashtags) intended to be widely shared. Moreover, campaign messaging entangles racialised identity and ethical action ("e.g., donate for your community!"). In this way, social media are being mobilised as part of the wider effort to generate a sense of responsibility amongst racialised communities to participate in the biomedical project of tissue donation (see Williams 2021).

What is at stake in all this campaign work? Such campaigns, similar to health crowdfunding (see Gonzalez et al 2018), rely on a level of personal exposure of health conditions; patients seeking matches may share pictures of themselves in hospital, and details of their treatment and prognosis. Through so doing, they aim to locate their own donor, whilst also diversifying the stem cell registries for future minoritised patients. This takes a level of work to cultivate algorithmic relevance (Bucher 2012), so audiences continue to see and share the subject's (personal) story widely. Campaigns also seek to generate 'traditional' media interest too. However, echoing social movements scholarship (Tufekci 2013), there is the possibility that the subject might lose control of their own story as attention grows. These campaigns are thus key to understanding the socio-political intersection of media, race and health equity work today.

This paper explores these themes, reporting analysis of semi-structured interviews with patients who have organised their own stem cell donor recruitment campaigns, and of related social media/'traditional' media materials. Data were collected for a Wellcome Trust Fellowship exploring minority ethnicity stem cell donor recruitment. Taking the theme of ECREA 2022 as provocation, I consider the work's *impact* in various ways: the impact on minoritised patients of carrying out this highly exposing, and unevenly racially distributed work – from a loss of privacy to the exacerbation of illness; the impact of this distribution of equity work into the hands of those directly facing that inequity. It concludes by reflecting on the potentials and problematics of the research's own impact: how might scholars interested in health and media extend ourselves beyond critiquing inequitable health systems, to contribute to their change?

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Digital Culture and Communication

PP 748   **Issue-specific dynamics of social media hypes. Investigating the influence of Tweets' topics on user participation and the issue dynamics of bursting online discussions on Twitter**

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Social media fosters extensive interaction among large user numbers, thus creating new collective communication dynamics. A prototypical form are *social media hypes* (*SMH*) — 'bursting' user behavior characterized by a sharp rise in collective attention on social media (Stevens et al., 2018; Pang, 2013). While studies examined 'traditional' media hypes (e.g., Boydstun et al., 2014), little is known about SMH. This is surprising as findings on traditional hypes emphasize their high societal relevance, for example, increasing awareness and perceived importance of issues (Wettstein, 2015; Boydstun et al., 2014). Given their higher diffusion, reach and citizen involvement, SMH could have comparable if not higher societal impact.

Issues are a key element in conceptualizations of media hypes (Boydstun et al., 2014) as public attention depends on the topic (e.g. Wettstein, 2015). Similarly, studies on online participation show issue dependency of user participation (e.g., Ksiazek, 2016). However, for SMH, it is unclear to what extent user-generated content (*UGC*) is conditional on specific issues:

RQ1: *How does the prevalence of different issues in UGC influence the amount of user participation in a SHM?*

RQ2: *To what extent does the prevalence of specific issues in UGC determine the prevalence of subsequent UGC on a) the same and b) different issues in a SMH?*

The Twitter discourse around the 2019 video of the German Youtuber *Rezo* was analyzed as it sparked huge digital attention over weeks. We collected *N* = 523,398 Tweets (13.05. – 14.07.2019) and applied automated content analysis and multivariate time series analysis. User participation was operationalized as tweet volume per hour. Issues were operationalized as topics using Structural Topic Modeling. Application of statistical criteria and a manual validation of textual coherence lead to seven topics:

1. political representation of young people
2. controversy over the videos' accuracy
3. major political parties
4. credibility of YouTubers
5. climate action like *Fridays for Future*
6. electability of the political party *Christian Democratic Union* (*CDU*)
7. debate around *#NeverAgainCDU*

Subsequently, the topics' prevalence over time was determined. Following iterative model specification, estimation and testing, a VAR(9) model was identified modeling relationships between tweet volume and topics' prevalence.

The descriptive time series results reveal typical hype characteristics: a sharp rise in tweet volume followed by a stepwise decline with smaller peaks. *Orthogonalised impulse response functions* were plotted to analyze the impact of a change in a topic's prevalence on the tweet volume (RQ1) and on the prevalence of topics (RQ2). Only topic 4, concerning the credibility of YouTubers, shows a significant increase in tweet volume after four and 12 hours. Regarding RQ2, changes in the prevalence of all seven topics significantly influence the subsequent prevalence of the same topics, suggesting users adapt their communication to existing issues, which could be a form of co-orientation. Some topics also significantly drive the prevalence of other topics, indicating possible contagion effects between different topics. Topic 1 for example, concerning the political representation of young people, heightened topic's 6 prevalence, discussing the electability of the CDU, after six hours. Overall, the results emphasize issue-specific dynamics of SMH.

PP 749   **Approximately in-person: Approximation, digital ties and maternity amidst the COVID19 lockdown**

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This paper explores strategies and practises of *approximation* to cope with needs of pregnancy and maternity in the locked-down home at a distinct point in time – the earliest lockdown in the course of the pandemic in the UK.

where, disruption of in-person support, both formally and informally, had implications for new mothers, babies and families. Amidst a turn to digital for mental health and related support, it appears, unsurprisingly from the fieldwork, that despite many benefits, the role of technology in this context has been complex, as contexts of use, maternal practices, literacies, and the nature of perinatal support required deeply shaped the role technology played amidst blanket lockdown restrictions. Drawing upon communications scholarship on interpersonal ties (Baym, 2010) familial relationships (Miller and Madianou, 2012), and mediated intimacies (Andreassen et al, 2017) I explore attempts to "approximate" in-person ties within the confines of mandatorily digitally mediated interactions by paying attention to the fatigue, materialities and unsettlement of approximation.

This paper speaks from a qualitative project with 14 pregnant women and new mothers, conducted during the first waves of the pandemic related lockdown in the UK. The project investigated the disproportionate impacts of the pandemic and resultant social distancing and lockdown measures on perinatal mental health, and the role, efficacy and nuances of formal and informal digital support at such a time. I set out by asking: In what ways was this mandatorily digital turn altering the texture of life in the locked-down home as these women went through the turbulence of birth and beyond? What were the unseen costs of this digital turn and where these the same for everybody? What approximation of usually-offline formal and informal connections emerged in the obligatory turn to online and what sort of work did this approximation beckon ?

Whilst this paper considers the case study of a specific moment in time, for a specific sub-set of experiences – i.e. – pregnancy, birth and maternity during the pandemic – the focus lies here on the textures, work and outcomes of the mandatory digital turn within the locked-down home, and how women worked to approximate in-person connections through the digital pivot. Despite its temporal and substantial specificities, the notion of *approximation* draws our attention to a key and fundamental facet of the digital default – *an imperative to replicate and approximate the offline, and the production and maintenance of a range of strategies to do so.* Fundamentally, I suggest that the broad themes in this paper, around the materialities, relationalities and labour involved in the mandatory digital turn of the social moment of the pandemic offers useful shaping to our hopes and expectations of an increasingly digital life in a post-pandemic world.

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DCC18 - Digital Citizens and Societies

PP 829 Cultural participation in a digitized society: Comparing repertoires of online and offline cultural participation and their social correlates across Europe

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With the increasing usage of digital technologies, new online cultural offerings and practices have emerged that extend the volume, accessibility, and diversity of cultural participation (e.g., Casemajor, Bellavance, & Sirois, 2021; Chen, 2015; Panarese & Azzarita, 2020). Whereas digital technologies facilitate access to cultural offerings and may thus reduce participatory inequality, they have also been found to reflect or reinforce extant social inequalities typical of offline cultural participation (e.g., Mihelj, Leguina, & Downey, 2019; VandenPlas & Picone, 2021). In recent years, scholars in media and communication and related fields have started to examine how digital communication and digital media infrastructures have influenced citizens' cultural participation (Casemajor et al., 2021; Mihelj et al. 2019; De la Vega et al., 2020; Weingartner, 2021). However, empirical studies into the impact of digital technologies on inequalities in cultural participation are still scarce and have thus far only focused on single countries and specific cultural offerings and activities.

The present study takes a cross-national, comparative approach and explores (RQ1) how in contemporary digitized societies a wide range of online and offline cultural activities are combined into distinct repertoires of cultural participation; (RQ2) what the socio-demographic and attitudinal profiles of these repertoires look like; and (RQ3) to what extent country-level factors – e.g. level of global interconnectedness, digital media literacy, and availability of digital cultural offerings – impact the prevalence and socio-demographics of the identified repertoires. Drawing on recent survey data collected among representative population samples in nine European countries, this paper presents a twofold analysis of people's engagement in online and offline cultural activities across Europe. First, we

perform a Latent Class Analysis (LCA) to cluster indicators of digital and offline cultural participation into specific participatory repertoires. Second, we examine the sociodemographic profile, attitudinal and country-level correlates of these repertoires using multilevel multinomial logistic regression analysis.

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DCC19 - Methodological and Societal Issues Emerging in Research on Digital Skills of Young People: Reflections on Data Collection and Measurement during the COVID-19 Pandemic

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PN 194   Parental consent versus children's rights

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Although the issue of children's rights, especially related to privacy, agency, participation, and freedom of expression, has emerged as a prominent topic in discourses centring on children's lives in an increasingly digital world and datafying society, the debates have seldom touched the problem of potential conflicts between parental consent and adolescents' rights in the context of participating in social surveys. This presentation moves the research ethics focus beyond looking at juridical normativity and the default parental decision-making model to a more empowering approach that centres on survey participants' agency instead of seeing them mainly as "data subjects". Building on observations resulting from a school-based survey in six European countries under pandemic circumstances, this presentation highlights the problems with attaining active parental consent (either electronic or manually signed) that resulted in very low participation rates in several countries and led to the need to recruit new schools for the survey and even the postponement of the fieldwork in two countries. We will discuss the implications of such complex and nationally varying circumstances on adolescents' rights, their actual participation in research, cross-cultural data quality, and future policymaking. In line with recent scholarly literature, we will problematise the shifting regulatory framework for school-based surveys (from passive to active parental consent) that tends to lead to lower participation rates and nonresponse bias in survey data. Even more critical is the likely discrimination taking place through the exclusion of at-risk pupils from the surveys for several reasons, related to their home context, relationships with parents, and other subjective factors. Thus, studies that accept only active forms of parental consent may lead to systematic sampling biases having some segments of the pupils' population over- and others under-represented (such as pupils with lower academic achievement, certain social or ethnic background, etc.) and silencing the marginalized voices that could express their ideas, opinions, and preferences in social surveys. By showing the conflict between active parental consent and children's rights as becoming even more acute and sharp in a "post-truth" and "(post-)pandemic" society, this presentation emphasizes the emergent need to revisit the ethical requirements concerning parental consent. In particular, we suggest that in typical cases of school-based non-medical research it may be sufficient and ethically valid to rely on just one gatekeeper (e.g., the school) and adolescents' own informed consent. In any case, researchers should always consider context-specific pros and cons of parental consent procedures, reckoning with the aims, focus and methods of the study.

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PN 195   **Collecting survey data on digital skills in distance education: methodical and social implications**

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The pandemic with its consequent political measures has brought challenges for conducting quantitative research in schools and it shows how methodological issues in empirical communication research are interrelated with societal processes. Many pupils across Europe had to stay home in "distance education", which required our (online) data collection for the H2020-project "ySKILLS" to be carried out at their homes in addition to the data collection in the classrooms. In this presentation we will reflect on our experiences with online data collection with pupils aged 12 to 17 at their homes during distance education in six European countries. We will present differences between our data collection at home and data collection in the classroom regarding non-response, duration of questionnaires, and response behaviour. We will shed light on the technical troubles at the pupils' homes and their difficulties of focussing and understanding, which reduced the amount of time being able to complete the questionnaire. Furthermore, we will show that confidentiality could not be guaranteed when the girls and boys filled out the questionnaire at home because of other people possibly being present. We found that socio-demographic factors such as age and the family's socio-economic status (SES) seem to impact on the survey participation of the pupils. Considering that pupils from lower SES families seemed less likely to complete an online questionnaire at home than pupils from higher SES families, we will discuss possible implications for data quality. Furthermore, we discuss possible limitations with regard to the meaningfulness of measuring digital skills of adolescents, especially if those with lower SES (and assumed fewer skills) may not be fully included in the survey. Finally, we will present our conclusions with an outlook on the following waves of our longitudinal ySKILLS data collection and with recommendations on how to avoid any shortcomings in the future when collecting survey data online at young people's homes.

PN 196   **From challenging data collection to societal impact: the value of ySKILLS survey results**

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Communication scholars should have a proper analysis of actual situations as a basis for research and policy-making. As far as the research on antecedents and consequences of digital skills of young people is concerned, the data collection for the first wave ySKILLS longitudinal survey in six focal countries took place under difficult circumstances and raised unexpected issues. This atypical school year meant that the preparation of the fieldwork took place while some schools were closed and others were operating in hybrid mode, which made participation in research an additional complicating task for the school staff. The pandemic has made communication with schools complex, and, other than expected, we were faced with recruitment problems: in all countries, the research teams were surprised by the large number of pupils either withdrawing from participation or not being able to participate due to unequal access to digital technologies. At the same time, some research-related topics (particularly how adolescents deal with online risks like pornography) were the reason for some headmasters and parents to withdraw from the study. These constraints may potentially have an impact on the quality and validity of the data and raise the risk of an analysis that is not fully capturing reality. Furthermore, the constraints need to be considered when developing and implementing educational activities based on the results. More in particular, this presentation reflects on the data collection process in school-based settings during the pandemic with a focus on two participating countries (Portugal and Poland). We discuss potential implications, focusing on the following three questions: 1) What are the current main challenges related to school-based data collection?; 2) What do the specific contexts and conditions of data collection mean for the reliability of the results?; 3) What is the social value of these results considering how the data were collected?

DCC19 - Methodological and Societal Issues Emerging in Research on Digital Skills of Young People: Reflections on Data Collection and Measurement during the COVID-19 Pandemic

PN 197   **Missing network data in multiple complete networks**

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Social network analysis is gaining in popularity within the social sciences, and as with any type of data analysis, missing data are posing a problem to the reliable estimation of social networks. In social network analysis, however, missing data may create even bigger problems than in conventional frameworks, such as linear models. Since network data are relational by definition, a single missing data point may impose bias both to the immediate network neighbourhood as well as the full network structure, thus seriously increasing the bias of statistical estimation. Additionally, the inherent complexity of the network data means that missing data are more likely to occur in the data collection process than in the conventional designs, exacerbating the problem even more. In this presentation, we investigate the nature of missing data using a dataset of multiple complete empirical networks collected among 12- to 17-year-olds. Non-response is the major culprit in social network missing data. Non-response can manifest itself in item non-response (i.e., missing attribute information), or unit non-response (i.e., missing nodes and all potential ties of that node). Two further structural types of missing data can be present: tie variables (i.e., connections between actors), or node attributes (e.g., age of a participant), and they require different imputation methods. We show how these various types of missing data can be detrimental to the estimation of network statistics, discuss various missing data imputation techniques, and provide general recommendations for dealing with missing data. Additionally, by going through data collection protocols and routines, we provide an overview of how these missing data were generated during the data collection steps and discuss potential factors that may mitigate missing data generation. Importantly, by having a unique dataset of multiple networks, we can investigate potential mitigation procedures not only on simulated but also on empirical data. We further attempt to show the effect of different types of missing data and various imputation techniques on the results of conventional social network analysis (e.g., descriptives), as well as exponential random graph modelling methodology.

Digital Games Research

PP 559   Building a corpus of collaborative video gaming interactions for studying soft skills: from applied collaborative research to societal impact

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Video games are often considered as a recreational activity, designed for a playful and usually not serious purpose, and not representative for everyday situations. Nevertheless, from an interactional perspective, gaming has also been described as a setting for multiple social activities other than playing itself (e.g. Reeves et al., 2017). Therefore, game situations can be assumed to reveal some typical individual behaviour, involving different forms of engagement and presence (Bouvier et al., 2014), as well as socio-relational competences. These competences, also called *soft skills*, are becoming more and more important in recruitment processes, to assure equal opportunities and the hiring of the adequate person for a specific job. In management, for example, empathy and non-authoritarian leadership are required for a general wellbeing of their employees.

The research project BODEGA has been initiated in order to capture *soft skills* cues by drawing on a complex corpus of gaming interactions (audio-visual screen captures and digital traces). In this interdisciplinary project, a research team of computer scientists, cognitive scientists and interactional linguists collaborate with the start-up SKILDER to i) design a collaborative online video game (*serious game*, Alvarez & Djaouti, 2011), ii) build a corpus of interactions, between players and with the game interface, and iii) analyse this corpus from the researchers' different perspectives to detect multidimensional interaction patterns. This study will, in the long term, allow a better understanding of socio-relational competences (*soft skills*) which is SKILDER's mission. In order to capture the complexity of the game's affordances, we aim to investigate these competences through their observable in-context manifestations, drawing on different communication channels.

Therefore, the societal impact of our research project primarily lies in the ground laying analyses which shall serve SKILDER's future work in *soft skills* cue detection for the design of work assessment tools. We thus aim for a complex, qualitatively rich corpus, derived from a hybrid framework: experimental organisation and fieldwork practice. This ambitious goal needs very thorough logistical preparation, an adequate protocol, and a detailed collection of participants' metadata as well as other questionnaires concerning the experimental dimension of the video game settings.

In our presentation, we will firstly outline preliminary work for the data collection and secondly explain our protocol with all its challenges and opportunities. Thirdly, we want to present a short case study about the emergence of one specific role for a player and how this role is then accounted for by the participants in interaction (during the game play and the post-game debriefing). Some final remarks will deal with the societal impact of our project.

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PP 560   Games for personal growth: Redefining notions of impact and design towards individual transformation

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The notion of games-for-change or games-for-impact has seen remarkable uptake over the past fifteen years, resulting in numerous festivals, conferences, journals, and other academic outlets as well as a plethora of commercial products of various kinds. The idea of using games for education, for simulation based training, for language

acquisition, and even for therapy seems commonplace now. Yet the types of change or impact these games sometimes aspire to is often assessed via a bland form of improvement on an external assessment such as a math test or a questionnaire, with success deemed to be a measure of both scalability and reproducibility. Thus, as Paulo Pedercini put it in his rant at the Games 4 Change festival in 200X, "the kinds of change we can clearly measure are not all that interesting." (2014) Funding agencies, non-profits, and institutions dictate that only change that is 'measurable' can have impact. Indeed, the notion of gamification implies that the content is not even foremost in such work, that game elements can be constructed to have impact regardless of the content they seek to convey if they are applied correctly.

This paper challenges these preconceived notions of impact, and replaces them with a focus on deeply personal and resonant forms of change. The authors have collaborated on a framework for existential game design (Rusch & Phelps, 2020a) that focuses on forms and formats of games that incorporate Jungian principles (2002) of resonance through mythology (May, 1991), position players for reflection through ritual in ways similar to Jodorowski's therapeutic acts (2010, 2015), and draws deeply from the tenets of psychotherapy and mindfulness. (Rusch & Phelps, 2020b) The goals of this work are not to create games that work similarly for all players, but rather that act as tools to spur personal reflection and transformation, recognizing that such transformation occurs not in the game, nor in the interaction between the game and the player, but rather in the individual themselves (Bonnett, 2006). Such impact is therefore deeply personalized, and while it may not be as easily or recognizably scalable, it may have the ability to be substantially more lasting and profound.

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DGR01 - Impact and learning in and around games

PP 561   "How do we want to learn in the future?" Process evaluation of the participatory development of a serious game with schoolchildren

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The project "enorM: How Do We Want to Learn in the Future?" is funded by the German Federal Ministry of Education and Research and is part of the Year of Science 2022. There the aim is to initiate a dialogue between the population and science and to identify new future fields for research and research policy. According to the principle #MeineFragefürdieWissenschaft (My question for science), all citizens are invited to participate with their questions. In this context, the "enorM"-project focuses on learning in the future and is particularly aimed at schoolchildren, because their view of learning is significantly neglected in many negotiation and decision-making processes. With our project we want to contribute to reducing these inequalities. Therefore, we follow a bottom-up participatory process by involving students and their broad, detailed knowledge of ideas in a very concrete way.

In several steps, we collect questions on the topic from this target group and work on them in the course of the project year in interactive processes, for example a bar camp, a hackathon and a podcast production. The highlight is a serious game as a new communication format into which the results of the project phases will flow and which will be developed from February and published at the beginning of October 2022. Together with a specialised agency and a group of schoolchildren, a web-based Escape Room is to be developed, with a special focus on the implementation of a game idea with an affinity to the target group. We start with a joint workshop in April 2022, after

which the students will accompany the process in the form of a user advisory board. Several tests with dummies are to ensure that the online game will later be accepted by the target group and used beyond the project period. Already known is that serious games and digital game-based learning have great potential to inspire students with topics related to learning (e.g. Tulowitzki et al. 2019) and we assume that there will be a high level of motivation to participate in the development of the game idea.

Even though there is a whole range of evaluation approaches to game-based learning, these usually focus on competence acquisition, learning output or changes in mental models (e.g. Tiede & Grafe, 2018). In our paper, we therefore focus on process evaluation, which we will use to accompany, document and evaluate the coproductive, participatory approach in our project. We look at the nature and extent of the services provided, the interactions between those involved in the process, the resources used, the practical problems encountered and how these problems were resolved. Document analysis (agency materials, student feedback) as well as semi-standardised interviews with those involved in the process are used. In summary, we present the conditions for success and challenges for the collaboration of professional practice, science and target group in the development of a game-based learning offer that can be identified for the project.

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DGR01 - Impact and learning in and around games

PP 562   Fake News Games: Digital literacy games used to foster digital literacy information

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It is estimated that by 2022 more fake news will be consumed than real news due to the impossibility of establishing effective formulas to curb its propagation (Gartner, 2019). Considering that misinformation happens mostly online, digital information literacy is considered one of the eleven 21st century skills (KNAW, 2013). Information literacy is the ability to think critically and make balanced judgements about any information we find and use. In view of the urgency of the problem, scientists, teachers and policymakers have stressed the importance of implementing innovative information literacy initiatives that are tailored to the specificities of youth news consumption and pre-ferred modes of involvement (Mihailidis, 2018). Noting that digital games are nowadays one of the preferred social leisure activities by children and adolescents (Lee, Jeong, & Lee, 2018), it is relevant to explore their use to foster information literacy.

This paper therefore answers to the following research question: *How are digital literacy games used to foster digital information literacy?*

In this paper we conduct a thematic analysis of a sample of 24 digital games designed to foster digital literacy information. Due to the lack of existence of an exhaustive database of fake news games, the sample analyzed consisted of games located through a systematic online search. The sampling method used was comprehensive sampling, following the logic to examine every single case we were able to find. The games were analyzed fol-lowing the six-step thematic approach by Braun and Clarke5 (2006). The initial coding phase of the analysis was focused on identifying the ludonarrative strategies used in these games, the context where they were developed, the main purpose to be achieved as well as their role in achieving this purpose (e.g. considering if they were part of a broader sample of materials addressed to teachers, parents, etc.).

The results of this study were divided into two main themes: (1) purposes and context of fake news games and (2) persuasive strategies in fake news games. The first theme discusses the purposes of these games, disinformation traits they are focused on, as well as the context in which they were published and their role in this context. The second theme dives into persuasive strategies used within these games to foster digital information literacy, with special focus on ludonarrative persuasive strategies and procedural rhetoric strategies.

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DGR01 - Impact and learning in and around games

PP 563   Comic-making as a method to impact digital game research: Integrating comic-based research on qualitative longitudinal research of game developers' experience

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This presentation will report an ongoing "Game Expats Story" web-based comic ("webcomic") project that corresponds with qualitative longitudinal research ("QLR") on immigrant/expatriate game developers ("game expats") in Finland. The aim is to explore the process of art-making as a research tool (Kuttner et al., 2020), asking: How does comic-making supplement longitudinal research of the fast-changing digital game industry and the experience of its workforce?"

Game development involves creative, immaterial, multitudinous, and interdisciplinary practices (Kerr, 2017; Sotamaa & Švelch, 2021) with various individual, social, industrial, and societal factors impacting the game developers (Whitson, 2020; Kultima, 2018). Yet, studies of game expats and their immigration experiences are sparse (Park, 2021) while digital game researchers struggle between industry and academic dialogue (Engström, 2019).

Thus, my multimodal research is investigating the long-term adjustment of self-initiated expatriates (Cohen, 1977; Tharenou & Caulfield, 2010) in the Finnish game industry, while simultaneously creating and publishing webcomics. Drawing from the method of Comic-Based Research (Kuttner et al., 2020) it seeks to integrate comic-making in the academic context; referencing similar attempts in arts (Leavy, 2017; Sousanis, 2015) and HCI studies (Haughney, 2008; Wang et al., 2021).

Some of the immediate takeaways that QLR-CBR offers to the digital game research context includes: (a) Credibility: a consistent online community that increases the chance of participant recruitment, (b) Efficacy: immediate research-related outputs that motivate re-occurring interview participation, (c) Popularization: visualizing the findings to a general audience, (d) Action-driven: allowing both the participants and researcher to lively reflect and iterate the next steps.

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DGR02 - Game culture, commerce and industry

PP 658   Does #selling Sell? A Study on Discord

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Communication in social media is recognized as a major factor in cryptocurrency prices (Garcia & Schweitzer, 2015), leading to well-grounded concerns about market manipulations (e.g. Ante, 2021). It remains to be seen whether the same factor applies to non-fungible tokens (NFTs), a new class of blockchain-based assets that are not only traded for profit, but also used in games, as well as for monetizing digital art (Nadini et al., 2021). I target this gap in my exploratory study of public chat communication in the game CryptoKitties that combines qualitative and quantitative methods. Unlike cryptocurrencies, NFTs are mostly marketed on Discord, which is an online text and voice chat platform initially developed for gamers. This is also true for the game CryptoKitties, which was the first successful game on blockchain; the dataset was obtained during the formative period of the community, which allowed me to study it as a process. The messages were posted in a dedicated channel where players discuss peer to peer trades, in the first full year of its active usage in December 2017–December 2018. I applied quantitative measures of recurring keywords and longer phrases in Wordstat 8 and complemented them with qualitative interpretations based on my previous research of the game community. By doing so, I could observe and describe the process of rapid 'professionalisation' of communication, which revealed itself in the increased number of homogenous repeated messages structured like typical advertising messages. I argue that the content of these messages becomes less and less important, as their main function switches from explaining the value of tokens to pumping up 'investor interest' in beginner players. The observed process can be characterised as re-centralisation of a peer-to-peer market in the hands of most wealthy and dedicated sellers, which corresponds to processes of centralisation that have been already observed in cryptocurrencies in general and on the market of NFTs in particular (Ducuing, 2019; Gladyshev & Wu, 2020; Nadini et al., 2021)..

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DGR02 - Game culture, commerce and industry

PP 659   Creating a Consumer: The Free-to-Play Model's Impact on Game Culture Practices

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It is no surprise that the free-to-play (F2P) model has reached its current popularity in the industry, given its appeal to both producers and players (Paavilainen et al. 2016). Providing the core software for free, with perks, currency, or gameplay benefits at an extra cost (microtransactions), the model proves to be both an excellent gateway for casual gamers, as well as the more experienced players hoping to try out a various range of games. Aside from some minor ethical concerns, such as overabundant spending and misuse by minors, developers are also keen on the model (Alha et al. 2014). Nevertheless, one thing F2P can be assumed to do is change both production and gameplay practices. Hoping to note these transformations in game culture, and the impact the model has on

the overall gaming environment, this presentation presents findings from an 18-month virtual ethnography of a F2P browser game.

The game used in the study is a real-time strategy, browser game developed and published in Germany. The game in this ethnography has been F2P since its inception, winning MMO of the year in 2013 for the browser strategy category. Following Boellstorff et al.'s (2012) recommended approach for ethnography of virtual worlds, the study triangulated data from various sources to analyze cultural practices. Participant observation from both within the game world, and game related online spaces (reddit, official game forums), were supplemented with professional interviews from the game studio, as well as players.

To analyze the ethnographic observations the research places the practices within four domains: company, industry, individual and community practices. Through viewing the game in question's practices within these domains, one can observe a severe commercialization of the game's specific culture. Practices such as commodifying and incentivizing social interaction (Nieborg, 2015), or a gaming meritocracy (Paul, 2018) that is heavily monetized (aka pay-to-win), teaches players that consumption is an acceptable and normal part, if not altogether type of gaming. On the other hand, certain industry, and company characteristics, such as lacking marketplace, community or microtransaction regulation, as well as a focus on digital merchandizing, liken the community to consumer culture (McAllister, 2003), one that is over preoccupied with purchasing and currency.

When taking this game as a typical case (Mayring, 2007), we can generalize some empirical findings to other F2P games. Should games share the same technical and social affordances (genre, multiplayer, platform, etc.) as the game analyzed, then the F2P model would ideally also allow for certain practices. These practices clearly distinguish the game's culture from pay-to-play game or "traditional" game culture. Not only are these practices unique due to technical and social infrastructures, but they also shape a different type of community. Therefore, F2P game cultures can be assumed to be less participatory (Jenkins, 2006) and more consumer oriented, impacting not only the players themselves, but also the entire industry. The influence on the industry can already be somewhat noted when games that can be normally purchased still employ certain F2P mechanics, such as microtransactions and seasonal content.

DGR02 - Game culture, commerce and industry

PP 660   The legal walkthrough: A children's rights perspective on FUT Packs in FIFA 22

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Over the past decade, the ethicality and legality of how videogames are monetised has been called into question, both by scholars looking to gauge "darkness" in game design (Zagal et al., 2013) and legal scholars. One salient example of this are loot boxes: randomised monetisation methods that are structurally similar to gambling and increasingly prevalent in videogames played by children (Xiao et al., 2022). To date, legal examinations of loot boxes are limited as existing regulatory provisions do not accurately reflect the design complexity of loot boxes, nor their embeddedness within external platforms (such as social networking sites and livestreaming platforms) that may fuel player engagement and ultimately spending. Moreover, research into dark game design lacks clear handhelds to identify exploitative design patterns (Deterding et al., 2020), hindering the formulation of recommendations for clear regulatory measures.

Therefore, we will perform a critical inspection of FIFA Ultimate Team (FUT) Packs (i.e., loot boxes) in the popular title *FIFA 22* (Electronic Arts, 2021) and subsequently explore whether the existing regulatory framework offers an adequate level of protection based on relevant children's rights (e.g., the right to play or the right to protection against economic exploitation). An assessment is done at both the national level (gambling regulation) and EU level (consumer protection). Drawing from the Walkthrough Method (Light et al., 2018), we broaden our analytical scope beyond the design of FUT Packs towards *FIFA 22*'s external "environment of expected use" (i.e., its marketing, business model and policy). This allows us to elucidate both the design of FUT Packs in *FIFA 22* and the way its creators intend players to be engaged with the game.

In doing so, our envisioned contribution is twofold. First, to provide an overview of how the design of FUT Packs builds into an ecosystem of sponsored influencers, commercial business models and third-party marketplaces. Second, based on this overview, to identify potential dark design patterns and perform an analysis of their compliance with existing regulatory provisions from a children's rights perspective. As such, we argue that the rapid pace at which videogame monetisation continues to evolve calls for a holistic, evidence-based approach that takes into account different alternatives for regulatory protection beyond the national borders of gambling regulation.

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DGR02 - Game culture, commerce and industry

PP 661   Theoretical Foundation for Industrial Gamification

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This paper explores and synthesizes a theoretical psychological framework for gamification of industrial production processes. The case plant in our industrial gamification project is described with a focus on the industrial operators that control the production process in the factory. We examine the current state of education of industrial operators, the current educational methodologies and the associated issues, among other things ineffective learning tools, reproduction of suboptimal behavior through mentor-mentee-education and a lack of focus on deteriorating management habits. We argue that gamification can address some of these issues. To define gamification of industrial production processes, we examine definitions of gamification and combined them into a definition of gamification of industrial production processes as: *the use of game design elements in industrial production and the process of making industrial production management more game-like*. We explore the few sources on in situ gamification of industrial production processes and argue how a theoretical framework for industrial gamification can be described to address the issues at the case plants with a focus on motivational effects. Daniel Kahneman's theory of system 1 habitual behavior & system 2 analytic behavior is analyzed (Kahnemann,D.,"Thinking Fast & Slow", Farrar, Straus & Giroux Inc, 2013) and is synthesized with game design concepts such as game challenges & game rewards (Schell,J. "The art of Game Design, Farrar, Straus & Giroux Inc., 2019) to give the theoretical foundation for a gamification design framework that can motivate a behavioral shift in users from a suboptimal System 1 habitual behavior to an analytic System 2 behavior, before finally establishing an optimal System 1 habit. B.J. Fogg's persuasive psychology model for nudging (Fogg, BJ "A behavior model for persuasive design", Persuasive '09: Proceedings of the 4th International Conference on Persuasive Technology) is analyzed and the theoretical motivational effect of gamification is integrated with Fogg's Behavior model. By mapping usability on the Behavior model, we can justify how new optimal System 1 habit can be maintained after it has been established through the application of the gamification design framework.

DGR02 - Game culture, commerce and industry

PP 662   How are advergames explored in academia? A systematic literature review and bibliometric analysis

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This paper presents a review of the academic studies around the term advergame with the purpose of identifying the research domains in which the academic study of advergames has been focused and to point out gaps in the literature taking into consideration the recent evolutions in the marketing paradigm.

The study of the uses of games in the marketing ecosystem used to be centered in exploring brand placement and recall (e.g. Cauberghe & De Pelsmacker, 2010). However, the evolution of the marketing paradigm opened new avenues for the study of advergames (see Vashist, Royne, & Sreejesh, 2019), such as understanding how the brand narrative could be used to achieve diverse marketing objectives (e.g. Villén Higueras, 2017) or their value for brand engagement (e.g. Martí Parreño, Ruiz Mafé & Scribner, 2015).

With this broader perspective in mind, we conducted a systematic literature review complemented with a bibliometric analysis of 288 papers registered at the Web of Science database. The papers were analyzed using thematic analysis in which the initial coding phase was centered on the identification of the domain of research, thematic analyzed and type of study. Following the six-step thematic analysis approach by Braun and Clarke (2006) they were clustered to identify the focus points in this academic debate.

The results of the analysis show that the main research domains explored were related to (1) the effects of advergames (with special focus on impacts on health related to the promotion of food products), and (2) the persuasive effectiveness of advergames. Studies that deal with themes related to (3) brand narratives or (4) brand

engagement were strikingly underrepresented. This analysis therefore identifies a clear gap in the literature and the need for a taking a broader approach in the analysis of this object of study that should take into consideration the current evolution of the marketing paradigm and provide new theoretical insights that can inform future studies on the impact and effectiveness of advergames.

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DGR03 - Negotiating meaning and meaningfulness around games

PP 772   Understanding game cultural agency beyond gamer identity

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Understanding game cultural agency beyond gamer identity

Digital gaming is becoming an increasingly important part of our society, not only as a form of culture and entertainment, but also as various business and professional opportunities as well as in the educational sector and working life. The bigger role digital gaming plays in different areas of our culture and society, the more important it becomes to examine it from the perspective of cultural and social equity, including the structures that enable and limit people's participation and agency in these areas.

Many voices including game creators, game journalists, and game researchers, have suggested critically examining, or outright letting go of the idea and identity of a gamer (Shaw, 2013; Alexander, 2014; Golding, 2014; Houe, 2020). As an identity category, it has been seen as too closely attached to the norms of the hegemonic core game culture and, as such, too limiting (Houe, 2020). As digital gaming is growing more common, and many interesting and important new forms of digital play continue to emerge, it is getting increasingly questionable to estimate the value and authenticity of a person's gaming through the narrow idea of a gamer. At the same time, trying to expand the idea of a gamer to cover all the different types of players and forms of play does not seem useful either (see Shaw, 2013).

This presentation is based on my doctoral dissertation study and its research material containing 20 interviews and 737 online questionnaire responses from Finnish women who play digital games. To demonstrate how game cultural agency can be separated from gamer identity, particularly in the case of marginalised player groups, I will describe how the women participating in the study negotiated their game cultural agency through actively participating in game culture while consciously rejecting (and being rejected from) gamer identity.

I argue that to understand players, particularly from the perspective of game culture studies, we should not only investigate gaming practices, different forms of game cultural participation, and the question of who 'count' as gamers through gamer identity (Shaw, 2010), but the wider sphere of game cultural agency, and how its opportunities and limitations manifest differently to different player groups. Due to the central role of digital games and play in today's world, game cultural agency also impacts individual's positions and possibilities in many areas of life – far beyond gaming.

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DGR03 - Negotiating meaning and meaningfulness around games

PP 773   Of gaming and other demons: defining meaningful leisure in the digital era

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When it comes to leisure activities linked with the use of digital devices, the most common issue raised by children and young people, as well as by parents and teachers, is that of time spent in front of a screen. Apart from the preference of parents for physical activities, digital activities are usually discussed and negotiated through the lens of safety, health, and well-being, as it is defined by parents. Findings from interviews with children indicate that negotiations between children and parents often focus on the time spent online and on the content of activities have been reported. The lines of arguments deployed by both sides follow the question "what is considered to be a meaningful use of digital devices for leisure purposes".

This presentation has a two-fold objective: firstly, it investigates how leisure activities are negotiated within families and how the distinction between "digital and material/physical" is discussed; secondly it explores the meanings that children and young people attribute, explicitly and/or implicitly, to their leisure activities. The former goes beyond the negotiation of screen-time and content; it also encompasses perceptions and evaluations on digital technologies and their impact on socialisation, personal development, and well-being. The latter takes into account children's and young people's voices, not only granting them agency but also enabling us to rethink the impact of digital transformations on children's and young people's everyday lives.

The current paper presents findings concerning digital gaming as social practice and media of communication between children and adolescents in European countries. The estimated indicators are presented on an online interactive map that visualises the respective information uncovering differences and/or similarities amongst countries in aspects such as everyday collaborative online gaming, physical meeting with friends to engage in computer or video games, playing online games through social networks, playing one player games, among others. The respective indicators presented in this study utilizes raw data drawn from large scale European and international databases reflecting information and communication technologies (ICT) use among children and young individuals in Europe, revealing convergences and divergences amongst European countries. Moreover, the paper makes use of raw data collected through an innovative combination of social research methods: interviews, online participant observation and communication diaries filled by participants through a smartphone app. Our research covers five countries, i.e. Austria, Greece, Norway, Romania and the UK, providing the possibility of comparisons across Europe and between different socio-cultural settings. Through content analysis we elaborate on how children and young people (9–15 years old) perceive the quantity and quality of their leisure time and how they (re)position themselves within the spectrum of digital possibilities and constraints, regarding digital capital, communication patterns, socialisation and skills acquisition.

DGR03 - Negotiating meaning and meaningfulness around games

PP 774   Gaming against trauma. On the potential of digital games for adolescent refugees from a psychoanalytic-pedagogical perspective

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This contribution reports from a research project done at the University of Innsbruck, Austria at the faculty of Educational Sciences. It is transdisciplinary, located in the field of Game Studies and Psychoanalysis. It aims at the development of a game-based psychoanalytic-pedagogic intervention concept for adolescents with traumatic refuge experience.

The actual political situation in several countries leads to an enormous worldwide flight movement. We know that many refugees use their smartphones and if available PCs not only for communication or route planning, but mainly also for gaming.

In the biography of refugees, we understand trauma as psychic suffer because of social and political circumstances. The concept of sequential traumatization (Becker & Weyermann 2006) differentiates six phases of traumatization. We will focus on the phase of the trauma when the refugees have reached the destination country. The actual terror and danger are over. They hope for asylum status. They live in fear of re-deportation. Re-traumatization through interviews by authorities happens and they are condemned to do nothing, just to name some of their challenges. Often the trauma only becomes visible now. This is the time, when psychoanalytic-pedagogic intervention can and should take place.

Former transdisciplinary research (Mittlböck 2020) in the field of psychoanalysis and game studies has revealed that the game space of a digital role-playing game has the makings to act as a possibility space for transferring – for instance – fearful or mournful internal parts on characters or scenes within a game. This externalizing act of transference enables a playful interaction with virtually personalized representations of former meaningful objects or traumatizing scenes. Actual interactions with the virtually personalized representations include the chance for modification and further development of the represented exemplary scene between self and meaningful object. The metaphorical content of digital role-playing games can be detected as meaningful and probably healing without decoding it and making it conscious. "The metaphor is the currency of the unconscious mind." (Modell 1968) The deep immersion into such a narrative with the agency to make an impact on the plot of the story gives players the power to act back. They have a self-chosen and self-regulated commitment to a meaning, and they act in a protected space. To summarize, playing digital role-playing games holds the potential of beneficial psychological development. (Mittlböck 2015 & 2020)

An empirical study on the game behavior of adolescents, who assess themselves as traumatized will focus on the above-described aspects. It aims to rethink the impact of gaming and to get a deeper understanding of the scaffolding or even healing potential for this target group. Based on that, guidelines for a psychoanalytic-pedagogic intervention concept for traumatized adolescents with refuge experience will be elaborated.

This contribution will give an insight into a currently ongoing research project and will thematize upcoming findings and challenges of the outlined approach.

DGR03 - Negotiating meaning and meaningfulness around games

PP 775   The portrayal of mental illness in video games beyond stigmatization

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This study examines the portrayal of mental illness in video games, focussing on audio-visual representation, character analysis as well as the impact such portrayals might have on players either experiencing mental illness themselves or not.

Most research in this field suggest that mental illness in video games is often accompanied by stigmatization and discrimination. Many characters affected are considered to be dangerous, violent and evil as well as having little to no hope for recovery (cf. Morris & Forrest 2013, Shapiro & Rotter 2016, Ferrari et al. 2019). However, recent examples suggest that a more beneficial approach is possible by dealing with positive aspects of mental illness, including mental health care professionals and patients in the development of games and making the experience of mental illness in video games more relatable (cf. Anderson 2020).

In this study the most popular video games of 2018 and 2019 according to IMDb, a total of 74 games, were evaluated regarding the portrayal of mental illness as well as characters affected by such. Those who were identified with a three-dimensional representation of mental illness according to Dunlap 2018 (mental illness as a defining element of the game including an authentic experience from different perspectives) were further analysed using the method of Video Game Analysis by Eichner 2017, including additional aspects in regard to the research question, such as visibility of accompanying symptoms or professional health care.

Two games in the sample qualify as such: *Celeste* (2018), dealing with anxiety and depression, and *Gris* (2018), dealing with depression, trauma and coping with bereavement. Both examples offer different approaches on the portrayal of mental illness. They give possibilities to people with mental illness to identify with characters without stigmatization and offer strategies on how to deal with the illness in real life. They also provide an authentic insight on how mental illness affects people's lives. Such games prove the potential for provoking more comprehension and empathy instead of stigma and negative stereotypes in the future.

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DGR04 - Players' and developers' discourses

PP 761   The thankless job of Moderation on Reddit: power struggles and inadequate affordances

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Most social media platforms employ AI techniques and algorithms for managing users, user generated content, and curating content according to users' preferences. Reddit does not delegate this editorial work to machines, but to human volunteer moderators. Building on previous research on moderators' practices (Roberts, 2021; Matias, 2019), this paper seeks to highlight this form of human-driven platform maintenance by exploring the ways moderators engage in community and volunteer moderation of video game related subreddits, and how they experience the ways other users, such as content creators, game creators, and journalists participate by abiding or resisting moderation in the subreddit channels. Within participatory culture (Jenkins, 2016; Carpentier, 2016) of digital games, a number of practices are conceptualized as free digital labor, that on the one hand is a form of intense participation and enhance the participation of audiences, while on the other, with its value contribution become a site of power struggles amongst actors involved in media production and reception. Reddit volunteer community moderators participate exclusively "through" media (Carpentier, 2011) as facilitators, content managers, and gatekeepers of content and actors within subreddit communities. As such, subreddit moderators fulfil the functions that are in most contemporary social media platforms performed by artificial intelligence and algorithms.

The study is based on 5 semi-structured interviews of moderators associated with various subreddits such as

· Battlefield,
· Overwatch,
· League of Legends,
· Pokémon GO, and
· Call of Duty.

Reddit moderators, as a case of digital free labour, are at the centre of a multitude of conflicting opinions and interests within the participatory culture that they attempt to nurture and safeguard. This conflict of interests exemplifies the difficulties of encouraging user creativity on platforms that are guarded by human actors. These difficulties also reside on platforms that employ technical editorial solutions, where users attempt to steer platform effects via their own actions to achieve a more desirable outcome (van Dijck, 2012); in the case of Reddit moderators the same goal is achieved but through political-ideological negotiation. By adopting Nico Carpentier's concept of participation as a site of political–ideological negotiation, the study draws two conclusions: First, the field of subreddit moderation involves multiple actors, namely content creators, content generators, moderators, content consumers, Reddit administrators and game studios. Here, moderators hold power in two processes of decision-making: (1) ensuring that content abides by the sitewide rules and subreddit specific rules; and (2) promoting content that is relevant to the subreddit's cultural context. In decision-making moments, the technical affordances of the Reddit platform put moderators at a disadvantage, as they are forced to implement their decisions using negative reinforcement, such as banning a user, reprimanding, or removing content as opposed to achieving cultural change in the subreddit through positive reinforcement. Secondly, community moderators exist within a participatory process of checks and balances, making any moderation a double-edged sword where intervention by moderators can result in backlash or disagreement from content creators and their supporters whose involvement in the participatory process is primarily determined by their social capital and therefore their vested interest.

Digital Games Research

PP 762   **Constructing nationality in Twitch chat**

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In this study, we analyse how nationality, nationalism, and nationalist sentiment are communicatively constructed in esports broadcasts on Twitch.tv and in the accompanying live chats. Our study contributes to the emerging understanding of how nationalist sentiment and nationalism are intertwined within the everyday practises around esports. Earlier research has shown how so-called sportification of esports, that is, modelling and representing esports similar to traditional sports, is intertwined with the presence of banal nationalism, which can also be traced in relation to traditional sports (Anonymized 2020).

Based on previous research on competitive esports broadcasts, nationalism (in relation to esports) can appear in Twitch chat in at least four ways (Anonymized in print):

1. Nationalism as ironic or sarcastic
2. Nationalism as a meme
3. Nationalism as a form of banal nationalism as present in relation to traditional sports (c.f. Billig 1995)
4. Nationalism as a way of positioning oneself or another

In this presentation, we focus on the case of how "Finnishness" is constructed on Twitch live chat. The empirical data comes from the context of Finnish language esports streams and other esports streams by people self-identifying as Finnish. Adopting a discursive approach (Potter, 2004), we illustrate the subtle communicative strategies and social practices employed by participants in constructing nationality and nationalism. We utilize multimodal approach (Kress 2010) to analyse both the streams (consisting of image and sound) and the chats. Chat as research data contains certain challenges for research, such as the massive quantity of data available and one of the aims of this research is to identify needs for developing algorithmic methodological tools for studying large datasets of stream chats. The study thus, alongside shedding light on how nationality and nationalism are constructed online, helps to develop ways to analyse data gathered from streaming platforms.

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PP 763   **Gamer identity and social class: an analysis of Barcelona teenagers' discourses on gaming culture**

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This article examines the role played by social class in the construction of gamer identity among adolescents. Over the last few decades, there has been widespread growth in the video game industry, but also a remarkable demographic diversification of the people who make up its fan community (Stone, 2019). This expansion has been accompanied by a diversification of identity constructions and social practices in relation to what a 'gamer' is and how people relate to the medium (Muriel & Crawford, 2018). Studying gamer identity from the perspective of social class is especially relevant because it has underexplored in academic research, while successive global crises are generating large social inequalities, with young people as one of the groups most affected. In this context, the emergence of media celebrities in the video game world, through platforms like YouTube and Twitch, means that these activities have become aspirational alternatives for young people who have fewer conventional opportunities (Jenson & de Castell, 2018). Therefore, being a professional gamer can be an attractive option from a lucrative point of view; however, this is only true for the video game 'celebrities', since, in general, it is a precarious field as a career, both in economic terms and work rights (Guarriello, 2019). This research is based on two qualitative questionnaires and four focus groups with 24 adolescents aged 14 and 15 and who go to

school in the city of Barcelona. The qualitative analysis of the participants' discourses in the focus groups was performed with the NVivo software in two rounds of coding. The first coding focused on: the adolescents' video game practices; their discourses on "fun" and cultural legitimation/delegitimization of the medium; their definitions of "gamer" and their identification (or non-identification) with this concept; and, finally, the adolescents' perceptions about the world of video games as a possible professional horizon, both in terms of e-sports and as professionals of video game creation. Based on the first coding, a second round of coding was performed by crossing the first analysis with the categories mentioned above established by Muriel & Crawford (2018): hardcore-subcultural; casual; foodie-connoisseur; cultural-intellectual; everyone is a gamer. The results show that social class is important for understanding gaming practices and the role that the medium plays in the socialization processes of adolescents. Therefore, the sociocultural environment conditions the perception and construction of the gamer identity, and also influences the aspirations that adolescents have in relation to video games as a possible path for their professional future.

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DGR04 - Players' and developers' discourses

PP 764 **Between cooperation and hate: An analysis of the perception and impact of toxic communication in online gaming**

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Gaming is considered one of the most lucrative industries online. With millions of followers in all age groups, billions of dollars in revenue are generated annually, and sales have been rising steadily for years. During this evolution, games refined and got more interactive: They have evolved in recent years from simple single-player games, played alone without interaction or communication with others, to complex multiplayer games that connect players and require cooperation and communication. Gaming now can be seen as a kind of social network, that connects people beyond but also during the games, sets group dynamics in motion, and allows to socialize.

On the downside, people who play computer games have been repeatedly accused of developing aggressive, antisocial behavior through the consumption of violent games. Due to the constant development of games, a field of research has emerged in which the effects of violence- glorifying game content on players have been investigated in particular. However, one aspect that has hardly been researched so far is the communication of the players during a game and its impact. Through the technology of computer-mediated communication, they are allowed to communicate through chat or voice transmission. These communication options often provide a basis for toxic communication in an environment that is staged as humorous and playful. Players make sexist, racist, or threatening comments; they give themselves nicknames or form player groups that have parallels to names and terms of National Socialism.

The purpose of this empirical study was to find out how toxic communication between players of online multiplayer games is received, how potential teammates react emotionally to this communication, and what effects there are on feelings of community as a result. It is assumed that toxic content is viewed as humorous, uncritical, and normalized components of the game, but has a strong emotional impact on recipients. A questionnaire was created containing a custom-made video showing a clip from the game Dota2 with a manipulated chat as a stimulus. The sample included 406 participants who were randomly divided into two groups. In the experimental group, the chat shown in the video contained toxic statements, while in the control group it contained neutral, non-toxic statements.

The results show that toxic content was remembered more strongly than banal, non-toxic content. In particular, controversial nicknames had a more striking and memorable effect compared to inconspicuous names. Toxic content was not perceived as humor: uninhibited, toxic communication was critiqued by the participants and associated with consequences. Although communication characterized by sexism, racism, and threat was described as very common in the game, it did not represent a normalized component in the game and had a negative effect on group processes: potential teammates who were confronted with toxic communication saw themselves as more

distanced from the community. Controversial expressions triggered more negative emotions, including aggression and discomfort than banal expressions. Women reacted more emotionally than men.

DGR04 - Players' and developers' discourses

PP 765 The Czech game industry from an international perspective: qualitative analysis of expatriate developers from Eastern Europe

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Expatriates constitute one third of the Czech game industry workforce, being almost equally divided between workers coming from EU and non-EU countries (GDACZ, 2021). Although there have been recent studies by Park (2021a, 2021b) about South Korean and international expatriates in the Finnish game industry, research on foreign developers in other national game industries is absent. The Czech game industry is thus another suitable context for such a study.

My research focuses on Eastern European game developers, also coming both from EU and non-EU countries. Regarding the EU context, Slovaks are the most represented group in the Czech game industry due to their historical, cultural and linguistic closeness to Czechia. On the other hand, some nationals from non-EU countries such as North Macedonia, Russia or Serbia were during covid-19 pandemic employed in a distributed game development form, working for Czech game studios from abroad. Therefore, my goal is to cover experiences and practices of Eastern Europeans with different degrees of physical or linguistic distance from the Czech context.

In connection with theory, I reference game production studies (Sotamaa and Švelch, 2021) and expatriate studies (McNulty and Selmer, 2017). Regarding the latter, I build my research on sociolinguistic studies of expatriates in the Czech branches of automotive or software companies (Nekvapil and Sherman, 2018). Similarly to Park (2021a), I conduct a qualitative study with ten respondents of various Eastern European nationalities, game development roles and years of experience. Out of ten expatriates, two are remote workers working for Czech game studio from abroad.

I employ the method of repeated semi-structured interviews to cover expatriates' career development and cultural or work adjustment, as well as different stages of game production (Young, 2018). The interview questions are aimed at their motivations for working in the Czech game industry, at their previous career experiences or at differences of work for Czech game studio in comparison with their former game career elsewhere. Because of remote work prevalence during pandemic, participant observation in Czech game studios is not applied in the study.

Analysing data from interviews, I concluded that, similarly to Park's (2021a) research about South Korean expatriates in the Finnish game industry, Eastern European developers expect to adjust to new work environment in an unproblematic manner. This stems from globally standardised game technologies, production techniques or English language use in game developers' work – those being the factors Park (2021a) also recognised. But regarding the language use, Eastern European developers in bigger Czech game companies are in paradoxical situation – while some are less proficient in English, they can also sometimes understand what the local workers are saying to each other in Czech language. However, as Czech is not used for work-related concerns at team meetings, this only further intensifies the language barrier an Eastern European individual, who is less proficient in English, experiences. My study thus shows how individuals' linguistic or cultural proximity to a local context might serve as a detrimental factor for their work adjustment in international teams of bigger Czech game studios.

DGR05 - Quantitative and experimental approaches in game studies

PP 848 You are so aggressive online! A study on gamers' and non-gamers' perceptions of toxic behaviors in online games

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The growing popularity of gaming is accompanied by an intensified research interest in gamer identity and gaming cultures. Especially, the toxicity within discourses in gamer cultures is gaining increasing attention. Such 'toxic gamer cultures' are predominantly researched from an in-group perspective. Research suggests that gamers tend to accept and tolerate toxic behaviors in games (Hilvert-Bruce & Neill, 2020) and the identification as a gamer (gamer identity) is considered to lead to a reinforcement of the online disinhibition effect and normalization of aggressive behavior in online games. However, toxicity within gamer cultures is no longer a phenomenon that just affects

gamers themselves. The non-gaming population is also increasingly coming into contact with gaming, for example through their children or partners. The current study aims to contrast the in- and the out-group perspective on toxic behaviors in gaming contexts.

To investigate possible differences in the perception of toxicity between gamers and non-gamers, we conducted an online experiment with a 3 (low, medium or high toxicity level) × 2 (non-gamers vs. self-identified gamers) between subject-design. The participants (N = 375) watched a one-minute video clip showing a group of gamers playing the well-known and easy-to-understand online game 'Rocket League'. We produced three variants of the video that differed in their levels of toxicity. After viewing the stimulus, the participants filled in a post-questionnaire, measuring their perception and acceptance of the toxic behaviors shown in the video and their self-identification as a gamer (Shaw, 2013). We additionally considered variables that were previously shown to play a role for the identification as a gamer (De Grove et al., 2015), such as gender, age, hours of gaming, and genre preferences. To also take predispositions of the participants into account, we measured general aggression tendencies using the aggression questionnaire by Werner and von Collani (2014).

In total, 130 participants identified as 'gamers' and 245 as 'non-gamers'. Preliminary analyses showed that the acceptance and perception of the toxic behaviors shown in the video were only driven by the stimulus manipulation, but not by identification as a gamer. Further, no significant interaction effects were found. Our results challenge the assumption that gamers in principal perceive toxic behaviors differently than non-gamers.

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DGR05 - Quantitative and experimental approaches in game studies

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PP 849   The effects of streamers' aggressive videogame narration on adolescents' state aggression and normative beliefs about aggression

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Watching streamers play videogames has gained popularity in recent years, especially with youth. Prior research suggested that playing violent videogames or watching violent content can increase state aggression. However, the impact of the streamer's presence and their game narration has not yet been studied. This study explores the effect of watching a videogame clip narrated by a streamer on the level of viewers' state aggression. Based on the General aggression model (Bushman & Craig, 2020), we hypothesized that aggressive narrating of the game would increase the state aggression in viewers more than narration that explicitly condemns an aggressive way of playing or no narration. We also assumed that personal trait as empathy, sympathy, trait aggression, situational aggression, as well as situational factors, namely frequency of playing violent videogames and watching violent streams, will influence the levels of state aggression and adolescents' normative beliefs about aggression (perception of how acceptable it is to behave aggressively). A total of 604 (54% girls) Czech adolescents aged 13–18 completed the study in one of three experimental conditions, where they were presented with a video of a streamer playing a videogame with either aggressive game narrating, non-aggressive narrating, or no narration (control group). Our findings suggest that neither the presence of the streamer nor his game narrating influences the adolescents' state aggression in the short-term perspective. Moreover, trait aggression was associated with higher state aggression in all experimental groups. Sympathy was negatively associated with state aggression; however, in the control group, empathy was associated with higher levels of state aggression after viewing the video. In both experimental groups with the streamers' narration, adolescents' previous experience with violent gaming as well as higher exposure to violent streams was connected to normative beliefs about aggression. In contrast, higher sympathy was negatively associated with normative beliefs about aggression. None of these associations were, however, moderated by the experimental condition. Hence, we can conclude that the presence of the streamers' aggression enhancing commentary of the game neither influences the viewers' state aggression nor the associations of personal and situational factors with state aggression.

DGR05 - Quantitative and experimental approaches in game studies

PP 850   How does the sense of touch affect the gaming experience? A laboratory study on a virtual reality pet game

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Studies found that the use of Virtual Reality (VR) technology can have positive effects on the gaming experience and, for example, can lead to stronger feelings of presence and happiness (e.g. Pallavicini et al., 2019). In the current study, we concentrate on the role the game controllers play in this context. Controller naturalness is considered a factor that could contribute to game enjoyment, perceived realism and presence (Skalski et al., 2011). Current VR systems combine a head-mounted display with motion controllers that capture the natural hand movements of the players. An even more realistic experience might be induced by tangible naturally mapped game controllers (Skalski et al., 2011). These controllers resemble the shape and functionality of the object they represent in the virtual world (e.g. a steering wheel used to play a racing game), thus providing a more natural and haptic experience. The idea behind our study was to examine the effect of implementing such a tangible controller in VR gaming.

The game used for the current study was the VR pet simulation game 'Konrad's Kittens', in which the player has to take care of a cat named Konrad. We conducted a laboratory experiment to examine how playing with a regular VR controller versus using a tangible controller (soft toy cat controller) might influence the players' gaming experience. Eighty participants (mean age: 25 years, 63,7% female, 36,3% male) were randomly assigned to one of the two conditions and played the game for 10 minutes using an HTC Vive. The post-play questionnaire included scales on variables like enjoyment, presence, perceived animal-likeness, and simulator sickness. Based on a previous study that showed that the lack of physical contact with virtual animals inhibits emotional bonding within VR pet games (Lin et al., 2017), we additionally measured how much the players liked Konrad and in how far they experienced parasocial interaction.

Preliminary analyses revealed no positive effect of using the soft toy controller in comparison to using the regular VR controller, thus challenging the assumption that implementing the sense of touch has positive effects on the gaming experience (Skalski et al., 2011). Our findings are discussed against the background of earlier studies that showed that innovative controllers are not always beneficial to players (e.g. Tamborini et al., 2010).

Lin, C., Faas, T., & Brady, E. (2017). Exploring affection-oriented virtual pet game design strategies in VR. Attachment, motivations and expectations of users of pet games. *Proceedings of ACII 2017*, 362–369.

Pallavicini, F., Pepe, A., & Minissi, M. E. (2019). Gaming in Virtual Reality: what changes in terms of usability, emotional response and sense of presence compared to nonimmersive video games? *Simulation & Gaming*, 50(2), 136–159.

Skalski, P., Tamborini, R., Shelton, A., Buncher, M., & Lindmark, P. (2011). Mapping the road to fun: Natural video game controllers, presence, and game enjoyment. *New Media & Society*, 13(2), 224–242.

Tamborini, R., Bowman, N. D., Eden, A., Grizzard, M., & Organ, A. (2010). Defining media enjoyment as the satisfaction of intrinsic needs. *Journal of Communication*, 60(4), 758–777.

DGR05 - Quantitative and experimental approaches in game studies

PP 851   Who, why, wager? Profiling the European esports bettor

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Esports betting (ESB) refers to a set of betting practices in which something of value is staked on the outcome or progression of an "organized competitive gaming" event (Adams, et al., 2019:6). Reliable figures on the profile of esports bettors (EBs) are difficult to obtain for research purposes, as these data are generally not shared by gambling operators or are only available through market research. Moreover, if any research figures are available, they focus on Anglo-Saxon populations (Greer et al., 2019).

In this study, therefore, we aimed to sketch a "baseline profile of video gamers who bet on esports events" (Abarbanel et al., 2020:18). We measured dispositional, gambling and gaming-related variables in a sample of 743 Dutch-speaking videogame consumers, who, in the past four months, had ever (n = 88) or never (n = 655) bet on esports. As part of our profile sketch, we also used an adapted version of the Modified Gambling Motivations Scale to unravel the most salient ESB motivations from a Self-Determination Theory perspective (Shinaprayoon et al., 2018). Our ethically approved Qualtrics-survey was sent to various online communities between 11 March–10 April 2020. An overview of the included variables and the raw dataset can be found open access here: https://osf.io/unrf9/?view_only=49500595648f49c8a978cea14aade369.

While the analyses are far from finished, we can present three takeaways. First, our results suggest that, compared to non-esports bettors, esports bettors are more likely to: Play videogames with a PlayStation; Attend game fairs; Play CSGO, FIFA, Fortnite, Hearthstone, League of Legends and/or Rocket League; Spectate First-Person Shooters and/or MMORPGs; Differ in terms of educational level; Be engaged in sports betting, casino games, lottery games, poker and/or scratch cards; Show higher levels of problem gambling severity. Further multivariate analyses (e.g., logistic regression) must confirm, however, whether the observed bivariate associations still hold when 'controlled' for each other. Second, we found that EBs seem to prefer low-intensity betting on popular esports titles such as CS:GO and League of Legends (mostly) through legal sportsbook operators such as Unibet/Betway/Bwin. Third, in terms of motivations, EBs are likely to be most motivated by the excitement and intellectual challenge that is connected to their wagers. This is in line with motivation research among sports bettors (Lamont & Hing, 2020) and poker players (Zaman, et al., 2014).

In sum, our work is one of the first European studies on the profile of "gamers who gamble" (Abarbanel et al., 2020), relevant for EU-policy and player-centred gambling prevention. Our work aligns with research on American esports consumers and gaming-gambling convergence dynamics, supporting the claim that, despite some doubts (Delfabbro & King, 2020), "similarities between esports and [traditional] sport in the relationship between game play, spectatorship and betting" may exist (Abarbanel et al., 2020:18).

Adams, et al. (2019). What is Esports? In: R. Rogers (Ed.). Understanding Esports. An Introduction to the Global Phenomenon (pp. 3–15). Lexington Books, London,UK.

Delfabbro & King, 2020, https://doi.org/10.1080/14459795.2020.1768430

Lamont & Hing, 2018, https://doi.org/10.1080/01490400.2018.1483852

Greer et al., 2019, https://doi.org/10.4309/jgi.2019.43.8

Shinaprayoon et al., 2018, https://doi.org/10.4309/jgi.2018.37.5

Zaman, et al., 2014, https://doi.org/10.1016/j.chb.2014.07.009

Diaspora, Migration and the Media

DMM01 - Intersectional, decolonial, activist approaches

PP 060 Teaching intersectional im/mobilities as a move towards decolonial feminist knowledge production on media and migration?

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Western media discourses on migration often focus on South-North movements in a problematizing and de-contextualised way, discourses that Lillie Chouliaraki and Myria Georgiou (2019) have described as becoming effective as a symbolical (digital) border that reinforces hierarchic and often racialising notions of "us" vs. "them". In this contribution, I reflect on the possibilities for decolonial feminist knowledge production in academic teaching on media and international migration. Therefore, I focus on a gender studies course on intersectional mobility politics and consider the course content, interactions with students, teaching methods, and structural teaching conditions as elements that facilitate or hinder a rethinking of knowledge politics in media and migration research. On the content level, a focus on intersectional power relations and their entanglement with diverse (mediated and physical) im/mobilities and im/mobilisations highlights the diverse forms and directions of mobilities as well as the postcolonial, racialising, patriarchal, heteronormative, and capitalist structures that form these movements in highly uneven ways. In addition, participatory and reflexive teaching methods enable students to identify and critically assess media discourses that reproduce racialised and heteronormative inequalities in international migration. On the structural level, however, neoliberal university and knowledge structures often constrain possibilities for a transformative impact through genuine decolonial feminist teaching and learning, conditions that also transcend into interactions of and with students and the impression of any potentially decolonial course content on media and international migration. I thus argue that an intersectional perspective on media and migration research needs to be extended from the content to the teaching environment, mobilising not only knowledge itself but also the conditions for its construction. As in research, academic teaching thus needs to find new ways in order to facilitate decolonial feminist knowledge production on media and migration.

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DMM01 - Intersectional, decolonial, activist approaches

PP 061 Representations of anti-racist activism and black identity in the media. A case study about police violence against a black community in Portugal

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The question of media influencing racism in society has been posed by media theorists and addresses several aspects, concerning inequalities in terms of access and visibility, image stereotyping, body sexualization, the racialization of identities and patterns of criminalization of black people. Media impacts civic culture, memory building and collective risk perceptions (Whiteley, 2011) and can work as a system of racialization (Littlefield, 2008). The portrayal of events involving racial tension has a major impact on the construction of collective perceptions and can lead to prevailing distorted and exclusionary visions of the "other". The processes that may reinforce racism in media discourses are complex and exceed the presence of racist ideology. According to Van Dik (1993), racism is understood as a complex societal system of ethnically or "racially" based domination and its resulting inequality. In mediatized and connected societies, the notion of media is plural and fragmented, circulating from traditional to digital media and media contents and messages are symbolically negotiated among different ethnic groups and subjected to multiple subjectivizations, in the production and in the reception sides. In this paper, we propose to analyse how the Portuguese media (social media, television and the press) covered the events in the neighbourhood of Jamaica, in Seixal, when violence erupted among police and black residents, leading to significant social protest in the streets. We will establish a critical reading of the media coverage and the images of the black peripheries portrayed, in the global context of the Black Lives Matter movement and the national context of the rise of new anti-racism activists strengthen by political and academic networks. This case study will be framed in the context of increasing media hybrid landscapes (Chadwick, 2013), where meaning negotiation processes are potentially fragmented and open. Our results show a worrying permanence of racist framings in the news broadcast by the media and the perpetuation of homogenous representations of black communities living in poor peripheries.

DMM01 - Intersectional, decolonial, activist approaches

PP 062 Arab women vloggers in Europe and identity narratives as decolonial discourse

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Arab-Muslim women, and despite the heterogeneity marking this category, still find themselves at the intersection of multiple hierarchies, whether in their home societies or in the West. At home, they suffer from gender-based discrimination as patriarchy still dictates socio-cultural norms and practices and informs civil laws. They are also the subject of deep-seated prejudices and stereotypical representations in Western media and literature, on the other.

Over the last decade, however, Arab-Muslim women, both in Arab countries and diaspora, have increasingly become more assertive in challenging hegemonic representations and discourses at the global and local levels. Armed with new communication technologies and burgeoning do-it-yourself culture, tech-savvy young women have turned into successful "produsers" and content producers on various social media platforms, such as YouTube and Instagram. While most of these influencers specialize in life style and "beauty" vlogging, numerous others produce content covering diverse topics, from sexuality and motherhood, to politics, and therapy. The aim of this project is, thus, to examine how Arab women vloggers in Europe negotiate their gendered identities and subjectivities as social media "entrepreneurs" and subaltern cultural content creators. It seeks to shed light on the liminality experience of these women situated at the interstices of cultural, occupational and geographical spaces. More specifically, it explores the way(s) these women negotiate fixed identities and engage with their communities to promote their self-brand online, promoting, in the process, alternative discourses that resist and transform hegemonic representations both in their host societies and countries of origin.

For this purpose, the project will draw on a combination of narratology and multimodal critical discourse analysis. At the level of narrative analysis, the study will identify linguistic and visual cues that structure performative self-representation and self-performance, and will give insight into how narrators construct coherence of the self while also conveying authenticity through the enactment of "previous life experiences of the here and now of the telling" (Midlorf, 2016)[1]. This also involves distinguishing between various levels of storyworlds in the narrative as well as identifying various types of narrators in it (Genette, 1972). Rooted in critical theory and social semiotics, multimodal critical discourse analysis (Kress & van Leeuwen, 2006; van Leeuwen, 2005) aims to investigate relationships between discursive practices, events and texts, and interpret them in the wider social context paying a close attention to power relations. Among the key questions the project is going to answer at this level are: How do Arab diasporic women vloggers negotiate their gendered "border" identities to construct authentic cultural content and entertainment? What are the multimodal resources they draw on for this purpose? And, finally, to what extent does vlogging empower women to challenge and transform hegemonic neo-colonial discourses and representations about them at the local and transnational levels?

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DMM01 - Intersectional, decolonial, activist approaches

PP 063 Communicating Bengali liberation: memory, cultural identity and performing Nazrul

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This paper explores the ways in which cultural identities can be maintained and communicated across time through the remembrance and recitation of poetry and song within the Bengali diaspora in Tower Hamlets, London. It focusses on an exchange which was captured during a group interview poetry session for with the Migrant Memory and the Postcolonial Imagination (MMPI 2017–2024) project in 2020 and with an East London-based Bengali cultural organisation. During this meeting, in which the group had arranged to discuss the work of Kazi Nazrul Islam, the participants broke out into song, giving a rendition of the one of Nazrul's most famous works and dissident works 'Karar Oi Louho Kopat', translated as "Break Down the Iron Door". Nazrul had written this poem during a period of intense creative activity in the early 1920's, but its relevance has never waned, with the song maintaining its revolutionary zeal, throughout the most turbulent periods of Bangladesh's history. This paper aims to show how the conditions of Nazrul's upbringing and his position in the political context of the anti-colonial struggle (Mitra: 2007,

Mamun & Debi: 2013, Sen: 2003, Majumder: 2016) influenced the form, style and content of these iconic poems. We argue that the continued resonance of his work embodies a sense of Bengali nationhood which connects the contextual and historical specificities of the liberation war and contemporary diasporic experience. The performance of this song in London, 100 years after it was penned provides a noteworthy example of how cultural values are transmitted through the continued sharing of a song or poem through collective singing (Hesmondhalgh: 2013) and therefore has the potential to unpack some of complexities and tensions inherent in the fluid nature of diasporic post-colonial identity formation. (Hall: 1992, Gilroy: 2004, Sharma: 2004, Anthias: 1998, Ramnarine: 2007, Solomon: 2015). It also reflects on the ways in which empirical research in cultural memory studies provides active staging points for community transmission of national cultural memory.

DMM01 - Intersectional, decolonial, activist approaches

PP 064 Words of struggle and struggles of words. Analysing the activist discursive practices of the cause of migrants in Belgium

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Migration has become a public problem (Neveu 2015) put into words by different actors who try to impose their own perception of it and, consequently, the measures they deem necessary to implement. For example, in Belgium, some association declares that migrants are "active citizens, who enrich our multicultural societies"[1], whereas some politician restricts citizenship to legal status[2]. In this political "struggle for the appropriation of power-signs" (Bonnafous & Tournier 1995: 68) where "everyone speaks to persuade" (Orkibi 2015: 15, Amossy 2012), the activist discourse supporting migrants challenges the *doxa* that roots migration nowadays (Jacquez 2015). This symbolic dimension of activist discourse plays a key role in "the evolution and transformation of the vocabulary and discourses that manage the system of norms and values in our society" (Orkibi 2015: 14). This can be particularly observed through traces of meta-discursive awareness (Zienkowski 2017): choice of words, definition, negotiation of meaning … in discourse are all observatories of the positionings of the actors in relation to migration and, consequently, of the way they position themselves in relation to each other (Siblot 1997). Because discursive reflexivity often goes hand in hand with political reflexivity, these meta-discursive practices inform us about how actors attempt to influence perceptions of society through language (Calabrese & Veniard 2018).

Based on a methodological device combining interviews and ethnographic observations, the present research investigates the discursive reflexivity of five activist actors of the cause of migrants in Belgium. First, interviews allow to identify words, definitions and meta-discourses used by these actors to influence the perceptions of migration. Second, ethnographic observations enable to describe the way in which those discursive practices are produced, negotiated, and discussed upstream. As a result, the research goes beyond the analysis of the actors' discourses and describes the conditions of production of these discourses. As a result, it highlights the socio-discursive issues at stake and the role of activist actors as producers of meaning.

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Diaspora, Migration and the Media

PP 164   Nonprofit organizations as information subsidies in U.S. news about immigration policy

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In 2021, illegal border crossings into the European Union were the highest since 2017 (*Wall Street Journal*, 2022). EU policies and bilateral approaches between nations are addressing the issue. Similarly, the United States continues to grapple with undocumented immigrants, most traversing its border with Mexico. Crossings in 2021 were the highest recorded, even topping 2000 (Pew Research).

As the literature review will describe, extensive studies have documented text and visual frames associated with immigration news. Experiments and surveys have also demonstrated news effects on public opinion, which is assumed to affect migration policies.

However, a missing research element is the role of domestic nonprofits (NPOs) and international nongovernmental organizations (NGOs) in influencing migration news. An element of media framing theory is Entman's Cascading Network Activism Model (2004), which diagrams the influence of government officials and other elites on news frames. Entman does not specifically mention NGOs or NPOs, although he refers to interest groups in his definition of elites. Other studies have described the role of organizations as information subsidies for news (Gandy, 1982), which are now even more relevant given the decline of U.S. newspapers as readers and advertisers shifted to digital and social media news sources. Fewer journalists can force more reliance on non-journalists for news content. Nevertheless, most information subsidies research has studied government, politicians, and corporations – not NPOs.

There are 2,405 U.S. immigrant and ethnic centers as categorized by the National Taxonomy of Charitable Statistics, with 575 in the four states bordering Mexico. While some function solely as facilities to provide services to refugees and immigrants, others also engage in media outreach and policy advocacy.

This study for ECREA 2022 integrates the information subsidy concept and framing concepts to examine the types of NGOs and NPOs serving as news sources and the content of their messages vis á vis policies discussed in the news. Databases ProQuest and Newspaper Source were used as sampling frames to extract articles in newspapers from border states California, Arizona, New Mexico, and Texas. The search term was "Mexico and immigration policy." The sampling design focused on coverage from the first years of the presidencies of Clinton, G.W. Bush, Obama, Trump, and Biden, using Inauguration Day as the starting point. For instance, January 20, 1993-January 20, 1994 was used for Clinton, 2001–2002 for Bush, etc. News article sample sizes for the five periods ranged from 287 in Obama's first year to 1005 for Trump's (total n = 3,124).

In addition to the content analysis of news coverage, the Congress.gov resource was used for the same years to document legislation introduced (n = 100) or passed (n = 24) related to Mexico and immigration. Border state legislation also was coded. Results will show the contributions of NGOs and NPOs to news, plus relationships or differences between news content and public policies.

Given that the ECREA paper call noted "the importance of moving beyond Euro-centrism in media and migration studies" the paper will contribute to border research outside Europe and highlight a missing element in global migration research – nonprofit organizations.

PP 165   Does it matter? Migrants speak back to mainstream media

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This paper explores "migrant voices", that is, different media productions by people with migrant backgrounds from different generations. The term "migrant media" holds the idea that migrants make their own content, have editorial control, and tell their own stories purposefully and intentionally. Since the technical preconditions for speech, e.g. for participating in the public sphere are enhanced due to digital communication technologies, digital voices of the migrants have the potential to counteract a dominant mainstream media discourse. The challenge for today's marginalized communities is not necessarily being denied a voice but rather an audience that listens, in our case the mainstream media. Migrant media operate in the periphery of the media landscape and are seldom noticed by mainstream media.

We base our research on the concepts of "voice" (Couldry 2010) as a social process that is not only about having a voice but also about "listening" (Bassel 2017) if voice matters, that is, is meaningful for the society. As we know from literature, one strategy for migrant media to be heard outside their own group is to position themselves within the dominant narrative consisting of the "us" and "them" binary (Bassel 2017). By reproducing established news values, it will become easier to gain attention from the mainstream media.

Empirically, we explore in total six podcast productions (in Swedish and German) that gained more or less attention in the Swedish and German public sphere. We are especially interested in the relationship between migrant media and mainstream media. Based on content analysis and interviews with producers our aim is twofold: On the one hand, we are interested in how migrant media speak back to mainstream media by focusing on: how (and regarding which topics) do migrant media construct (or not) the relationship between us and the natives? On the other hand, how do mainstream media pick up and incorporate content from migrant media?

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Couldry, N. (2010). Why Voice Matters: Culture and Politics after Neoliberalism. London: Sage

DMM02 - Media narratives and diaspora representations

PP 166   Right-wing Narratives In Italy During 2018 Election Campaign: Views On Migration Through Discursive Practices

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The paper addresses the issue of migration in the Italian media in the context of the general elections of 2018. It aims to analyze the main types of debate about migrants during this period, especially considering the intensified dynamics against the rise of populist and anti-system parties in the Italian political and mediatic sphere.

This approach considers an interdisciplinary analytical framework that brings together concepts and theories in the field of transnationalism, media, and migration and also critical analysis of the public media sphere such as: transnational ties, transnational social field, media discourse, media representations. As such, the paper examines how the Italian media approached the issue of migration in three established Italian newspapers, each one with different political orientations (_Il Manifesto_, _La Repubblica_, and _Libero Quotidiano_), analyzed during January and March 2018.

In this thematic area, we propose a predominantly qualitative approach based on a discursive methodology that uses the concept of media discourse, focusing on the issue of media and discursive representations of migrants (Fairclough, 2003; Wodak, 2010). The aim is to identify the main patterns of interpretation of migration that emerge in the Italian media, as well as strategies for building identities (categories and roles of migrants) as they resulted from the 2018 election campaign.

The conclusions of this study show that the polarization between Italian citizens and migrants, especially illegal migrants from Italy, those who "don't have the right to stay", prevails in the analyzed period. As such, topics such as illegal migration and the "danger" migrants represent for Italy, both politically, socially, and economically, gained visibility during the 2018 election campaign.

This study contributes to the field of media and migration by placing the media discourse on migration from a destination country in a dynamic of a national electoral context. Thus, the paper analyzes the dynamics of media representations about migrants in Italy but considers the reconfiguration of these representations in a field of transnational relations and practices.

DMM03 - Research at/on the border

PP 273   Datafication of borders and the everyday anticipation of the undocumented migrants

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The paper explores how datafication shapes the bordering practices and lives of the undocumented migrants in Finland. While the paper takes as its starting point the understanding of datafication of borders as intensified biopolitics, it highlights datafication as a complex and multi-layered process. The paper argues that datafication of borders operate not only in different spaces but also in time with simultaneous anticipation and delay illustrating power chronography, the multiplicity of temporalities and their connection to power (Sharma 2014; Tazzioli 2018).

The study is based on empirical data collected from diaries, interviews and photographic workshops among 16 currently or recently undocumented migrants, as well as documents and case observations concerning hearings and legal cases from 2015–2021.

The empirical data reveals how borders are experienced; how they follow people in the everyday life (Broeders & Dijstelbloem 2016; Chouliaraki & Georgiou 2019; Witteborn 2020). Borders travel on mobile phones and in leaky combinations of different digital archives, operating as intimate infrastructure (Wilson 2015).

Furthermore, the study suggests that datafied borders and migration management entail a larger shift in the temporal landscape towards anticipation that focuses on predicting, profiling and pre-empting different forms of migration. Datafication accentuates anticipatory knowledge production, shape mobility and define how people become asylum seekers or undocumented. However, anticipation does not only concern the authorities, institutions and industries that seek to manage migration—migrants and asylum seekers adopt various anticipatory practices to avoid, manage and live with systems that monitor, define and regulate their lives. This is illustrated in the ways in which bordering practices are anticipated and negotiated, but also the ways in which the digital everyday life is tinted with anticipatory practices to counter surveillance and potential danger.

With the concept of power chronography (Sharma 2014) the study aims to show how temporal landscape of bordering practices operates as an essential aspect of power. In the temporality of datafied borders, humanity itself becomes evaluated and assorted in prediction, acceleration, wait and delay.

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DMM03 - Research at/on the border

PP 274   The Belarus – European Union border crisis in the Polish opinion press (2021)

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During the crisis in 2015 caused by the Arab Spring, the civil wars in Syria and Lebanon, the rise of the radical Islamic State, Poland essentially refused to accept refugees on its own territory. This was due to the political populism of the United Right government and its leader Jarosław Kaczyński (Klaus 2017; Follis 2019). In 2021, the situation is different, because the cause of the migration crisis is the attempt to destabilize the European community by the Belarusian regime of Lukashenka, which organizes the transfer of immigrants from the Middle East to the EU (Devi 2021; Klaus 2021). The paper is an attempt to indicate the dominant trend in the image of the Polish government and political leaders of the European Union in the context of the migration crisis on the EU's external border with Belarus of 2021 in the Polish opinion press. The author assesses the degree of compliance of the Polish government's position with the EU position in the context of border protection, in the context of Lukashenka's destabilizing actions and humanitarian aid to illegal immigrants, presented in the opinion press. The research material consists of statements by President Andrzej Duda and Prime Minister Mateusz Morawiecki on the migration crisis, as well as the most opinion-forming Polish dailies and weeklies (Rzeczpospolita, Gazeta Wyborcza, Wprost, Sieci). The method of content analysis, framing analysis and political discourse analysis were used in this research (Entman 2007; Krippendorff 2018; Van Dijk 1997). The temporal scope of the analysis covers the period from 01/07/2021 to 31/12/2021. The paper increases the cognitive value in the area of political communication of political leaders of one of the European Union countries, as well as in the area of its mediatized forms in the opinion press.

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■ **DMM04 - Border (dis)continuities: media technologies in migration governance across past, present, and future**

PN 070   Crises and Reform: Administering Migration Infrastructures

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This paper examines the role of data infrastructures for the governance of mobility. I analyze two moments of emerging migration data infrastructures in Germany, the digital registration of asylum seekers post-2015 and the reform of migration databases in the late 1970s and early 1990s, that are characterized by the extension of migration data collection in response to political framings of migration as a crisis. Comparing these two moments I ask in which ways the emergence of digital data infrastructures relies on earlier data practices that seek to govern and control mobility. Drawing on archival research and close textual and discourse analysis of legal and administrative documents and as well as ethnographic research on contemporary forms of electronic registration of asylum seekers and refugees, I show how contemporary digital data practices build on earlier iterations of making migration knowable through data. As such, I argue that a genealogical study of migration administration and infrastructure reveals the continuities of migration control through data collection. Using an infrastructure lens for my analysis allows for the simultaneous consideration of the role of (digital) technologies, policies, laws, and administrative practice, actors, and institutions as a process of mediation (Xing & Lindquist 2018) in which migration data collection is enacted. I interrogate how emerging spaces and infrastructures in Germany increasingly operate through security rather than human rights frameworks. Specifically, data infrastructures in the form of electronic databases and (biometric) registration intend to make migratory movement traceable and trackable to ensure national security, rather than provide protection. Looking specifically at moments of reform of data collection, registration, and its digitization I analyze what kind of political debates and desires become inscribed into the digitization of migration control. The history of the migration administration in Germany also shows that data infrastructures that are intended to track and control human mobility are also used for purposes of policing and that these capabilities provide the basis for contemporary digital forms of data collection. Comparing these two instances of migration data infrastructures allows for a deeper understanding of how the reform of data collection becomes framed as an answer to political crises.

■ **DMM04 - Border (dis)continuities: media technologies in migration governance across past, present, and future**

PN 071   Bordering techniques: historicizing media practices of containment at state borders

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This paper will study the entanglement of state borders with media technologies from a historicizing perspective. While borders are technological testing grounds for digital innovation, such as artificial intelligence or digitalized biometrics, a longitudinal perspective on how media technologies and borders as filtering machines co-produce each other is lacking and can provide new critical perspectives. After all so-called "smart borders" were hardly "dumb borders" before. Millions of migrants are subjected to today's digitalized borders, and states invest heavily, but we know surprisingly little about the historical constitution of borders as socio-material assemblages of media technologies. Digital technologies are often seen as "solutions", yet it mostly remains unclear what the "problem to be solved" was in the first place. Historicizing how borders have always been inescapably dependent on media technologies can advance our knowledge on where imaginaries and media practices of containment at state borders emerge from. Dissecting socio-technical imaginaries of techno-solutionism in border contexts across the longue durée, enables new evaluations of the impacts of digitalization. In the paper, I suggests theorizing the border as a "cultural technique" (Siegert 2015), arguing that media practices of bordering (such as distinguishing, filtering, or categorizing) are historically dependent on and co-constituted within media technologies, on practices of seeing and

hearing, reading and listening. The question, which imaginaries and practices have shaped bordering techniques over time will be explored by drawing on material from different case studies. These include the administration of Huguenot refugees to Germany in the 1700s, the media-technological governance of transatlantic migration during the late 1800s and early 1900s, and today's "digitalization agenda" of the German migration agency. These empirical examples expose trajectories of how borders have been enacted through different media technologies, shedding light on earlier instances of techno-solutionism in the containment of mobile subjects and bordering as a fundamental cultural technique of states. The historicizing investigation of bordering techniques will demonstrate how borders are re-articulated and re-emerging across a media-technological longue durée. Arguably, critical moments in migration history are also moments of media history, of moments where media technologies and media practices become re-negotiated, developed, employed – as indispensable parts of borders. Investigating these entanglements is the goal of this paper.

DMM04 - Border (dis)continuities: media technologies in migration governance across past, present, and future

PN 072 The passport as a medium of movement

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Since the 1980s in particular, media theorists and social scientists have focused on the question of how knowledge is translated between social worlds, with special attention to the cultural techniques and material artefacts employed in this transfer. In our paper, we want to suggest that the passport is one of the quintessential artifacts for translating knowledge across intersecting social worlds, particularly that kind of knowledge which may be elemental for deciding about the futures of individuals and social groups. In discussing the passport as a medium of movement, our work builds on perspectives which focus on the role of media in facilitating cooperation, even though those involved in the cooperation do not necessarily share the same political, ideological or religious perspectives. From this perspective, the passport itself is not understood only as a particular document used for negotiating a right to travel, but as fundamentally interrelated to specific work practices, technologies, registers and legislations. As such, the passport as a medium of movement also responds to specific modes of movement which are prevalent in societies at a given time. Based on our empirical work among archives, museums and passport developers, focusing on the history of the Finnish passport, we will present four varying passport regimes, which mediate movement across borders differently. These passport regimes are tied to different modes of cooperation among passport applicants, issuers, registers, border officials and other stakeholders. Our paper shows that the passport can be usefully considered a medium of movement, but also that it is not a stable medium per se, but always a part of the broader social and political developments it is embedded in.

DMM04 - Border (dis)continuities: media technologies in migration governance across past, present, and future

PN 073 Refugee rights with technology? Humanitarian solutionism and technocolonialism in the Middle East

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Like borders, humanitarian spaces are known to be testing grounds for controversial technologies and innovative schemes. The urgency and scarcity of relief combined with a variety of 'exceptional' legal states – of people seeking refuge, international organizations, security operations – has already created ample space for experimentation with biometrics, block chaining technologies, artificial intelligence etc. Often this occurs through private partnerships with big tech – all of which are simultaneously involved in border- and security enforcement – and/or more smaller, elusive companies whose data mining practices are not necessarily less worrisome. The relation between aid, security and technologies is well-documented (Jacobsen, 2015). Here my focus is on some of these technologies and what their usage can imply for the present and future rights of people seeking refuge. Indeed, in response to and in order to counter increasingly algorithmic and data-driven forms of migration governance, refugee law scholars have made suggestions for 'legal tech' for refugee protection purposes. But much of those ideas are still largely guided by humanitarian neophilia. They also tend to ignore and therefore sustain the violence that borders create, the laws that serve to justify this violence and, interrelated, the politico-economic dimensions ingrained in the production of knowledge and law. My focus is on Middle Eastern countries known for being prime locations for humanitarian experimentation. I argue that digitized humanitarian practices – often but not necessarily funded by western states or the EU as a region – contribute to the expansion of borders and border zones. The contexts in which technologies operate, the data they engage with and the outputs they produce are all drawing on pre-existing socio-economic conditions and relations, making the potential for entrenching racialised, gendered, classed (etc) inequalities very

likely. For instance, automated decision making narrows down future options by predicting behavior drawing on the past. And the chance for any form of accountability is reduced, as the machine absorbs the reasoning behind decision making. The stretching that is enabled through technologies therefore does not only occur geographically, but also temporally. This is likely to result in prolonged externalization and forecloses future rights.

DMM04 - Border (dis)continuities: media technologies in migration governance across past, present, and future

PN 074   The deep time of migration governance infrastructures

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In this conceptual paper I will draw on the geological metaphor of deep-time to pursue archeological digging into the earth and the human record in order to recognize that there are precursors to contemporary migration and media systems and processes. A deep time perspective invites scrutiny of the historical genealogy of hierarchical power relations in media and migration. Historical colonial logics and imperial sensibilities can be approached as "deep pressure points" that leave durable marks, which demand our attention in how they continue to haunt the present (Stoler, 2016, pp. 5–6). A case in point is the programming of digital border control algorithms that are used to facilitate deciding about which bodies are eligible to pass borders, and which are not. As states incorporate deep learning and neural network algorithms on the basis of particular established categories, protocols and input, the digital border becomes a deep border, which logics "enact the colonial continuities of racist discrimination and partition" (Amoore, 2021, p. 7). On the basis of discussing examples of colonial and imperial technological experiments with census taking, biometrics and fingerprinting as paths that paved the way for the development of migration governance infrastructures, I will conceptualize how through a perspective of deep time we can pursue the following goals: 1) Evaluating, nuancing and challenging scholarly 'firstist' claims. In addressing the 'newness' of technological innovations and experiments, scholars commonly take a-historical perspectives. A historical perspective allows us to develop a counterpoint and debunk claims about the exceptionality or uniqueness of technological developments in the context of migration and mobility. 2) Develop a greater understanding that seemingly high-tech, advanced technologies of the present are not a logical end-point, culmination of linear progression, or causal process of innovation but always peculiar, distinctively located and contingent. 3) Insights into historical lineages offer means to question and denaturalize the making of migration and mobility through contemporary categories, procedures, and borders mediated by digital technologies. 4) We can draw on historical technological developments to question (future) dystopian consequences for some mobile subjects – and we can draw on historical insights to imagine, articulate and pursue utopian alternatives.

DMM05 - Participatory methods, approaches, and ethics

PP 465   Digital place-makers: Using participatory video for co-production and collaborative research with refugees

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As digital participatory methods continue to gain attention and technologies become more accessible, so does their potential to have a profound impact on research. In refugee-focused studies, participatory video (PV) is increasingly used to address concerns over knowledge extraction, power inequities, and research fatigue. However, our understanding of the benefits and challenges that this method brings to refugee participants is limited and the ethical guidelines to navigate its implementation still require much work. How do we ensure that refugee voices are successfully integrated in the production of joint narratives? How can we best negotiate the goals of the study without slipping into a top-down approach to researching refugee communities? This article reflects on the implementation of PV to explore the perspectives of 14 participants with a refugee background regarding their place-making strategies in the Netherlands. Concretely, the insights here derive from the experience of co-designing and implementing the *Digital Place-makers* program: a filmmaking course that took place during 7 weeks between September and October of 2021, and that rely heavily on basic editing training and story-telling. The output of the program are 11 amateur short films produced by refugee migrants that tap into issues of belonging, identities, aspirations, sociabilities, and well-being.

PV has been strongly criticized arguing that the researcher often shapes the filming or editing process to attend the output requirements. We were careful to address this issue by focusing on our role as facilitators in the learning of editing skills and capacities that ultimately allowed participants to produce their films as autonomously as possible. In doing so, we also found that engaging in editing techniques during PV had multiple benefits for the refugee participants. At an individual level, learning digital skills enabled a pathway for regaining the confidence that many

newcomers have lost due to the traumas associated with the loss of place, identity, or culture. At a collective level, developing autonomy over editing choices was crucial for them to feel owners of their films, and in turn, led them to adopt a sense of responsibility to shed light on matters of social injustice in their communities. Therefore, we argue that knowledge co-production efforts cannot be limited to addressing a top-down approach in the research of refugee communities. The debate must also include questions about labels of vulnerability that do not allow participants to enjoy the authorship of their productions.

DMM05 - Participatory methods, approaches, and ethics

PP 466   Fragmented methodologies in refugee and forced migration studies: rethinking the impact of multi-step research designs and ethical procedures

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This paper reflects on the merits and challenges of implementing a multi-step research design in refugee and forced migration research, with specific attention paid to ethical considerations and guidelines. The reflections presented here build on semi-structured interviews conducted in 2017, 2018 and 2019 with Syrian refugees living in London. The purpose of these interviews was to capture the multi-faceted ways in which refugees' experiences and mobilities have been transformed by media technologies, by investigating technology use pre-departure, during their journey to Europe and upon arrival in Europe.

In conceptualizing the notion of fragmented methodology, I wish to consider two sets of problems. The first is linked to the notion of *positionality* and allows me to critically reflect on how traditional ethnographic imperatives of 'following the medium' (Rogers, 2013) and 'following the people' (Caliandro, 2018) were disrupted by my own lack of familiarity with the participants' day-to-day life and experiences. As a media and migration researcher with years of experience in observing privileged migrants travelling freely across Europe, interviewing refugees posed previously unexplored questions and dilemmas.

The second problem I am going to address in this paper relates to the challenge posed by my own vocabulary and discursive approach to the themes under investigation. Shifting in-between fears of being too 'politically correct' and concerns of replicating the 'charity approach' that sees refugees as objects of pity, I had to re-consider the balance that needs to be established between the rights of subjects (as authors, as research participants, as people) and the rights to conduct research.

These tensions brought forward a series of ethical considerations that guided my work and are here presented in the form of a multi-step research design. This framework is not meant to 'normalize' our approach to refugee and forced migration research, which should always be adapted to the specificity of our context of study. Rather, it is meant to provide a useful starting point for further enquiry into the impact of our research methodologies and approaches. Crucially, and specifically in the context of media and migration, research needs to identify the 'forced yet connected migrant' (Twigt, 2018) as an active co-participant whose voice needs to be recognized as meaningful. The multi-step research design that I have implemented recognizes this need and calls for different approaches to questions of privacy, security, informed consent and trust. As such, it promotes the perspective of 'researching with' rather than 'researching on'.

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DMM05 - Participatory methods, approaches, and ethics

PP 467   Feminist approaches to border research: the cineforum experience

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As constructed political elements of our social reality, borders are not only recreated through a variety of situated encounters that cut across places, groups and individuals located in borderlands, but are also found in wider social discourses and practices. Border studies has emphasised the complex borders of today's societies and the challenge

of not just looking at a line on a map. Instead, it encourages to approach borders from a holistic perspective in which the geographical, political and social go hand in hand. Recently, feminist border studies have focused on this relationship between the international and the everyday through embodied and agentic experiences. However, while these contributions provide a fruitful understanding of borders and border work, little attention has been paid to how to investigate borders from a feminist methodological point of view. Drawing on the capacity of audiovisual methods to create participatory models of knowledge construction, this paper focuses on the cineforum as a feminist research method for exploring the everyday border experiences of participants whose lives are affected by material and symbolic borders. Discussing a cultural artefact, such as a film, allows us to understand complex socio-political border realities in a collaborative way in terms of empowering participants and giving them control over the research process. This paper goes beyond feminist way of conducting focus groups by developing the cineforum as a research method for building relationships across physical and symbolic borders. It does so through 4 cineforum experiences conducted over three months in 2022* in different towns across the Irish border. This paper thus offers a reflection on feminist methodological approaches to understanding border experiences and participatory models of knowledge construction in border studies.

* The data collection is planned in Spring 2022. The impact of COVID-19 has been assessed and the researchers have put measures to guarantee the progress of the study.

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DMM05 - Participatory methods, approaches, and ethics

PP 468   Walking out of the frame: a participatory visual study on media representations with undocumented migrants

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A myriad of studies have revealed, and criticized, stereotypical or unbalanced media representations of migration. While this research has been ongoing for decades it has received particular poignance in the past five years as part of a critical approach to the intense mediation of various border and mobility crises. This study joins this literature in criticizing both the invisibility (or silence) of migrants in media representations as well as their hypervisibility as either suffering victims or dangerous masses of people. It offers an alternative to existing studies by seeking to approach the topic from the perspective of undocumented migrants in Brussels (Belgium), to understand how they experience media representations and how this relates to their own sense of wellbeing and recognition. The study is embedded in an action research, in partnership with a local NGO and a nation-wide program intended to humanize and nuance media representations of migration. Over the course of more than one year and with a group of 6 participants, the researchers developed various participatory (visual) methods to enable this vulnerable group to contribute with their ideas and insights: the production of a short video about their situation during the COVID-19 pandemic, a series of debates, and a series of visual walking interviews turned into a story mapping of the city. Combined, these methods have provided unique insight not only into the potentials and challenges of participatory visual methods with vulnerable populations but also in the perceived media representation. Going beyond the clear-cut categories (e.g. victim, threat) found in the literature, the perspective of participants adds a focus on structures, terminology and complexity. Besides this addition to the literature on media representations

and migration/mobility, the lessons from this action research and participatory approach also inspire us to make reflections regarding the conference theme of ‚rethinking impact'. Particularly we will discuss ethical dilemmas and the challenges of participatory work in the context of institutional collaborations.

DMM05 - Participatory methods, approaches, and ethics

PP 469   "Are you sure there is no consequence?" The power of rumors in eliciting fear, mistrust, despair and undermining inclusion: The experience of Eritrean forced migrants in Switzerland

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Robust scholarship addresses how migrants use social media to continue or create diasporic belonging. Increasingly studies examine the circulation of emotions and their role in maintaining transnational connections, whether with family and friends or institutions (Döveling, Harju, & Sommer, 2018; Robertson, Wilding, & Gifford, 2016). However, little attention has been paid to the use of social media by migrants in their endeavor to negotiate inclusion, share and stimulate emotions, and create a sense of empowerment in their places of residence. We examine attempts to regulate the affective-discursive practices of rumor spreading in 'self-help' community Zoom meetings (Scheer, 2012; Wetherell, 2012). Community leaders and members identified rumor spreading as a problematic practice originating in Eritrea and then transferred to the current place of residence to the detriment of negotiating inclusion. We examine the community's understanding of the meanings and functions of rumor spreading in the context of experiencing exclusion and uncertainty in the place of settlement.

Based on our analysis of recordings of virtual meetings of Eritrean refugee communities in Switzerland, "Eri-zoom," we examine rumors as an affective-discursive practice (Wetherell, 2012) whereby refugees resort to rumors to fill in gaps in cultural understanding and information regarding institutional practices. In turn, the practice of rumor spreading shapes and influences their perceptions and attitudes towards their host community, sometimes to the refugees' self-detriment. We examine how community leaders identify it as a problematic practice that instills fear and isolates the community. We then analyze how the leaders attempt to regulate this practice through 'emotion work' and mobilize affective discursive practices that they believe are more productive in fostering inclusion. Building on the understanding of rumors and conspiracy theories as resourceful strategies used to strengthen and mobilize a community in danger (Giry, 2018), we investigate what the practice of rumors reveals about how refugees negotiate their adaptation to a new cultural environment and interactions with the refugee and integration administrative offices. We analyzed eleven video recordings and transcripts of Eritrean community Zoom meetings held in Switzerland during the Covid pandemic to assuage their anxiety over lack of contact and information.

Our finding shows that affective practices of despair, frustration, dissatisfaction, and apathy are prevalent in the refugee community, making them easy targets to rumors, even when they are against their interest. Moreover, due to these problematic affective practices of despair, frustration, dissatisfaction, and apathy, many withdraw from social interaction and obligations, with a fatalistic resignation. Many factors, such as challenges to cope with their new environment, prejudice, the refugee situation, and background and traumatic experiences, make them prone to apathy, making them targets of rumors.

DMM06 - Reshaping methodologies and communication in migration research

PN 129   Integrating forced migrants in a research and communication project using the principles of RRI

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The application of Responsible Research and Innovation (RRI) to migration studies and communication represents a clear interpretative and methodological advantage. RRI provides a more holistic vision for the understanding of the phenomenon and focuses on a co-design 'with and for' the migrants and 'with and in' the society. Furthermore, RRI emphasizes the inclusiveness, open participation, transparency, and responsive change with local responses to address global challenges. To that end the concept of ‚quintuple helix', one of the principles of RRI, is essential. This is to include in the whole research, innovation and communication process the stakeholders who represent the different social actors, including civil society (NGOs and citizens, considering forced migrants themselves), academy and education (e.g., universities and research centers), policy makers (local and national, related with migration and refugee policy), and business world. Following the quintuple helix, 7 action-research units (ARUs) have been created in Jordan, Lebanon, Turkey, Hungary, Finland, Italy, and Spain to co-design different tailored attention and inclusion

strategies (TAIS) for distinctively vulnerable people among the forcibly displaced. Due to that, with the application of RRI, migrants and forced migrants can become the focus of the innovation and communication processes. The participation in the project was limited to those people who felt psychologically benefited by their participation in the Project, following the protocols and considerations established by RAISD Ethics Plan previously approved by the European Commission. Forced migrants in these 7 ARUs actively participated in the design and evaluation of the TAISs. In addition, some forced migrants have been key providers of services for the implementation of certain tailored attention and inclusion strategies. Significative communication results have also been achieved thanks to the participation of 17 people belonging to diverse profiles among forced migrants in a documentary film and other transmedia items. The active participation of forced migrants enriches the experience of all stakeholders. As stated by a representative of an NGO collaborating with RAISD: 'A very important asset has been that in these spaces of joint work there has been something that is evident, but infrequent, which is the participation of the displaced people. Their experience at origin, on transit, on arrival, in the procedures, in the responses, in the reception... It is essential to be able to improve, redesign and establish strategies'. However, the inclusion of vulnerable groups among forced migrants in all research, innovation and communication processes also poses several challenges. Even more with online activities due to the pandemic. Difficulties such as language, digital divide, the characteristics of the host society, migratory grief, educational level, or lack of self-assurance to collaborate on equal terms with the rest of stakeholders require prior training and careful preparation, so that their participation in the research project and its communication can be fully effective, significant, and diverse. This compilation of advances, challenges and recommendations derived from the specific cases in these 7 countries are of great importance for the development and adaptation of future research and communication projects.

DMM06 - Reshaping methodologies and communication in migration research

PN 130   Rethinking vulnerabilities via intersectional approaches and intercultural communication

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Forced displacements create vulnerabilities and need to be understood as they primarily define migration and migration contexts. Forced migration, which is caused by many reasons such as humanitarian crises, political conflicts, discrimination, and violence, causes a variety of vulnerabilities to arise in various aspects. Although vulnerability creates effects at different social levels, it can be severely experienced at the individual level, and therefore vulnerability can be experienced as different as the number of individuals in a society. This indicates a subjective aspect of vulnerability. This subjectivity also depends on the fact that vulnerability is the result of a combination of the effects of different factors in a context. Therefore, intersectional approaches to migration contexts and interpersonal communication even become more crucial to understand those aspects of vulnerabilities in different levels and in different settings. Vulnerability is a multi-dimensional, differential, scale-dependent and dynamic concept which in any context, has an accumulative nature. Vulnerabilities hit hardest to those individuals who have multiple exposing features. In addition to being sensitive to contextual factors, when studying vulnerabilities, one needs to recognize their accumulative nature with an intersectional approach. This allows new findings and prevents making fixed hierarchies and, thus, essentializing the research subjects and their vulnerabilities. Throughout 7 countries in the project, the essential aim as behalf of the intersectional approaches was to understand the different layers and patterns of "vulnerability contexts". Based on our approach so far, we were able to see vulnerability as a matrix of three main elements. The first is how the individual appears in the matrix. The second is the context, the different levels (micro, meso, and macro) of the individual's environment. The context is when and where the individual appears (in his/her complexity with all the characteristics mentioned earlier, condition, and coping mechanism) in the environment. The context may have a substantial impact on the first element. It may activate, deepens, provoke, prevent, mitigate and cease it. The third is the area where the individual perceives, consciously or subconsciously experiences the danger, damage, or vulnerability caused by the interconnected individual conditions and contexts. These main areas are the primary needs, fundamental human rights and identity. Also, the circumstances and dimensions that form the contexts for vulnerability do play a crucial role in intersectional approaches. Factors such as age, gender, religion, culture, education, job opportunities and access to fundamental rights should be taken into consideration. In this context, the conditions of each individual (issues of interpersonal and intercultural communication) and the conditions (issues of context) are effective in defining vulnerability. Vulnerability emerges based on someone's personal condition in a given context, it is not an endowment or personal quality. It is a personal status that may result in vulnerability activated by the given context. Contexts are fluid elements, which requires analysis from the perspective of the actual person. For this reason, creating an operational definition of vulnerability context

considering different aspects of communication allows a more flexible definition through intersectional approaches in 7 participating countries of the project.

■ **DMM06 - Reshaping methodologies and communication in migration research**

PN 131   Collaborative methodology and communication for redefining inclusion strategies to forced migrants

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Finding suitable strategies for the inclusion of forcible displaced people is a challenge for the communities hosting migrants, especially in the current increasingly complex geopolitical, sanitary and climate crisis situation where armed conflicts, ethnical and religious discrimination, sexual harassment and political opinions, among other reasons, force millions of people to flee from their home countries and regions. Tailoring these strategies in the host countries is often complex and requires a correct analysis of the forced migrants' need, and an understanding of how the personal situation of each migrant is tangled with the above mentioned conditions. Forced migration can only be understood taking into account the contexts (economic, social, legislative, political, personal) that make migrants vulnerable. The current presentation describes how an international consortium formed by Mediterranean, Northern, Central European and Middle Eastern countries worked together with forcibly displaced people, aid organizations and other relevant stakeholders in studying, designing and evaluating 8 pilots of tailored attention and inclusion strategies for forcibly displaced people, known with the acronym of TAIS. In the first phase of the project, an extensive field study with more than 178 interviews to forcibly displaced persons was carried out in Spain, Italy, Finland, Hungary, Turkey, Jordan and Lebanon, contributing to the knowledge of forced migrants' particular difficulties, vulnerability contexts and needs in the participating countries. Afterwards, the intensive co-creation work of the so called 'Action Research Units' in the 7 participating countries – formed by academics, experts, refugees, NGOs, policy makers, researchers and even some representatives from the business world – resulted in 8 pilot strategies for inclusion. Altogether, more than 100 workshops and meetings were hold in 7 countries along the 3 years project, including 3 international cross-analysis workshops where the process and results of the integration strategies were shared and assessed. Inclusive and transparent communication was a key success driver for informing about and executing these pilot experiences, and putting together the inputs and efforts of more than 320 stakeholders. Refugee aid organizations got highly engaged in the project and contributed with their first-hand field experience and strategic proficiency to all the phases of the project. The focus of the paper is describing the integration strategies and the communication efforts related to them, as well as sharing the methodology and results of an innovative and inclusive evaluation system of the outcomes. The extent to which these tailored strategies will be adapted and replicated in similar vulnerable contexts remains an open question, but still, several NGOs and humanitarian agencies, as well as organisations working on a daily basis with local communities, have showed their interest in the working methodology. The continuity of the project action is also envisioned, and a new observatory on forced migration will be presented to the conference participants.

■ **DMM06 - Reshaping methodologies and communication in migration research**

PN 132   Rethinking the impact of media discourse on migration and forced migration

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Migration did not feature among the main media topics in Spain in 2020 because of the impact of Covid-19. However, 2021 has witnessed an upturn in media coverage of migration, coinciding with regional election campaigns and the Ceuta migrant crisis. The application of Responsible Research and Innovation (RRI) to media discourse on migration and forced migration represents a clear interpretative and methodological advantage, because RRI emphasizes the inclusiveness, open participation, transparency, and responsive change with local responses to address global challenges. Furthermore, with the application of RRI, migrants and forced migrants become the focus of the research and innovation process as well as of the media narrative. In this communication, our main objectives are: • To analyze the opinions of various stakeholders, both individuals and CSOs, regarding media discourse on migration and forced migration before and during the Covid-19. • To compile and propose good practices to improve these narratives, and hence, their potential effect on the integration of migrants and forced migrants. For this purpose, within the context of the RAISD project, we conducted 25 interviews in August – October 2019 with highly vulnerable, forcibly displaced people. We also administered an open-ended questionnaire to

16 representatives of national and international stakeholders who represent the quintuple helix of RRI (NGOs, migrants and refugees themselves, other members of civil society, policymakers, researchers, businesses, and representatives in the field of education), in spring 2021. The information we collected has enabled us to present a wide range of perspectives from different stakeholders regarding the potential consequences of media discourse on migrants and forced migrants. In addition, we have compiled existing and novel proposals for good practices that may counteract biased communication and consequently give rise to new actions that could potentially be replicated in other regions. Our results evidence a worsening of media discourse on migration in Spain with an increase in criminalization and politicization. Participants in the study reported that the media discourse affected them both personally and professionally, and that media discourse should explain the causes of forced and economic displacement avoiding the homogenization of migrant people. Thus, diverse testimonies presented by the migrants themselves would undoubtedly be helpful, respecting their anonymity where necessary. Likewise, good practices to improve these narratives, and hence their potential effect on the integration of migrants, have also been compiled and proposed. These suggestions include new inclusive audiovisual and information projects, the incorporation of migrant or racialized journalists, and the development of codes of ethics and even legislative changes. This proposal provides a necessary additional focus and framework, by means of a participatory and inclusive methodology, for interpreting research that explores media content through qualitative and quantitative analyses of journalistic discourse. This communication promotes the objective of ,researching with' rather than ,researching on' migrants and forced migrants so as not to perpetuate the invisibilization of migrants that is so widely criticized in academia whenever it is observed in media discourse.

DMM07 - Re-thinking diaspora audiences and strategies

PP 750 'Just kidding?' – An exploratory audience study into the ways Flemish diaspora youth make sense of ethnic humour and the politics of offence

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In the summer of 2020 and amidst the prominence of the #BlackLivesMatter-movement, Flemish public broadcaster VRT cancelled a rerun of a 2002 episode of the popular sitcom 'F.C. De Kampioenen' [F.C. The Champions] (1990–2011), citing the episode's racist and ,outdated' humour as explanation (Bonneure 2020). Opponents of VRT's decision reproached the broadcaster for 'censoring' off-colour jokes, seeing the incident as an example of 'political correctness' and 'cancel culture' and linking it to other national and international humour controversies (Lamotte 2020). Especially ethnic humour – centred on "racial or ethnic conditions, commonalities, and differences" (Green & Linders, 2016: 214) – is now considered one of the most contested forms of comic discourse in Western societies (Kuipers 2016: 1). Following Kuipers and Van der Ent's definition of ethnic humour, we include humour directed at "ethnic-religious (Jewish, Muslim) groups", as research suggests that religious groups are often 'ethnicized' in the public discourse (2016: 21) and faced with a form of cultural racism (Pérez 2016). Remarkably, mediated debates on (ethnic) humour controversies tend to ignore the opinions of targeted groups (Smith 2009). Mainstream media have often *assumed* that targeted groups feel offended and generally portray them as a homogenous group (e.g. 'Muslims') with similar sensibilities and moral evaluations of ethnic humour (Fearon 2015). Specifically, a stereotypical image of the humourless 'Other' – unable or unwilling to take a joke – is cultivated in news coverage on humour controversies (Zimbardo, 2014). Additionally, while 'expert' opinions of comedians (Geusens 2019), politicians (Brinckman 2019) and/or columnists (Reynebeau 2019) have been published, the views and reflections of the lay audience – who encounter such jokes daily and whose identity is at stake in these jokes/discussions – are generally missing from the debate (Krefting 2016). This lack is also present within academic scholarship (Hale 2018), which has largely overlooked the meaning-making practices of audiences of offensive and/or 'failed' humour. Therefore, this study turns to targeted audiences themselves and explores what it means to take offence in the first place.

To do so, we discuss the results of a qualitative audience study (N = 47) that explored how targeted groups experience and negotiate offensive (ethnic) humour. The study focuses on diaspora audiences. Our participants predominantly had a Moroccan (N = 13) or Turkish (N = 18) background and all except one identified as Muslim. Given the attention Muslim audiences of humour have received following the 2005 Muhammed cartoon controversy and the 2015 Charlie Hebdo attack (Botvar 2019), scholarly attention for their sense-making practices regarding these controversies is long overdue. We specifically worked with *young* audiences with a diasporic background (between 15–24 years old), since they have been under- and stereotypically represented in the Flemish mediated debate (Leurs, 2015). Moreover, Adriaens (2012) argues that diaspora youth audiences are relevant to interview as they operate between hybrid cultures and negotiate multiple, complex and fluid identities. We will present those results that focus on how participants' negotiations of offensive (ethnic) humour relate to their identity and how they reflect on their offence-claiming and the politics of offence in general.

Diaspora, Migration and the Media

PP 751 **Draw and tell: Stories of Filipino youth migrants in Rome and their social representations of migration**

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This paper is part of a PhD research completed in 2019 and conducted in Rome, Italy. Informed by the social representations theory of Serge Moscovici, the study explored Filipino youth migrants' social representations of migration and multidimensional identities. The specific research questions were, what are the contents of the Filipino youth migrants' representations of their multidimensional identities? How do they represent their migration experience? What are the contexts in which they construct their identities? Using the modelling approach, data was collected from eighty nine (89) students of the Philippine School in Italy using the associative network (to detect multidimensional identities), figurative technique integrated with storytelling (to evoke graphical representations of the migration experience) and the contextual interviews (to capture the over-all migration experience). The paper highlights the results from one of the research tools used, the figurative technique or drawing integrated with storytelling. The data revealed that their representations of their migration experience were accessed through the memories of the life 'there' (home country) and the reflections of their current positions 'here' (host country). The figurative and imaginative images contained elements that were predominantly linked to people (their personal and social networks in the Philippines and in Italy) and to symbolic place-identity (house, school, iconic places, nature elements, functional places and food). Notions of identity and belongingness were closely tied to the country of origin; their active engagement with Filipino socio-cultural practices while in Rome, as well as their strong presence online have helped them maintain transnational relationships in both countries. The complimentary results provided by the research tools showed the close link between multidimensional identities, migration, and social representations. The figurative technique aided in exploring the visual representations of migration as they relate to the lived realities of the research participants.

Keywords: social representations, multidimensional identities, migration, Filipino youth migrants

PP 752 **The Radio of Migrant People – The Telepresence of Radio in the Community Integration**

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Radio has contributed to changing the perception of Space and Time. In the Space variable, Radio (traditional and online) contribute to the integration of migrant communities by deepening some characteristics of Radio such as proximity with the listeners and telepresence that gives the human a sense of presence in a space that is not the space of the physical presence. The Migrants have a set of stages until the full integration in a community or country. One of these stages is the alteration of the physical space. The passage of presence from one space to other motivates social and cultural issues with the consequence of adaptation to a new culture, new norms and new social habits. The influence of Radio in the notion of Space give the possibility of this question: what role can radio play with migrants and in contributing to their integration into migrant communities?

The new dynamics of Radio associated with new concepts of listening radio and its model of traditional listening through magnetic waves propagated in the atmospheric space, promote the innovation in formats such as the podcast or streaming listening and make the Radio a tool to contribute in the process of migrants acculturation through specific radiophonic contents for these audiences. The new reality of Radio allows for the production and distribution of contents outside of professional environments and privileges the possibility of any person or organization produce and distribute radio contents.

Our research, with the title ‚Ethnic Radio and Community Integration' (Universidade Lusófona/CICANT) investigate the contribution of Radio to integration of migrant people through the survey and analysi of radio contents dedicated to migrant people and by understanding the role of the medium in the migrant communities in Lisbon . Portugal has always been a country accustomed to migratory movements by the cultural heritage of the 15th century Discoveries. They are something that marks the sensibility of the notion inside of Portuguese notion and it is in this reality that the city of Lisbon presents itself: a multicultural city where various communities are concentrated and find a space of communion. In this context, Radio can play an important role through the enhancement of specific contents for audiences of migrant communities and can also keep alive one of the main characteristics of Radio: the proximity. It is this proximity to its audiences that makes the Radio one of the most important media since its inception and has worked as a strong asset when some medias have threatened it.

In addition to interpreting the theoretical role of Radio in the community integration of migrants, this proposal also presents a practical component on the characterization of a set of contents on Portuguese radio and on the internet that has as its target audience some immigrant communities existing in Portugal.

DMM07 - Re-thinking diaspora audiences and strategies

PP 753 'The older freshers, the active adaptors': Studying the (self)representation and digital place-making practices of Chinese Houniao Migrants on Douyin

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Douyin, the twin of the international mobile short video app TikTok, has become a popular and rapidly growing social media application within China (Zeng & Abidin, 2021). As a platform catering to diverse users and providing various affordances, Douyin has attracted an increasing number of older users to browse, create and share content and make interactions on it. To many older adopters, Douyin is their first experience with smartphones and digital media, which becomes more outstanding during the pandemic. As of June 2021, the number of Chinese elderly Internet users aged 60 and above reached 123 million (CNNIC, 2021).

The emerging field of digital migration studies is characterized by rapid changes and fluctuations, shaped by the social conditions and lived experiences of migrants and the continuous development of digital infrastructures (Leurs & Smets, 2018). These ongoing transformations in the field are increasingly providing essential opportunities for a more thorough understanding of the spatial and sociocultural aspects of migrants' digital practices and their meaning for daily place-making experiences in diverse contexts.

While extensive research has been carried out to analyze international migration and mobility from the global North, a focus on Chinese Houniao's migration and digital placemaking practices provides a new narrative to the nexus of aging, technology, and migration in the Global South (Li & Alencar, forthcoming). This paper uses videos under #elderly Houniao (候鸟老人) as a case study to examine the Houniao's (self)representation and digital placemaking practices. By analyzing how Houniao migrants represent themselves on Douyin, this study delineates how Chinese aging Houniao migrants foster an ability to navigate, understand, connect to, and gain a sense of belonging through digital placemaking practices using mobile social media applications to exploit the affordances of mobile and digital media.

Through qualitative coding and digital content analysis of 121 short videos created by Houniao migrants on Douyin, the author finds that the Houniao creators share collective emotions, living experiences, and valuable suggestions of (post) migration with their peers and intergenerational audience. Specifically, this paper considers the similar contents, platform affordances, and collective nostalgia related music and memories across the #elderly Houniao (候鸟老人) on Douyin, and its impact and attention to be captured in society.

Keywords: aging migration, Chinese Houniao, digital technologies, place-making, Douyin, representation

DMM07 - Re-thinking diaspora audiences and strategies

PP 754 Improvement of integration process of immigrants via online and social media

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This paper focuses on the efficiency of digital media as the online and social media in relation to integration process of Russian immigrants from the Republic of Kazakhstan, using comparative analysis of two countries, the Czech Republic and Germany. In this paper I approach the online and social media as a significant part of integration process in modern society. Immigrants usually deal with economic, social, cultural and political integration (Biles et al., 2008). As we know, media could be used as an informal tool to learn local language (Reichenberg, 2016), or using digital media to get in touch with their relatives back home, to be informed about events in homeland but also, to meet people with same cultural identity in local country as Bucholtz (2019) found out in case of Latvian immigrants. The evaluation of the current use of online and social media and consideration of the improvements could lead to their more beneficial use in successful integration of immigrants. Online and social media are referring to the immigrants and refugees which have been also significant since the post-2015 migration crisis. Is it possible that the use of mentioned media can influence the immigrants' self-identity and their integration process?

With that taking in account, this paper focuses on two things: 1) aspects of online and social media content that immigrants use to integrate and 2) influence of online and social media content on immigrants' self-identity. I will use Blumler and Katz's (1973) uses and gratifications theory and Giddens'es (1991) self-identity theory, since both

of these theories are still successfully applied in contemporary research of audience (see e.g., Quan-Haase and Young (2010) or Lincoln and Robards (2016)).

For the data gathering the semi-structured in-depth interviews within total of 10 Russian immigrants from the Republic of Kazakhstan living in the Czech Republic and Germany (all of them working men and women aged 25–50 years old) were conducted. The interviews were audio recorded. During the transcription of the recordings, the participants were anonymized using codes e.g., CZP01/DEP01. Using grounded theory for data analysis provided clear interpretation of the data (Scott & Howell, 2008). Therefore, the transcripts were openly and axially coded using the software Atlas.ti.

The results of this case study showed that some participants use content of online and social media as a discussion opener to demonstrate the knowledge of current local cultural and political situation which they perceive as one of the bases for their social integration. In addition, use of social media as Instagram, helps them to find necessary information on legal and work issues in local country. However, the knowledge gap regarding the new language and digital gap are also significant in the case of their social and cultural integration. Furthermore, the use of internet forums occurs in some cases as a main source of information, instead of news shared by the online media.

DMM08 - Approaches to media representations, meanings and framings

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PP 780   **New wars, old strategies. "Voluntary" return information campaigns between propaganda and psychological warfare**

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Developed in the 1970s in Western European countries, assisted voluntary return (AVR) and reintegration (AVRR) programmes for (rejected) asylum seekers and undocumented migrants have played an increasingly important role in migration management (Lietaert, 2016) and border control (Walker, 2019). AVR(R) have received, over the years, significant funding from the European Union. These programmes are implemented on the ground by the International Organisation for Migration (IOM), humanitarian actors (Van Dessel & Pécoud, 2020) and "community-based" agents as return migrants (Maâ, 2020).

The extensive scientific literature on voluntary return programmes (Andrijasevic & Walters, 2010; Cleton & Schweitzer, 2021; Gibney, 2008; Van Neste-Gottignies & Mistiaen, 2019; Webber, 2011) focuses on one main question: how "voluntary" are these returns? In fact, although these operations take place without any physical constraint, these "practices follow a coercive logic geared towards compulsory return under the ostensible guise of cooperation" (Cleton & Chauvin, 2020, p. 298). AVR(R) are generally presented as a more "human" and cost-effective way than forced return. When force and coercion prove insufficient (either for economic or "public image" reasons), persuasion becomes necessary in order to obtain "freely consented submission" (Joule, 1986; Joule & Beauvois, 1998) from migrants.

Relying on Belgian and European sources (good practice guides, legal and policy documents, fundraising documents, campaign materials, etc.), this paper analyses "information" campaigns surrounding voluntary return in light of the history of persuasive communication. These sources do not mention the terms of "propaganda" or "persuasion" and maintain that "information" ("timely, up-to-date and reliable information") is the main tool to encourage migrants to return home "voluntarily". What are the contents and vectors of these "information" campaigns? How to persuade people who have decided to leave their home country (generally for compelling economic or political reasons) to return "voluntarily"? What techniques and methods are used? On what kind of expertise and past practices are they based? By exploring the long-term trends of these methods and expertise, historical perspective sheds light on continuities between "new" communication strategies and long-standing propaganda and "psychological warfare" techniques used in the past.

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■ **DMM08 - Approaches to media representations, meanings and framings**

PP 781   Quoting practices and othering in journalism: Silencing of immigrants and refugees in the United Kingdom and Brazil

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Previous studies showed that journalism relies on public sector sources, and they suggest that a limited selection contributes to the process of othering and silencing of marginalized groups, such as immigrants and refugees (Robinson, 2017; Van Dijk, 2016). Immigrants are rarely sources of information within immigration coverage in legacy media, and journalists depend on public sector figures (Benson & Wood, 2015; Thorbjørnsrud & Figenschou, 2016). Drawing on previous literature on the diversity of viewpoints and othering figures, this study examines sourcing practices in the coverage of immigration issues in the United Kingdom (UK) and Brazil.

This study is based on a sample of 1,307 news items published between 2016 and 2018 in two widespread newspapers in each country. Using quantitative content analysis, the study tests the following hypotheses: (H1) News items that quote public sector actors as sources of information have a higher level of negative tone compared to news items without public sector voice; (H2) News items that quote immigrants or refugees as sources of information have a higher level of positive tone compared to news items without immigrants or refugees voice; and (H3) News items that quote pro-immigration organizations as sources of information have a higher level of positive tone compared to news items without pro-immigration organizations voice.

In line with our first hypothesis, the findings show that newspapers in the UK and Brazil represent immigrants and refugees negatively and that the most quoted type of source is public sector actors. In contrast, immigrants and refugees are rarely allowed to speak. By exploring different sources as a predictor of the tone of representation, results show that the more news items quote public sector sources, the more likely they are to cover immigration issues negatively. On the other hand, the more they quote immigrants and refugee sources, the more likely the news items will have a positive tone. Both results are in accordance with our first and second hypotheses. However, against our third hypothesis, results show that the more news items quote pro-immigration organizations sources, the more likely they are to cover the issue negatively.

This study contributes to the literature by including a western, educated, industrialized, rich, and developed (WEIRD) country and a non-WEIRD one, highlighting patterns in journalism practices between different contexts. By examining the association between the sources of the news and the tone of framing, this study contributes to understanding the value of plurality in journalism, considering its democratic function in society.

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■ **DMM08 - Approaches to media representations, meanings and framings**

PP 782   The impact of naming in migration media discourse

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Since mid-2010, migration has been under the political and media spotlight. The so-called refugee crisis is a discursive and media event (Calabrese, 2013) that is extensively studied in academia. Some researchers seek to

understand what characterises it (De Cleen et al., 2017), the different framings it is subject to (Berry et al., 2016) and the effects of these framings on opinion (De Coninck, 2020).

In parallel with this content-based research, the framing of an event can also be observed through naming. Indeed, words defining people on the move (e.g., *refugee, (im)migrant, asylum-seeker, illegal, displaced person*) are numerous in media discourse and are not fixed in time. Far from being trivial, the act of naming is equivalent to "taking a position with regard to the thing named, which designates, at the same time as the object named [and] the position taken to name it" (Siblot, 2001: 15). Moreover, the circulation of denominations and the processes of recategorisation and decategorisation help define the event or the person designated under the denomination and thus participate in the construction of social reality (Veniard, 2013). The denomination is updated as it encounters new co-texts. Some modifications or actualisations stabilise and enters the collective memory (Calabrese, 2013). As a result, the meaning and reference of people denominations evolve according to events and social representations, contributing to constructing both the public issue and the image of the social actors involved.

This communication aims at presenting the results of my thesis that seek to understand, through a lexical discourse analysis, the way terms referring to people on the move in media discourse circulate and how their meaning evolve. The corpus gathers more than 80,000 articles and 3,000 TV news items broadcasted from March 2015 to July 2017. This analysis shows the differences in the usage of denominations in both languages and the discursive conflicts at stake in Belgian French- and Dutch-language media.

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■ **DMM08 - Approaches to media representations, meanings and framings**

PP 783 **Contextualising the discourse of openness and closure on migration in Europe: A longitudinal cross-media and cross-country perspective**

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Social media play an increasingly important role in the diffusion of political ideas about migration. The presence of political actors on social networking sites is rapidly increasing, and some authors argue that social media have become so important that politicians now use them as the preferred venue for propagating new policies or ideas or as vital part of a larger communication strategy that includes traditional media. The political role of social media has quickly become one of the more established themes in political communication research. This also includes the use of Twitter. The political distinction that seems to dominate current political debates is the distinction between openness and closure. If openness and closure are paramount in two key discourses in the Western Twitter debate on immigration (Zaghi, 2018, Nicasio Varea et al., 2020), one might expect to find them in four European neighbouring countries: Austria, Germany, Italy, and Hungary – four countries that received a considerable number of asylum seekers during the European migration crisis in 2015–2016. Eight Twitter accounts are scrutinised to compare the views of traditional parties (center-left, ecologist, liberal, and conservative) with those of the "new" far-right, anti-immigration parties. We considered a large sample period spanning from January 1st, 2015 to May 1st, 2021 (8,122,143 words). A corpus-based linguistic analysis shows that the concept of "borders" is central to the discourse of the right and far right, while left-wing/centrist politicians favour the term "integration". Nevertheless, both far-right and traditional parties use discursive "safety valves" to stave off attacks from the other side. Right-wing/far-right politicians strive to avoid accusations of racism, while left-wing/centrist politicians fear being represented as blindly believing in the benefits of immigration. Regardless of political affiliation, opposition politicians also tend to take an antagonistic stance in their communication. We examine the Twittersphere against the background of

survey data gauging attitudes towards migrants and refugees in the adult majority population in the four countries under study. What emerges from this is not a one-dimensional negative attitude towards migration, migrants or refugees, but a diverse picture, whereby the opinions are related to, among others, exposure to different types of media. Furthermore, we plan to conduct a network analysis of the data to visualize and investigate the relations between mentions, quotes, replies and hashtags to represent the links and boundaries between the parties in their national contexts. In short, this cross-media and longitudinal Twitter analysis gives us a close look at a discourse on migration, migrants and refugees, and the view of host societies as they seek to reconstitute their national identities.

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DMM09 - Digital platforms and methods

PP 859   Female Instagram bloggers with migration background covering pandemic in 38 countries: joint efforts of a weak public

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Women form the "hidden majority" of post-Soviet migration and represent the most socially active part of migrant communities (Morgunova, 2011, 2014). They perform a significant role in development of migrants' communicative connectivity (Hepp et al., 2012; Leurs & Smets, 2019). As Instagram users, they run blogs about their migration experience and collaborate to raise their visibility on the global scale. Instagram provides users with several affordances, including enough space for bloggers to mention each other to stress the collaborative nature of the content creation. These affordances have led to the development of a new type of user structure: shared mediated discussion milieus emerge being created by networked micro-publics (author, 2021). They are based on collaborative efforts of content creators who aim at gaining attention of limited groups of users.

My previous research has shown that female bloggers perform cross-national grassroots critique beyond news agenda inspired by cross-national comparisons (author, 2021). In 2020, female bloggers residing in almost 40 countries used the established global ties to collaborate in the form of a one-time publication of posts on the same topic, united by a unique hashtag and including direct links to bloggers from other countries. Thus, they succeeded to start a continued online-discussion during the COVID-19 outbreak in Russian language on the global scale.

In this paper, I explore how female Russian-speaking Instagram bloggers formed a global 'weak' public (Fraser, 1990) and created an alternative arena where people from different countries shared information and perceptions of pandemic, including judgements of governmental efforts and care about migrants.

The dataset includes 120 posts published with unique hashtags and the comment sections with 12,466 comments. With the social network analysis, I reconstructed two networks of Instagram users through SNA: content creators and commenting users. The findings suggest that a network of bloggers producing content presents a core of this public and exists in a new form of media that we call 'ad hoc media'. In the arena constituted by ad hoc media, Russian-speaking migrants living in different countries could discuss the measures that states were taking to defeat the pandemic. At the same time, this global networked public remains a "weak public" that has not transformed into a participatory counter-public sphere.

Semi-structured interviews with the bloggers and discussion of the results of the SNA allowed me not only to deepen by understanding of the collaboration between them but also to perform 'researching with', at least, to some extent.

Diaspora, Migration and the Media

PP 860   Education and migration in Social Networking Sites (SNS): What migrants debate about education in Facebook groups of Brazilians in Germany

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This proposal explores what topics relating to education are discussed in Facebook groups of Brazilian migrants – or aspiring migrants – in Germany. The study contributes to the analysis of the roles of digital media in transnational migration pathways, with a focus on migratory projects based on educational opportunities. The online connections made possible by those online groups are defined here as "latent ties" (Haythornthwaite, 2002) and interpreted as knots of a social network that can contribute to the accomplishment of educational and migratory projects (Jayadeva, 2020). Methodologically, the study applies a qualitative content analysis to posts and comments written in six "active groups" (groups with at least a thousand participants and at least three posts per week) that were divided into city, vocational education and training (VET), and professional groups (nurses and IT professionals). The posts collected amounted to over 155 thousand words. The results reveal an important gendered aspect particularly within the professional groups and point towards the relevance of pre-existing material conditions. Against that background, the main argument is that although SNS groups might be relevant information sources for newcomer migrants, that does not necessarily contribute to overcome inequalities in the access to educational opportunities abroad. Particularly, the comparison between the two professional groups reveal that while IT-professionals apparently manage to maintain their middle-class status after migrating, whereas for nurses migrating is a way to find better payment and stability, in spite of the initial low stipend paid during their VET training and a perceived downgrading in their responsibilities and recognition for their studies. This situation is also common in VET groups, in which university graduates express their frustration with the labour market and work conditions in Brazil and see an opportunity to have access to socioeconomical stability by pursuing VET in Germany and establishing themselves in the country afterwards. For these groups, high salaries are not a topic of concern, at least not in top priority – more important are stable income and living conditions. Hence, as much as latent ties established on SNS can be useful for migrating through educational opportunities, they cannot substitute pre-existing socioeconomic conditions or strong social ties for socioeconomic ascension.

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PP 861   Algorithmic (in)visibility among immigrant tiktokers

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This paper derives from a research project exploring the narratives and creative practices of Latin American immigrant tiktokers living in Spain and the United States. It draws from a 16-month ethnographic study of 53 content creators and influencers. The aim of this paper is to expand current understandings of the opportunities afforded by social media platforms like TikTok to traditionally disenfranchised communities such as immigrants, whose voice and agency face various digital symbolic and material borders (Chouliaraki & Georgiou, 2019).

In this case I focus on the expansion of the concept of algorithmic (in)visibility (Author, 2022). This concept refers to the creative practices deployed by immigrant creators —and possibly by other marginalized groups— though their content and narratives, to negotiate its conspicuousness. This occurs in the face of guidelines and moderation frameworks established by the platform (Gillespie, 2010, 2018), and the different communities of creators, through specific affordances and platform vernaculars (Gibbs et al., 2015; McVeigh-Schultz & Baym, 2015) to negotiate their visibility within TikTok's algorithmic structures. This concept can also be broadened by current understandings of social capital enabled by these platforms, understood as the attempt to access resources that are necessary to become part of the receiving society and the community of creators (Ellison & Vitak, 2015).

To exemplify the proposed concept, I carried out a multimodal content and discourse analysis of illustrative examples that show the ways in which the different TikTok formats and configurations are deployed by immigrant creators. The results suggest that these creators adapt their contents to established platform vernaculars through memetic

and interactive creative practices. They do this to convey contents that are often controversial and that show a more authentic version of their migratory experience and unique identity. In many cases their (self)representations counter mainstream narratives that attempt to pigeonhole them into a monolithic group.

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DMM09 - Digital platforms and methods

PP 862   Hi girls, you know everything! Emigrant Facebook groups as a transnational space of support

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One of the ways for emigrants to maintain relationships within emigrant diaspora and with the home country is internet. Internet, particularly social media, enables contacts among dispersed groups in an extent that was not possible before. Internet has become an important part of many dimensions of emigrants' life, e.g. it provides structure for creating networks, means to maintain identity, space for mutual help (e.g. realised through fora, FB groups), means for political mobilisation, etc. At the same time, internet provides opportunity to observe interactions among people and can be a useful tool to implement research of emigrant networks and life of diaspora, as well as its transnational connections (Kissau and Hunger, 2010).

Presentation deals with FB groups of emigrants from Lithuania. It will mostly, but not exclusively, focus on women emigrants' groups, as they show the widest variety of content and functions among all reviewed emigrant FB groups. A brief look at these groups suggests that the groups are mostly oriented towards exchange of practical information and advice. However, a closer examination reveals different directions of their potential functions:

- to support emigrants' functioning in the host country, their integration into its life and culture (through advice on host country's institutions, procedures, documents, as well as customs and other various aspects of life in the host country);

- to maintain transnational connections among the fellow country(wo)men and with the culture of the home country (through support for preservation of elements of the home culture in emigration like food, music, pastime activities etc.; expressions of nostalgia for the home country culture; search for emotional support and new 'real' (as opposed to virtual) connections within diaspora; as well as the transnational nature of the groups, which include both emigrants and former emigrants);

- to support return and reintegration into the home country (through advice on practical aspects of return and depiction of positive stories of return).

Thus, it seems that emigrant groups function as a zone of comfort where one can get support from the fellow country(wo)men on almost any matter and enjoy communication among those who understand each other without explanations. Analysis will focus on the interplay between the pull of these groups towards the host vs. the home country and will discuss how they function as a space for transnational imagination of diaspora.

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■ **EMS01 - Emotion and the suffering of others**

PP 028   **Beyond the nation as imagined community? Competing emotional evaluations of conflicts in TV news and on YouTube**

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Regarding journalism as an affective institution (Lünenborg & Medeiros, 2021) that mediates information as well as affect and emotions in public discourse, we explore how actors outside of the professional journalistic field, such as content creators on YouTube, may challenge journalism's previous near exclusivity in offering emotional evaluations of current events.

Today's hybrid media system (Chadwick, 2013) enables the rise of affective publics (Lünenborg, 2020; Papacharissi, 2015), which form in particular on networked, fluid settings such as social media platforms, as users gather around hashtags to exchange affective reactions to events as part of online debates. This context may increase the reach particularly of content creators who we call parajournalistic actors. This term highlights that, although they do not claim belonging to the journalistic field, these actors are gaining importance in audiences' informational needs (Andı, 2021) due to the mix between high positionality and news they offer.

Parajournalistic actors may propose affective interpretations of current events that strongly diverge from legacy media news. In order to empirically assess these differences, we compared TV news aired on the German public service broadcaster ARD and videos produced by popular German-speaking YouTubers about two recent conflict-ful events related to far-right violence in Germany: massive riots in 2018 in the city of Chemnitz and a terror attack in 2020 in Hanau, where nine people were killed after being targeted by a shooter with racist motivations.

In total, we performed a qualitative video analysis (Mikos, 2013) of 32 TV shows (Chemnitz: 21; Hanau: 11) including daily news formats and journalistic magazines as well as 14 YouTube videos (Chemnitz: 7; Hanau: 7) with over 5000 views each. In particular, we identified *affective registers* (Töpper, 2021) applied in TV news and on YouTube videos, i.e. what *discursive and aesthetic means* were employed in order to offer modes of affectively addressing the audience.

Our results indicate that, while TV news often focuses on politicians' emotions as representatives of the nation and on stabilizing elements such as collective practices of solidarity at the face of potentially divisive violence, YouTubers tended to employ affective registers to break down this nation as a whole by explicitly focusing on the affects of subgroups (victims, supporters), thus challenging the image of the "nation as imagined community" (Anderson, 1983). In addition, they also encouraged audiences to engage in affective media practices (Lünenborg & Maier, 2019) and, thus, circulate own reactions through liking, commenting or sharing the video. This raises questions about how journalism may position itself in a context of increased interaction and singularity while also still deeply connected to the national state.

■ **EMS01 - Emotion and the suffering of others**

PP 029   **Witnessing distress: cultural workers' processing of inequality and vulnerability through social media practices**

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The COVID-19 crisis has intensified insecurities within the cultural sector involving cancellations and postpone-ments of events and a loss of income and planned productions (e.g. Flore et al. 2021). In our ongoing study, we examine how Finnish cultural workers make sense of their professional lives and communities on social media platforms in the context of prolonged pandemic. To analyse the interviews with cultural workers from different fields (theatre, literature, film and television, music, circus), we invoke the concept of media witnessing (Kyriakidou, 2015) proposed to account for audience participation and engagement in moments of crisis. In this paper, we argue, first, that particular modes of media witnessing have offered Finnish cultural workers key mechanisms to articulate and process experiences of inequality and vulnerability. Secondly, we suggest that in the context of social media platforms, user engagement entails new aspects of media witnessing.

The data comprises 26 focused interviews collected via Zoom and by phone from August to November in 2021. The interview frame focused on the role of social media interactions during the crisis and the impact of the pan-demic on their work and professional communities. In our data, cultural workers' perceptions of others' distress illustrate two distinctive modes of witnessing. During affective witnessing, emotional engagement with others' grievances through social media is foregrounded (e.g. McGrane et al. 2021). Previous research has shown how

affective witnessing In networked media environments entails compassion and a sense of shared vulnerability. Furthermore, the roles of witness and listener/audience testimony-producers and audiences are blurred (Papailias 2016). *Politicised witnessing* occurs when cultural workers voice complaint, demand political accountability and seek explanations for their own and others' distress. In our data, feelings of indignation, disappointment, and bitterness dominate. Moreover, we recognize a new mode of witnessing, reflexive of the particular context of social media platforms, and call it *speculative witnessing*. While cultural workers are eloquent in expressing empathy and political discontent, and they identify with a shared struggle, they anguish over the platform logic and a lack of overview. Imaging the functions of algorithms, they speculate about filter bubbles and curated news feeds, missing important information and embracing partial perspectives.

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EMS01 - Emotion and the suffering of others

PP 030 Emotional realities – immersive journalism's impact on the journalistic dichotomy of emotion and reason and their ethical dimensions

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For a long period of time the dichotomy of emotion and neutrality was the centre of journalistic self-perception. Excluding emotional aspects in news reporting was seen as essential in order to fulfil standards based around objectivity and neutral descriptions of realities. But emotion and rationality are complementary elements when it comes to the mediation and discussion of knowledge (Blank-Libra, 2017, pp. 21–22). Not only the change in journalistic core values and a more inclusive approach to emotions as part of reporting events, also the uprising of new media forms is challenging this dichotomous view.

One example of these new media forms is immersive journalism, that is based on different immersive media, such as virtual reality (VR). In comparison to other novelties in digital contexts, VR is not only the advancement of an already existing media form, but a completely new form of its own (Bailenson, 2018, pp. 10–11). The immersive characteristics result in an increased importance of emotion and empathy due to the possibilities of transporting news stories through new perspectives and convey the feeling of presence (Doyle, Gelman & Gill, 2016, p. 21). Therefore, immersive journalism stresses the role of emotion and empathy in journalistic storytelling even more. But subsequently, due to the focus on objective and neutral centred guidelines and work routines, there is a lack of reference points regarding emotional aspects in news reporting. This circumstance creates new ethical questions, especially in the context of immersive journalistic productions by using more emotional challenging environments.

To outline the ethical dimensions that emerge from the increased importance of emotion in storytelling of immersive journalism and the innovative technology, it is necessary to compare existing guidelines and their ethical core areas. To get an overview of the already contained ethical considerations regarding emotional and empathic aspects, a qualitative content analysis of 26 ethical codes of conduct was made. This analysis consisted mainly of frameworks from Europe and North America, but also included frameworks from international news companies. As the results show the main part (n = 16) of the derived categories (n = 19) concentrated on mostly objectivity based journalistic values. But these often interfere with the necessities of digital and virtual content production, especially with regard to emotional aspects. Therefore, an adjustment of ethical reference points is inevitable, to include emphatic and emotional considerations in immersive content production, without to negate the ethical core considerations of affected principles.

In summary, this abstract argues for opening up a broader view on ethical considerations of journalistic guidelines, to incorporate the hitherto neglected emotional perspective in journalistic content production and to re-evaluate the impact of the technological innovations of immersive journalism on existing frameworks.

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EMS01 - Emotion and the suffering of others

PP 031   Feeling the news: How young Danes balance objectivity ideals and emotive realities of news use

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Two recent developments in journalism studies, an audience turn (Costera Meijer, 2020) and an emotional turn (Wahl-Jorgensen & Pantti, 2021), have brought to light realities of news use that have consequences for the idealized role of journalism in civic life and deliberative democracy. Within the audience turn, research has called attention to ways in which media-use contrasts with citizenship ideals about civic orientation (Ytre-Arne & Moe, 2018), while the emotional turn has shown audiences' emotional involvements with news to be more varied than what is prescribed by normative civic ideals about objectivity (Wahl-Jorgensen & Pantti, 2021). The conflict between ideals and realities of news use are especially interesting because news producers and disseminators rely on the second factor, that is the varied emotional appeals of journalistic content, to solve the first issue, that is the gap between the amount of news people are interested in consuming, versus the amount that has been considered civically ideal, or for that matter economically viable for journalistic industries in the highly-digital media environment (Beckett & Deuze, 2016; Lecheler, 2020). Nonetheless, the reliance on emotion to attract audience attention to journalistic content on digital platforms has not spelled the end of unemotional objectivity civic ideals, as indeed it did not in pre-digital news landscapes wherein emotion similarly played an important role, including in non-sensationalist news genres (Peters, 2011). The tensions between practice and ideal raise the question of how news users themselves value and make sense of the much-studied roles of emotion in their everyday lives with journalism and news media.

This paper reports on the findings of an iterative study in which a quota sample of Danes, aged 18 to 24, were asked about their information seeking practices using a combination of semi-structured interviews and a card sorting exercise to prompt reflections about a broad spectrum of media types that young adults may turn to for information. Interviews were conducted in 2019 and again in 2021 to locate changes to participants' media repertoires (Hasebrink & Hepp, 2017) and understand their sense-making of the role of emotion in their changing and changed repertoires. Like older generations, young adults have normative ideas about news use to which their actual news practices may not conform (Costera-Meijer, 2007; Sveningsson, 2015), potentially impacting their view of themselves as civic participants as well as their news practices. This paper finds that such ideals are not isolated to perceptions of more and less appropriate kinds of media, but also encompass perceptions of more and less appropriate emotional interactions with those media. It furthermore identifies efforts by participants to bridge or evade their own perceptions of emotion/reason dichotomies as they assert their civic identities along with early adulthood, while maneuvering the hybrid media manifold (Couldry & Hepp, 2016) in which they also developed their initial youthful media habits.

EMS02 - Ethics and Mediated Suffering

PP 136   Whose story to tell? Public narratives of domestic abuse

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Domestic abuse thrives in silence and darkness, and thus feminist activism has long been concerned with amplifying the stories of women who experience abuse. One dilemma faced by feminist organisations is how to communicate to stakeholders in a way that is compelling, but also resisted the pressures to sensationalise the issues in order to attract attention, sympathy, or funds. A pitiable photo of a pretty young woman with a black eye might attract attention and inspire sympathy, but it implies that abuse is necessarily, or only, physical. Furthermore, there are profound ethical concerns around imagery that represents people as passive objects of pity, rather than as agentic subjects with the right to live with dignity regardless of whether they are sympathetic. Conversely, a reluctance to represent the physical effects of abuse could be seen as shying away from the extreme brutality of men's violence against women and children. Every decision to represent one truth is a decision not to represent others.

This paper will consider domestic abuse campaigns from Scottish Women's Aid (SWA), a Scottish feminist organisation that lobbies and campaigns for policies and practices to address domestic abuse. SWA also serves as a central co-ordinating hub for a network of autonomous services that provide direct support in local communities.

One communication strategy SWA uses is to anonymise and amalgamate the stories of the women that use women's aid services. While protecting women's identities is understandably a priority, this technique can serve to abstract the women from their own stories in service of organisational objectives. This raises questions about the balance of power between organisations and the people they serve when deciding whose voices are heard and how. This paper will consider those questions, as well as versions of such strategies that can redress some of the power imbalances between organisations, viewers, and the women themselves.

This paper will draw from a larger social semiotic analysis of visual materials produced by Scottish organisations that campaign to end various forms of men's violence against women. The materials analysed include posters, videos, websites, social media, and other visual media. The methodological approach is multi-levelled: moving between the level of the text to the level of the broader representational landscape. Close readings of the artefacts themselves are supplemented with contextual information gleaned from archival documents and interviews with key professionals who were involved in the creation or delivery of the campaigns.

EMS02 - Ethics and Mediated Suffering

PP 137   Everybody hurts? Race, class and mediated suffering in reality TV show Sweatshop: Dead cheap fashion

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Situated in border territories between information and entertainment, documentary and drama, reality TV shows are among the most popular entertainment programmes around the world (Hill, 2014). In this paper, we investigate the ways that this popular, hybrid genre, encompasses discourses around (distant) suffering through the lens of class and race, by closely analyzing the multimodal strategies mobilized to represent working conditions in the global garment industry in the first season of the Norwegian reality show *Sweatshop: Dead cheap fashion* (2014–). Specifically, the show follows three young white Norwegian fashion bloggers as they travel to Phnom Pehn, Cambodia in order to spend one month living there and working at local garment factories. As the three youngsters radically move out of their comfort zone, they get a first-hand experience with the reality of the working conditions in fast fashion – the low wages, the long hours and the pressures to do the job efficiently and swiftly – and the living conditions in the Global South.

Building on previous literature on the relationship between reality TV, suffering, othering, and poverty and drawing from theoretical perspectives on mediated suffering (Chouliaraki 2006, 2013; Kyriakidou 2015), media witnessing (Ellis 2002, Frosh & Pinchevski 2011), and ethical spectatorship (Enwezor 2008; Sobchack 2004), our aim is to offer a critical reading of reality TV's negotiation of distant suffering and (re-)activation of compassion through the study of mediated representations of working conditions in the Global South. More specifically we look at the following questions: (1) In what ways does reality TV evoke or obliterate the presence and suffering of people who are normally under-represented and unseen? (2) In what ways does reality TV produce encounters in which the viewer feels present and engaged? (3) How do the strategies used to activate the viewer's compassion reflect back on power inequalities and race/class-related hierarchies?

By applying a multimodal critical discourse analysis (Pollak 2008; van Leeuwen 2008) focusing on the verbal and visual representation of social actors and strategies used to legitimate authenticity and activate compassion, this paper offers an empirically grounded analysis of the ambivalent ways that reality TV turns human suffering into entertainment. In this way, we aspire to contribute to a deeper understanding of the ways multimodal discursive strategies applied in these hybrid genres serve to re-contextualize distant suffering and to subtly (re)produce a nationalistic self-image of superiority in relation to race and class. Preliminary findings include (i) the extended use of the strategy of *domestication* through the use of privileged white people as main carriers of the story, (ii) a *recontextualization* of suffering through an emphasis on the suffering and pain of the privileged white people, (ii) the representation of the suffering of 'others' as a proxy to represent Norway as a moral superpower.

Keywords: reality TV, suffering, distant others, Global South, working conditions, whiteness, compassion fatigue, MCDA, *Sweatshop: Dead cheap fashion*

■ **EMS02 - Ethics and Mediated Suffering**

PP 138   The politics of regret from storytelling to political activism. Elie Wiesel's ethics of mediating suffering

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Holocaust memory and its human suffering are still the most active collective memories around the globe. Moreover, lining up to the national and international institutional platforms of commemoration, representation, and media coverage of Holocaust memory seems to be an explicit intentional mark of political progress.

Elie Wiesel – Nobel Peace Prize Laureate (1986), calls the adaptation of NBC "Holocaust" (1987) "untrue, offensive, cheap: as a TV production, the film an insult to those who perished and to those who survived. Spite of its name, this "docu-drama" is not about what some of us remember as the Holocaust". "If they make you cry, you will cry for the wrong reasons" would Elie Wiesel say in an article published in the New York Times in 1987. This stands as his core perspective regarding this type of mediation of the Jewish genocide memory and human suffering in general.

Other current positions shed a different light on the popularization of the Holocaust. The story-sharing website for amateur and professional writers Wattpad – "The world's most-loved social storytelling platform" as declared on the webpage "connects a global community of 90 million readers and writers through the power of story". The platform offers over a thousand "story deals" and 3K results about the Holocaust, most of them built on the same patterns of standard stories revolving around a similar romanticized plot.

Even if awareness of the Holocaust, an important issue to be taken into consideration, would be among the positive aspects of this type of narrative, the issue must be carefully handled when referring to the ethical dimension of genocide topics coverage and mediation of suffering.

What is considered to be the "bad writing" as Berel Lang (Lang, 2003) affirms, this sentimental and cliché type of representation, at the limits of "comfortable Holocaust" as Saul Friedlander formulates it (Friedlander, 2000), this type of "fun fiction", makes clearer the importance of media usage and its ethics in instrumentalizing features of human suffering.

The moral implications of our decisions and our actions are the most advanced ethical values in Holocaust education. Following the case of Elie Wiesel, the paper will try to outline what are the political and moral implications inherent in the representation of suffering, how did Elie Wiesel through media and journalism, managed to transform the practice of witnessing into the practice of action, transforming the victims into witnesses through media and public discourse, and what are his solutions in order to challenge stereotypes and sensationalism through an effective, engaging humanitarian communication.

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Film Studies

PP 019   Into the Darkness – and the tradition of Danish occupation films

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Since 1945, Denmark has witnessed a steady production of occupation films and TV dramas. For the period 1945–2022, I have registered 34 feature films and 11 TV drama productions (single plays and series, see also Kindtler-Nielsen 2017). No decade has been left deficient in occupation films. In this paper, I shall focus on *Into the Darkness* (Anders Refn 2020 &2022), asking why this genre has had such a continuous impact and, according to the number of box office admissions, keeps up its appeal.

Researchers from different European countries and beyond agree that occupation films have significantly influenced the processes of understanding, interpreting, and coming to terms with crucial and traumatic events before, during and after the German occupation (Sorlin 1991, Villadsen 2000, Hewitt 2008, Iversen 2012, Burke 2017). From Norway and Denmark to France and the Netherlands, these films form an essential part of memory culture and debates of national identity. According to Erll (2012), visual media play a crucial role in the collective remembrance of history. As part of my theoretical framework, I shall discuss in which ways these general assumptions are valid for the tradition of Danish occupation films.

Research into the history of the occupation period since the 1950s in Denmark has produced many revisions of the original history that tended towards highlighting the heroic role of the resistance movement (Christensen, Lund, Olesen and Sørensen 2015). Partly based on this kind of research, partly due to an increasing distance in time, post-generations of film directors have been able to produce films asking difficult questions concerning previously underexposed matters, such as the so-called 'German girls', the extent of collaboration, Eastern Front volunteers, and German post war refugees.

The history of Danish occupations films comprises very different ways of approaching the national trauma. There is a long way from *The Invisible Army* (Johan Jacobsen, premiere d. 6.10.1945), the first film, celebrating the resistance fighters from a near-authentic perspective, to *Into the Darkness* (Anders Refn 2020 &2022). Using textual and contextual analysis, I shall highlight in which ways *Into the Darkness* deals with the troubled balance between resistance and collaboration and in which ways earlier contributions to the genre echo in the film.

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PP 020   Screening multiple identities. (Sub/trans)national discourses in post-war Belgian cinema

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After the Second World War, a variety of national (Belgian), subnational (Flemish and Walloon) and transnational (Benelux, European, global, diaspora, etc.) identity discourses circulated in Belgium. Departing from the observation that cinema in Belgium has always served as an important site of contestation for discussions on cultural identities, this paper presents a new research project on how post-war Belgian films related to multiple national, subnational

and transnational identity-building processes. The timeframe runs from 1944 to 1960, a crucial period to study as it determines the direction of identity-building processes and discourses up to the present day.

It is generally agreed upon that in post-war Western Europe, traditional national identities, which had been formed during the 18th and especially the 19th centuries, were still standing strong. Yet, both subnational and transnational processes increasingly challenged the dominant position of national identities. Notwithstanding this multiplicity of (sub/trans)national discourses, most research on the role of the media focuses on just one of these discourses. To better grasp the complexity of the relationship between media and cultural identities, it is necessary to put the multiplicity of identities, and the relations between them, at the centre of analysis. That is what this study aims to do by focusing on film production in Belgium after WWII, where various national, subnational and transnational discourses were circulating.

We propose to study the relationship between post-war Belgian cinema and (sub/trans)national discourses through a combination of three approaches: 1) The construction and analysis of a historical database on the post-war Belgian film industry, thereby providing insight into the (sub/trans)national character of the financing, (co-)production and circulation of the films as well as the key industry professionals and their (sub)national, colonial and migrant backgrounds; 2) The analysis of (sub/trans)national representations in a selection of ten films, thereby not only paying attention to explicit, 'hot' (sub/trans)national elements but also to implicit, 'banal' ones. Special attention goes to migrant and colonial identities and how these relate to (sub/trans)national discourses; 3) The analysis of the production and reception of the same selection of films, thereby investigating how the films came about and how (sub/trans)national motivations and views on cultural diversity played a role in the production process and how the public debate deals with the (sub/trans)national discourses in films.

Apart from its relevance for Belgian film history and the development of (sub/trans)national processes in Belgium, this research project aims to provide an original contribution to the international research field on film and (sub/trans)national identities by putting the multiplicity of and the relations between identity discourses at the centre of analysis.

FAS01 - National cinemas and beyond

PP 021   Replaying NO-DO: Football, Power and Images in Francoist Film Newsreels

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When it comes to the impact of cinema in popular culture (Hake, 2010), the use of sport imagery by European fascisms in the 1930s stands as a critical example of how entire societies can be shaped or repressed (Gori, 2004) with long-term effects. On that note, Spanish media history is especially symptomatic, given that since the Civil War until today, sports and particularly football, have generated an ecosystem of communicative processes, public figures and visual motifs with deep implications within the structures of political, economic and civil powers in the country. The reinforcement of such system goes back to the use of film and propaganda under Francoism, the imagery that J. A. Durán (2003) and Carlos Marañón (2005) labeled *nationalfootballism*, a reappropriation of the historical concept *nacionalcatolicismo*. This term comprises a unique intermedial corpus of cinematic fictions, newsreels and photojournalistic coverage, where big football stars performed as actors in films while they appeared in NO-DO official documentaries and on the covers of popular newspapers and magazines, thus creating a series of key historical, political and sociological ramifications.

Accordingly, in dialogue with previous research from the fields of film studies (Crosson, 2013; Garin, 2020), sport sociology (Elias and Dunning, 1986; Bale, 2003), theories of nationalism (Balibar and Wallerstein, 1991; Quiroga, 2013), and visible evidence (Sánchez-Biosca and Tranche, 2001; Azoulay, 2008), this paper studies the patterns of cinematic representation and performativity of football within the archive of NO-DO Francoist film newsreels. Its goal is to document and expose the relations between football, power and images, fostering critical thinking about the long-term impact of such popular imagery in Spanish society. Part of a new research project funded by MICINN, *Football and Visual Culture under Francoism* (PID2020-116277GA-I00), this contribution will combine a quantitative survey of all sport-related film content within the archive of NO-DO with a qualitative analysis of its key figures, narratives and visual motifs, looking forward to receiving critical feed-back from our colleagues at the ECREA's Film Studies Section, and the Communication & Sport Working Group.

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FAS01 - National cinemas and beyond

PP 022   On Land, Memory and Masculinity: Silent Undoing of Nationalist Myths in The Wild Pear Tree

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This paper discusses contemporary Turkish filmmaker Nuri Bilge Ceylan's endeavors in particular to create a discreet dialogue between the forgotten (Armenian and Greek) past in opposition to an enforced memorial presence (AKP's monumentalism and its Islamic/nationalist mythmaking) and the decades-long legacy of the Battle of Gallipoli (1915), Gallipoli memorials, national myths and genocide denial. Nuri Bilge Ceylan's latest trilogy, including *Ahlat Ağacı* questions nationalist frameworks while pointing to caesuras and instabilities in national myths, bringing loss and amnesia into the presence of cinematic storytelling. Drawing on cinematic expressions of perpetrator inheritance and masculinities, this paper attempts to shift dominant contemporary Turkish political/nationalist and exclusionary debates to a culturally cohabitant spectrum of resistance and remembrance through the use of cinematic fantasy. The focus of the article is on Nuri Bilge Ceylan's film *Ahlat Ağacı* and the narrative/visual devices through which the myths of Gallipoli are unsettled. Through the film, perpetrator inheritance is questioned through male characters who refuse to succumb to hegemonic modes of masculinity and concomitantly reject nationalist monumentalism and nationalist rhetoric. Through this cinematic refusal by an anti-hero (Sinan), the film addresses the crisis of masculinity in perpetrator cultures and signals the impotence and vanity of nationalist masculinities. The film engages with the role of cinematic storytelling in creating possibilities for voicing and empowering the coexistent parallel memories (nationalist and topographical) visually within a cinematic/metaphorical framework. Drawing on cinematic expression of memories of perpetrator trauma and hegemonic masculinity theories, the paper attempts to shift dominant contemporary Turkish political/nationalist and exclusionary debates to a culturally cohabitant spectrum of resistance and remembrance through the use of the concepts of cinematic fantasy and literalism.

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FAS02 - Film policies and institutions

PP 123   Discourses of cultural diversity and inclusion in Flemish film policy (2002–2021)

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Whereas diasporic filmmakers have been gaining more access to mainstream film production in Flanders, a plethora of exclusionary practices has been simultaneously constraining the work and employment options of ethnic

and cultural minorities. Interest groups such as Represent have advocated for diasporic creative workers in the film industry by adding issues of social exclusion and the lack of (self-)representation to the film policy agenda. While the Flanders Audiovisual Fund (VAF) has responded by emphasizing their awareness of "the diversity conundrum" and by acknowledging the need for change, critics keep highlighting the responsibility of policymakers. Therefore, I aim to scrutinize how Flemish film policymakers and industry stakeholders have conceptualized, framed, and operationalized matters of cultural diversity and inclusion in the last two decades. Who are the relevant actors with political power and what are their dominant expressions in language and practice? How do these discourses relate to broader ideological underpinnings and how are they materialized into the concrete governance of Flemish film production?

To answer these questions, an interpretive policy analysis (Yanow, 2000), building on the methodological insights of critical discourse analysis (Fairclough, 1992) is currently being carried out, using a database that was previously set up with all the publicly available Flemish film policy documents (i.e. legislative material, managerial agreements, annual reports, parliamentary discussions, …) from 2002 until now. In the next few months, these policy documents will be supplemented with in-depth, semi-structured expert interviews. Intermediary results of the document analyses suggest that discursive commitments to social justice and multiculturalism in the political process were simultaneously dovetailed with the liberal mantra of difference-blind universalism and the prevalence of commercial values. The result has been a toned-down and ambiguous lexicon of "creative diversity", "interculturalism", and "inclusion" that fails to inflict any form of structural change. It is a mode of address that depoliticizes and even obscures diasporic issues of discrimination and social exclusion.

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■ **FAS02 - Film policies and institutions**

PP 124 Film policy in times of Covid-19 Rethinking the impact of policy studies in the case of South Africa

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On 8 February 2022, the United Nations Educational, Scientific and Cultural Organization (UNESCO) launch the third edition of the global report, 'Re|Shaping Policies for Creativity: Addressing culture as a global public good.' During the launch it was clear that the cultural and creative sectors have an important part to play in the global economy in terms of providing jobs, and that governments can play a larger role in regulating policies for these industries. Despite their contribution to the economy, the report highlighted that while public investment in culture and creativity differs among countries it has also been declining over the past decade (UNESCO, 2022). The global pandemic (Covid-19) brought about major changes and shed light on how fragile and unregulated the creative sector is at present. Although the demand for content increased, many of the creatives working in the cultural and creative industries found themselves unemployed without any social benefits.

The South African government has acknowledged film as part of the wider cultural and creative industries. As such the sector has been recognised for its potential in terms of job creation, skills transfer, social cohesion, and economic development. Although South Africa was one of the countries to provide government support in the form of financial relief mechanisms e.g., the Presidential Economic Stimulus Programme (PESP), National Film and Video Foundation Covid-19 Relief Fund, according to the South African Cultural Observatory (SACO), many of these creatives may have exited the cultural and creative industries permanently (SACO, 2021).

Film policy studies as its own area of research have gradually gained visibility. This can be seen in the edited publications by Hill & Kawashima (2016) and Mingant & Tirtaine (2017) who brought together scholars working on film policy in various countries around the globe. Framed within the field of film policy studies, this paper aims to rethink the impact of film policy studies on government policy, using South Africa as a case study.

Making use of an interpretive policy analysis, this study combines information from in-depth interviews with over 50 South African policy actors and industry stakeholders with an extensive analysis of published material from the industry, commercial and government media. While many governments have looked to funding mechanisms to support production companies and filmmakers, the study explores if and how film policy studies could provide alternative policy recommendations for governments to support their industries, in times of a pandemic.

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FAS02 - Film policies and institutions

PP 125   Druk, Twitter and #Oscar21: Analysing the movie awards show as an expanded cultural forum

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In 2021 Druk (*Another Round*), directed by Thomas Vinterberg, and starring Mads Mikkelsen, won the Academy Award for Best Foreign Language Film. The live Oscar awards show is a media event (Dayan 2009) and generate live tweets that create and expand, what Hirsch and Newcomb calls 'televisions cultural forum' (1984). Extant studies have focussed on how TV-dramas are discussed on Twitter (Hirsch and Newcomb, Lotz, Bernabo, Harrington, Highfield & Bruns), whereas this study in contrast concerns a movie awards show and focus on how issues of film culture is addressed: When analysing digital film culture and national recognition of the film from a small nation (Hjort 2005), the awards show is key factor because it is both a crowning, a competition and conquest type of media event (Dayan and Katz 1992). In addition, the Oscar as an award has a specific authority and a particular cultural value (English 2005) in international film culture. The research questions are: How is Druk addressed as a particular Danish film on Twitter during the media event? How is the star Mads Mikkelsen, the director Thomas Vinterberg and Danish film tradition addressed? What topics are connected to the film's themes of alcoholism, joy of life or issues of cultural relevance or current events? This study focusses on the different types of tweets speaking to the media event through hashtags, including #Oscar21, #Druk, #AnotherRound and others. The method is a combination of a quantitative study of tweets (using the API) for a systematic harvest using specific hashtags, and qualitative studies of selected statements divided into themed groups (Bernabo). The theoretical framework is a combination of using the existing analysis of television as a cultural forum (Hirsch and Newcomb, Lotz) and studies of television and Twitter (Bernabo, Harrington, Highfield & Bruns), the role of the award (English 2005), theories of encoding/decoding (Hall, 1980) and theories of participatory culture (Jenkins 1992) and celebrity culture (Marshall 2011). This study proposes a new way of studying social media and awards shows as a cultural forum (Hirsch and Newcomb) and as a particular form of transmedia event (Jenkins 2008), offering a theoretical framework for discussing national film culture and international impact in a digital media context.

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FAS02 - Film policies and institutions

PP 126   The impact of academic and activist research on the design, implementation and problematisation of gender equality and diversity policies in the film industry. A comparative analysis of Spain and Sweden

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Inequality and lack of diversity have been denounced in the film industry by feminist film theorists, who have exposed gender stereotypes and the scarcity of women as creators behind the camera, at least since the seventies. There is also a long genealogy of activism behind current demands for positive actions and well-known movements like #metoo, #OscarsSoWhite, and TimesUp (Liddy, 2020: 2–3). Gender-mainstreaming and recent institutional attention to equality and diversity in the film sector in European countries has increased the number of states that have introduced gender equality measures in film policy (EAO, 2019). This has also led to a burgeoning field studying such policies. In this paper, we look at the cases of Spain and Sweden.

Sweden reached 50% of women directors in films supported by public funding in 2016, an achievement attributed to the quota policy instigated in 2006 and promoted by the Swedish Film Institute (SFI). In addition, activism materialised in actions such as the "A-rating" of films that pass the Bechdel-test, and Wift-Sweden's publishing of research reports has garnered attention to gender equality issues. In Spain, where women directed only 17% of the films registered for competition at the Goya Prize between 2015 and 2019 (Cuenca 2021), the Swedish example has been employed by collectives such as the Association of Women Filmmakers and from the Audiovisual Media (CIMA) to legitimise their demands for measures towards achieving gender equality in the film industry. In 2020, a 35% quota was incorporated in the Spanish public film funds, generating both positive and negative reactions from the sector.

In both Sweden and Spain, joint efforts between academic, activist and institutional research have played a key role in the design of such policies. Instances of this are the SFI's reports, published since 2013, and those conducted by CIMA, since 2015 in association with academics, and with support from the Spanish Film Institute (ICAA) since 2019. While the introduction of gender equality measures has been generally praised, there has also been criticism from both feminist and anti-feminist voices. Feminist voices usually come from the same activists and scholars whose insights allowed for the legitimation of these equality measures. What they problematise are the limitations of such policies, like their extreme attention to quantitative improvements in above-the-line positions –neglecting working conditions faces by women film workers at all levels–, their lack of intersectional perspectives, and their tendency to portray women filmmakers as incapable.

Our methodology involves going over the current gender equality policies, statistics, and reports from the SFI, ICAA, CIMA and Wift-Sweden, looking for examples of the impact that activist and academic research has had on the design, implementation and evaluation of gender equality policies. We complement our analysis with a discussion of articles from Swedish and Spanish dailies concerning gender equality in film, and interviews with industry stakeholders, including women film workers and representatives of the SFI and ICAA.

FAS02 - Film policies and institutions

PP 127   International film festival participation network and its effects on film life-cycles: A cultural data analytics approach

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The festival circuit forms an organic part of the film industry marketing and networking system, characterised by complex network structures of individuals, companies, and events (Loist, 2016). Festivals create cultural value by promoting filmmakers and films via inclusion into programming, and have an agenda-setting effect within the discourse of film culture, acting as media events (de Valck, 2007) as well as industry networking events. However, due to limited availability of comprehensive programming data that would extend national jurisdictions, the international film festival circuit has been rarely studied using data-driven methods (but cf. Loist, 2017–2022).

In this context, our work builds on our access to data from Cinando, an online platform operated by Marché du Film – the film market of the Cannes film festival. The platform services film festivals and their associated markets by facilitating global film industry operations, including rights sales and investments, as well as business-to-business VOD viewing. It relies on a large, relational database listing information on professionals, companies, festivals, and associated films. Based on this, we have studied the bipartite network of film–festival participation during 2014–2020. Over the six-year period, 64,607 films have been traced across 33,542 festival events, amounting to a total of 159,156 film–festival observations.

We examine the creation of public value in the hierarchy of international film festivals, ranging from top-tier events such as Cannes and Berlinale to specialized festivals like Sheffield DocFest. Adopting a cultural data analytics approach (Ibrus, Schich, Tamm 2021), we combine the perspectives and methods of film and creative industry studies, data science, network analysis, and media economics. We elucidate the structure of the international film festival participation network, including clusters and overlaps in programming, to distinguish specific groups of festivals in terms of the public value added to the broader film industry, as well as their roles in the careers of filmmakers from specific origins and the life cycles of films produced on certain budget levels. We focus specifically on the lifecycles of films from Europe's smaller countries and in the conclusion will make also suggestions for what could the film agencies and producers in such countries consider when developing their festival exhibition strategies.

FAS03 - The more things change...: SVOD platforms and recycled content strategies

PN 120 Remakes, intellectual property and the industrial development of global SVOD platforms

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The consolidation of the market for SVOD services into what is known colloquially as the "streaming wars" has left the "battlefield" with two major kinds of global platforms that are distinguishable by their corporate contexts and business models. On one hand, there are the legacy studio services such as Disney+, Paramount+ and HBO Max that grow out of Hollywood media conglomerates. On the other hand, there are the services that come from US-based technology companies, including market leader Netflix, Amazon Prime Video and Apple TV+. Playing a vital role in the competition between SVODs has been so-called "original" content: works that are uniquely available through individual platforms, an important part of the offerings on platforms for attracting subscribers and branding the platform itself. It is here that the legacy studio streaming services would seem to have a competitive advantage. After all, such companies collectively have decades of experience producing original content for other media, many connections to, and working relationships with creative talents in Hollywood especially, and vast libraries of existing content that can made available on their platforms and which is available for remaking and/or building creative franchises around. The potency of such libraries for driving subscriber growth has been vividly demonstrated by the rapid growth of Disney+ and HBO Max using expansions of existing franchises such as Star Wars, the Marvel Cinematic Universe and the DC Comics universe to market their services, along with remakes of films such as Lady and the Tramp, Home Alone and others. The lack of such libraries has not, however, stopped the technology company-based SVODs from attempting to use similar creative strategies to their legacy media counterparts. Indeed, one of Netflix's first flagship series was a remake of the BBC series House of Cards, and other important early original series were revivals of existing television series, such as Arrested Development and Full House. The company subsequently has attempted to build franchises around its successful series and films, while also commissioning and acquiring many remakes. Similarly, Amazon has come to adopt a franchise-oriented creative strategy that involved remaking several film franchises as original series, including Jack Ryan and Hanna, and, like Netflix, has commissioned and acquired remakes while trying to build its own franchises. Apple TV+ has also gotten in on the act of remaking series (e.g. Calls) and acquiring remade films such as its acclaimed original film CODA. Surveying these strategies and others from the new entrants to the screen industries, the paper argues that, from a historical point-of-view, rather than offering alternatives to traditional media practices, the new entrants are largely continuing the practices of their legacy media counterparts with only slight modifications related to global markets, posing questions about the optimism within film and television culture that once greeted their entry into the marketplace. From a media industry studies perspective, the paper also highlights the increasing value of intellectual property in such market conditions – a realization with consequences for independent producers and policymakers going forward.

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PN 121   Rethinking time: media, memory, and generation in the age of streaming platforms

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This paper is concerned with the impact that streaming platforms like Netflix have on our experience of time. More precisely, we want to explore how recycled content – from remakes like Rebecca (2020), revivals such as Fuller House (2016–2020) and Cobra Kai (2020-), and film franchises-to-be with sequels to Red Notice (2021), Extraction (2020), and Knives Out (2019), which belong to Netflix's original programming, to the multiple Hollywood remakes, sequels, reboots, and film series that the platform makes available for back-to-back streaming – affects the ways in which media becomes thoroughly intertwined with notions of memory and generational belonging. Scholars agree that memory depends on media technologies and the circulation of media products – today maybe more so than ever. We argue that movies and series feed into mnemonic processes, in which fictional narratives and images become entangled with lived experiences in specific historical and cultural contexts. This means, viewers are likely to link memories of, say, Full House (1987–1995), The Karate Kid (1984), or Harry Potter (2001–2011) to certain life stages (childhood, youth, adulthood, late life) as well as social practices and spaces. Taking our cue from generation theory's interest in formative media experiences, we further understand watching movies and series as shared media and cultural experiences that can shape successive groups of people because they instill in them a sense of generational belonging. This concerns the content of movies and series as well as cinema's and television's technological affordances at a specific moment in time, available reproduction technologies in the home, and channels of follow-up communication. As remakes, sequels, reboots and TV series revivals bring back those formative media texts at different life stages, they are likely to trigger sentimental attachments to and reinforce generational identification with the viewers' version of what Karl Mannheim called "fresh contact" (i.e. the film in which viewers encountered the Karate Kid the first time). At the same time, these newer versions of already familiar media texts become temporal markers and memory-prompts that synchronize the movie or series' ongoing narrative and technological evolution with the viewers' own lived experiences and aging process. They create "time machines," inviting older viewers to revisit their own past in the present on the one hand and providing an entryway to the past for younger generations on the other. Drawing on these theoretical reflections and empirical data from questionnaires and interviews we are currently conducting, we want to examine whether Netflix's streaming temporality disrupts the sequential experience of media texts and makes us rethink the meanings of memory and generation with regard to formative movies and series.

PN 122   The movies that remade us: Remaking Spanish-speaking comedies in the SVOD era

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In 2016, Nicolás López's comedy Sin Filtro (No Filter) opened in Chile. Described as a feminine version of Falling Down (Joel Schumacher, 1993), the plot revolves around the mid-life crisis of a 40-something year-old woman who decides to speak her mind and break with professional, emotional, and family obligations. The film was produced in partnership with Netflix and quickly became one of the biggest box office successes in the Chilean film history. On top of that, in less than 3 years, 5 remakes of López's film followed: Una mujer sin filtro (Luis Eduardo Reyes, 2018) in Mexico; Sin rodeos (Santiago Segura, 2018) in Spain; Re loca (Martino Zaidelis, 2018) in Argentina; Sin pepitas en la lengua (Juan Carlos García de Paredes, 2018) in Panama; and Recontraloca (Giovanni Ciccia, 2019) in Peru. Finally, in 2020 the Italian version, Cambio Tutto! (Guido Chiesa) was launched as an Amazon Exclusive in Prime Video. Far from being an isolated case, Sin filtro's spectacular remake career parallels many other adaptations from local-language comic hits, such as the Italian, South Korean, Mexican, and Spanish remakes of the Argentinian blockbuster Un novio para mi mujer (A boyfriend for my wife, Juan Taratuto, 2008) or the different versions of Mamá se fue de viaje (Ariel Winograd, 2017, Argentina). This paper is concerned with the industrial and aesthetic dynamics of film comedy remakes in the SVOD era. Looking at the production and circulation strategies as well as the narrative adaptation tactics involved in the remake process of Sin filtro, this talk highlights comedy's importance in the negotiation and circulation of remakes for local language cinemas and their role in platforms' catalogues and production plans. The paper examines the balance between the exploitation of local talent and the appeal of so-called 'universal plot lines', with special interest in the Spanish-speaking world and the development of partnerships (and its revision after sexual harassment's allegations against López) between national film moguls like López in

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Chile or Santiago Segura in Spain and technology company-based SVODs like Netflix and Amazon or Spanish-language streaming services like Pantaya.

FAS03 - The more things change…: SVOD platforms and recycled content strategies

PN 123 Analyzing the industrial and textual strategies of localized storytelling: Netflix' "Undercover"

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As part of its strategy to invest substantially in European productions and provide its viewership with local 'originals', in 2017, Netflix announced its first Belgian-Dutch co-produced series Undercover. Produced by the Belgian production company De Mensen and mainly financed by VRT (the Flemish PBS) and Netflix, the series was first released on the Flemish public channel Eén. A little later, the series was also made available on Netflix in the Netherlands. It is known that, despite the cultural and linguistic proximity of both regions in the Low Countries, Dutch or Flemish audiovisual content almost never successfully crosses the Flemish-Dutch border. Conversely, Undercover was not only highly popular in the Flemish context, it was also the most watched series on Netflix in the Netherlands in 2019 (topping other international series). Because of the enormous success of the series, a second season followed in 2020, with a third season that has recently been released in November 2021 (following the same release schedule as in 2019). Only three years after the initial release of the series, Netflix announced the Belgian-Dutch co-produced Netflix original film, Ferry. The film is, not surprisingly, a spin-off of (or more specifically a prequel to) Undercover, providing Dutch and Flemish audiences with an origin story of one of the characters in the series, Ferry, played by Dutch actor, Frank Lammers. What is more, it appears that the film Ferry partially answers the critique that followed Undercover's second season, as Dutch audiences were unhappy that their favorite character, Ferry, received little screen time due to a storyline that mainly focused on the Flemish leading character and mainly took place in Flanders. Therefore, Netflix's decision to invest in yet another De Mensen production, thereby intertextually expanding Undercover's universe, points to several interesting hypotheses: (1) as a platform that operates not only in Belgium or in the Netherlands but globally, it is Netflix' aim to also span the seemingly uncrossable border of the Low Countries; and (2) in doing so, it pays attention to the "wants and needs" of both the regional/national audiences, subsequently articulating local cultures and identities in its content. Taking both elements together, the series and their cinematic spin-off are (narratively) balancing markers of local and national identities with supra-national objectives of reaching an international audience. Through textual analysis and interviews with members of the production team, this paper looks into the practices of localization in a context of transmedia storytelling and recycled filmmaking in the age of SVOD platforms.

FAS04 - Media and places: film tourism, narratives and belonging

PN 172 'You've Got the Production, We've Got the Location': Comparing Caribbean Film Commissions

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The purpose of this paper is to gain a better understanding of the competitive dynamics between film locations in Caribbean Small Island Development States (SIDS), where the audio-visual industry – and the film location industry in particular – is often hailed as the new savior of the economy. Particularly since the 2000s, the importance of the film location industry as a national development strategy by which SIDS can grow and diversify their economies has been emphasized in global politics, national policies, and the local public sphere. However, although many governments of such states have identified the film location industry as a priority policy concern, the perceived impacts remain uncertain, and even doubtful, in the light of uneven development and global competitiveness. This gives rise to the research questions of this paper: How do Caribbean film commissions and producers perceive the competitive dynamics between their locations of filmmaking in today's competitive environment of international film production? And which opportunities and challenges can be identified in the state's promotion of film locations in Caribbean Small Island Development States? In order to answer these questions, this paper compares and contrasts (the state promotion of) film locations in four different islands in the region: Jamaica, Trinidad & Tobago, the Dominican Republic and Puerto Rico. On the basis of 18 semi-structured, in-depth interviews with film commissioners and producers working in these respective island territories, it will be argued that the international appeal of these Caribbean islands as film locations is dependent on a complex variety of geopolitical factors, most notably the availability of political resources, economic incentives and production facilities. While film commissions driven by political appointments may hamper the sustainability of film location production within their territories, islands with economic incentives, and high tax subsidies in particular, are seemingly able to attract more foreign film

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productions to their shores. In addition, while Caribbean islands that are (more) prone to environmental shocks risk a temporary downfall (and expensive rebuilding) of the film location industry (such as Puerto Rico with Hurricane Maria in 2017), the presence of a strong filmmaking infrastructure and high-quality filmmaking community appears to be more decisive for international film producers when selecting a location.

FAS04 - Media and places: film tourism, narratives and belonging

PN 173 Exploring residents' interest in and suggestions about the development of film tourism in Seville

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A notorious part of the academic literature on film tourism that explores the residents' perspectives have predominantly analysed inhabitants' reactions to the impact of film on tourism (see Beeton, 2016) and the subsequent arrival of tourists (see Kim, Suri & Park, 2018). Despite these valuable contributions, little is known about locals' interest in supporting and contributing to the development of film tourism. Thus, this paper seeks to: (1) quantitatively investigate residents' support for film tourism and their interest in being involved in film tourism development and (2) qualitatively analyse residents' experiences with and suggestions about (future) film tourism initiatives in their place of residence. The province of Seville (Spain) is taken as this study's setting given its growing popularity as a tourist destination and the structural efforts that are being undertaken by the Andalucía Film Commission to attract more productions and promote film tourism. Methodologically, this paper combined both quantitative and qualitative methods for data collection. First, a survey was conducted with 416 residents to investigate their support for film-tourism initiatives. Descriptive statistics was used to report the data*. Second, to explore people' suggestions about the development of film-tourism initiatives it was deemed fit to use group interviews as the research method for data collection. In this phase, 23 residents participated and the data collected was examined by means of a qualitative thematic analysis (see Braun & Clarke, 2006). Given the multicultural nature of Sevilla, a heterogeneous group (e.g., age, relationship with the tourism industry) of residents participated in the survey and in the focus groups. Data from the survey shows that 78.9% of the respondents would like to see film tourism become a phenomenon in their place of residence, even in an area where the tourism industry is already strong. Furthermore, 60.3% of the respondents agreed with the idea of residents having equal opportunities to be involved in film-tourism decision making. This willingness seems to be motivated by aspects such as residents' interest in expressing their opinions about an industry that affects their daily lives (e.g., overflows of tourists in cultural heritage places) and by their interest in partaking in film-tourism initiatives that, as some interviewees expressed, contribute to their own place-identity (e.g., by re-discovering locations). Thus, and as some interviewees explained, film-tourism initiatives should also be targeted at Seville's residents. These, and other results, will be discussed in the presentation.*The survey data has been analysed by means of PLS-SEM for other co-authored publications that are currently under-review. Those results could be discussed if the audience deems them interesting.

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FAS05 - Films, exhibition and audiences

PP 830 One or many European film markets? Tracing longitudinal trends in the production and circulation of films in Europe (1996–2020)

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When looking at the evolution of European cinema in the past decades, it is obvious that several fundamental changes and challenges have taken place: think, for instance, of the (1) techno-cultural innovations; (2) the commercial-economic transformations in terms of production, distribution, and exhibition of films; (3) the intensified national, transnational (co-production) and cross-European policies; (4) the techno-experiential innovations (e.g., the multiscreen exploitation of films and shifts in audience's film consuming practices and experiences); (5) the changing role of cinema in the wider movie ecology; as well as (6) the industrial changes resulting in more consolidation and vertical as well as horizontal integration.

Despite these significant evolutions in European cinema – and contrary to the many analyses on, for instance, the interwar period (1918–1939) or postwar cinema period (1945–1969) – longitudinal quantitative studies that analyze the past two to three decades barely exist. This paper, therefore, brings together longitudinal datasets, tracing significant production and circulation trends in the European movie industry in the period of 1996–2020. To do so, it employs existing datasets from key movie market-related institutions like the *European Audiovisual Observatory* and *Media Salles*, thereby presenting a broad, pan-European viewpoint, complementing research at the level of national cinemas.

In more abstract terms, the paper is concerned with the idea or process of Europeanization (or lack thereof) and how it has impacted European cinema during this period. As such, it touches upon key topics such as European cultural unity versus diversity, cultural proximity, Hollywood dominance, transnationalism, cultural integration, and cultural exchange in general. Doing so, it deals with question such as: Is there one single integrated European film industry, or is there a plethora of industries? Were European policy makers successful in stimulating a significant trans-European movie production, flow, and circulation? What about the reception or the audience success of these cross-national European movies compared to national and non-European productions? Can we still talk about a Hollywood dominance in terms of the film flow in Europe?

Concerning production, the findings of this paper show that, in the period of 1996–2020, the European film industry was signified by (1) an overall significant (and still growing) production volume; (2) a clear focus on fully national productions; (3) a steadily growing intra-European co-production structure; (4) as well as an increasingly outwards or trans-European look. In terms of circulation, it was found that if there is one thing that unites European audiences, it is that they all prefer to watch Hollywood films, whereas non-national European and rest of the world films are more niche. At times, there are fully national European films that perform well, yet most of the times, these are only popular within their proper domestic market. In conclusion, though we cannot (yet) speak of a pan-European market, the situation has definitely not gotten worse and, indeed, progress has been made. Instead of reinforcing the Hollywood versus European cinema binary, it is clear that, more and more, European films complement the Hollywood dominance.

FAS05 - Films, exhibition and audiences

PP 831 Exploring European exhibition: Reflections on longitudinal trends in the European theatrical film market (1990–2021)

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This paper reflects upon some of the key findings of a research report which was produced in the context of the H2020 project 'European Media Platforms: Assessing positive and negative externalities for European culture' (EUMEPLAT, 2020–24). The aim of the report was to bring together, integrate, and start to interpret longitudinal datasets on the European filmed entertainment industry in order to understand how major policy, technological, and other changes have had an impact in the past 30 years.

Although the report had a broad scope in terms of looking at shifts in film production, distribution and exhibition, this paper will focus specifically on trends in the (traditional) theatrical film market with questions on longitudinal shifts in the film exhibition infrastructure (e.g. venues, screens), box office results, programming trends, and cinemagoing practices (e.g. admissions). For this report datasets from various institutions were used, including those coming from the European Audiovisual Observatory, Media Salles, and UNIC.

Besides presenting overall longitudinal trends and reflecting about changes and continuities in the European theatrical film market for the reference period (1990–2020), this paper will also deal with questions like infrastructural changes; the power of the big five exhibition markets; changes in film circulation; Hollywood's continuing hegemony; as well as on the impact of the COVID-19 pandemic. On a meta-methodological level, we will also reflect on issues of time, space, source and data quality, as well as on the relationship between academic and industry research when studying the European film exhibition market.

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FAS05 - Films, exhibition and audiences

PP 832   Animated illiberalism

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In the last decade authoritarian, nationalist and anti-Western, right-wing political approaches have become prevalent in many countries of the former Eastern bloc, e.g. Poland, Hungary, Slovakia (Krastev & Holmes, 2018). The pioneer of this trend is Hungary, where Viktor Orbán has been in power with a supermajority for more than a decade by now, calling his regime the System of National Cooperation. He declared the illiberal state in 2014 as one prioritizing national sovereignty and defending traditional norms and values.

This study examines how the new political system manifests itself in the animation segment of popular culture from both the pro- and anti-government sides. The state's impact on Hungarian animation, as well as on other forms of art and culture, is not as immediate as censorship in the era, but works with the subtle and effective method of economic coercion. Works enhancing national-identity in line with the government's ideology are depicted by national-heroic characters, fictional or historical figures radiating strength and masculinity and mythical animals known from Hungarian mythology, while actors of everyday contemporary politics appear in caricatured form in animations critical to the current political system. The category of films preferred by the government, is exemplified by the state-sponsored Battle of Bratislava and animations directed by Marcell Jankovics (Toldi and the mini series Memory of the Árpáds'), while Candide and the series Oligarchy directed by a group of independent young professionals shows how a critical attitude towards the current system manifests itself in animated form.

The textual analysis of the former films sheds light on how animation as a cultural practice can construct a specific form of national identity, how it creates ethnic hierarchies by reviving historical figures and designating friends and enemies. Parody of right-wing populism typifies the other half of the corpus, which is formally rather abstract and free despite the referentiality of it's character set. The examined films not only show the effect of the current political trends in Hungary on animation, but can also be read as a cultural imprint of the illiberal turn and democratic backlash observed in the Central and Eastern European region.

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Gender and Sexuality

PP 006   **Parrhesia as Journalism: Learning from the Truth and Justice-Seeking Women Journalists of 20th Century Turkey**

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Since the mid-19th century, journalism in Turkey has been an area where women have fought to challenge the intersecting forms of domination from imperialism to capitalism, racism and patriarchy through their own distinct journalistic styles, discourses and practices. Women's journalistic practices and epistemologies have evolved in the region in parallel with the development of women's rights and liberation movements. Thus, their journalistic writing and authorship in the Ottoman Empire and Turkey, as well as other Southern contexts, have become resources for historical surveys exploring the history of women's movements, with special attention paid to the ideas developed and debated in women's media. However, this writing has rarely been analysed from the perspective of journalism as practice, and from the perspective of decolonizing and de-westernizing journalism in particular, to recover the distinct journalistic epistemologies and resistant practices developed in the past by women from the Third World/Global South.

Grounded in the lived experiences of women in the Third World/Global South, critical feminist theories assert the fundamental need to recover the non-western(ized), racialized and black women's buried, hidden and masked pasts to challenge the interlocking forms of domination and oppression, and along with them the hegemonic knowledge systems that produce and reproduce the forms of domination (see Maria Lugones, Patricia Hill-Collins, Sirma Bilge, Chandra Talpada Mohanty, Françoise Verges). From this perspective, what needs to be recovered from the past is not only the ways in which women of colour were oppressed, but also the concrete, lived resistances to the forms of domination. In the context of journalism, this stance would require us to actively challenge the representations of non-western women journalists as "the victim of male control" or "sexually oppressed" figures of patriarchy, tradition and religiosity who could be emancipated through the adoption of western capitalism, democracy and modernity. it would also require us to acknowledge and learn from the individual and collective lived experiences, wisdom and struggles of non-western(ized) women in journalism as well as their claims to liberatory truth and knowledge. In the light of these perspectives, we aim to excavate the lived experiences of Turkish-speaking women journalists of the past to oxygenate their forgotten struggles and experiences in order to cultivate liberating knowledge for present-day imaginings and politics.

Drawing on eight women's lived experiences who worked in private and public media outlets in Turkey (between 1920 and 1980) through their self narratives (oral history interviews) and biographical accounts, as well as arguments in debated on parrhesia and emancipatory journalism in dialogue with intersectional and decolonial feminist epistemologies, we explore the ways in which journalism has been a site of life-time resistance and struggle for women seeking justice and truth on behalf of the oppressed. Their conceptualization of journalistic identity as truth and justice seekers challenge the dominant paradigms in journalism studies such as media freedom/development; and their struggle to dismantle oppressive reality by way of distinctive, courageous, justice seeking and truthful communication can be educative at a time when the relationship between journalism and truth in increasingly being undermined.

PP 007   **Approaching gendering in political news from a feminist standpoint perspective: journalists and positionality**

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The vast amount of Western-based literature on women politicians' news coverage has illustrated the persistence of gendered norms on political leadership, whilst intersectional analyses have highlighted how gendering intertwines with other social norms and processes of discrimination and privilege (e.g. assumptions of whiteness) (Gidengil & Everitt, 2003; Trimble, 2015; Gershon, 2012; Ward, 2016). Among others, these news representations express judgements on models of femininity and masculinity (cf. Harp, 2019) and highlight processes of 'Otherization' which _'enables one group to define its normalcy by opposition to the Other'_ (Galy-Badenas & Gray, 2020). Both the political and journalism domains have been described as masculine, white and middle- to higher class institutions, with their own organizational culture, routines, roles and logics of appropriateness (Ruoho & Torkkola, 2018; Puwar, 2004; Chappell, 2006). Although often functioning in apparent neutrality, it is by talking to the individuals who are embedded within these institutions and contest these expectations that it becomes apparent in what ways political journalism (re)produces social norms (cf. Kronsell, 2005). Interviews with women politicians have for example

illustrated how they experience political journalism to be a very 'macho' environment (Sreberny-Mohammadi & Ross, 1996).

Yet, still very little is known about the ways journalists negotiate these norms and reflect on the role of identity in news coverage. Journalism research has a strong tradition of focusing on production processes and a journalist's professional identity or roles (e.g. Wahl-Jorgensen & Hanitzsch, 2009). When the role of identity is approached from a more personal perspective through in-depth interviews, journalists mainly reference professional and journalistic values as a way to negotiate choices on identity and diversity in coverage (Vandenberghe et al., 2017; Voronova, 2015). Yet, feminist standpoint researchers such as Durham (1998) and Steiner (2018) have posited that an increased reflexivity by journalists over one's personal position and knowledge claims is necessary. Opening up the conversation that journalists themselves are no neutral actors in news coverage, counters a 'view from nowhere' and adheres to broader concerns and discussions with regards to truth claims (e.g. Callison & Young, 2019; Deuze, 2021; Harsin, 2018). As gendered patterns in news content on women politicians prove persistent, political journalism is a valuable domain to apply such reflections. Moreover, this aligns with other criticisms within journalism studies regarding the limited adoption of a critical perspective towards intersecting processes of power (Callison & Young, 2019).

My research follows standpoint theory in talking to Belgian political journalists, by initiating reflections over their personal positions and views (as well as my own). Journalists have their own experiences with discrimination and/or privilege, both on an individual and institutional level. This may not only be reflected in the ways journalists cover women politicians in the news, but also in the ways they interact with them. Hence, I aim to make both an empirical and theoretical contribution by interviewing 15 Belgian political journalists, paying attention to diversity in gender, age, ethnicity and medium. I will carry out the interviews from March-May 2022 and present my findings at the ECREA conference in Aarhus.

GAS01 - Gender issues in journalism and news

PP 008   How gendered stereotypes limit women's professional practice in covering conflict zones in Latin America

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Female journalists have been discriminated within their profession ever since. A woman's role was often to write with a woman's touch about women, for women readers. This discrimination as well as sexual harassments and gendered attacks are still common nowadays. However, the most overtly gendered arena is war correspondence (Steiner, 2017).

Within the framework of the Feminist Standpoint Epistemology, knowledge is socially situated which makes marginalized groups more aware of things. They are more likely to produce richer, better explanations (Steiner 2018). Furthermore, with the strategy of "shape-shifting", female journalists can take on different roles when covering war and conflict zones; thus, being able to work the same way as their male counterparts by downplaying their femininity and accentuating their own "masculine" qualities on one hand but on the other hand also being able to foreground their feminine "vulnerability" when needed. This can be seen as an advantage for women to work in the area of war journalism (Palmer and Melki 2018). However, women are still being discriminated and limited when it comes to their professional practice in covering conflict zones.

Since there have been few studies on gender inequality impacting western war journalists (Høiby 2016), it is interesting to examine this gendered inequality in the context of Latin America, where women experience a distinct discrimination due to the cultural concept of machismo and depending on other intersecting identities.

As the social world is meaningfully constituted in everyday life, a qualitative research method is used for this research. In a phenomenological research, it is therefore important to pay attention to people's experiences and inner lives (Flick 2014). Thus, semi-structured in-depth interviews with a set of open-ended questions are used to unsettle common themes of the life of journalists in Latin American societies, especially as those themes relate to women, war zones and patriarchy.

The aim of this research is to examine how gendered stereotypes are discriminating women in performing their job as war journalists; how female journalists are being discriminated simply for being women and what strategies they develop to cope with those issues. **Understanding how sexist assumptions evolve and are expressed creates possibilities to fight these discriminations in a better way. With this proposed research, I would like to contribute to the assessment of the impact of scholars working in the field of media and communication.**

Gender and Sexuality

PP 009   **The dangers of being a videojournalist: the women's perspective**

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In 2021 – according to the Committee to Protect Journalists – 27 journalists were killed worldwide. Journalism is a dangerous profession, in which men and women face challenges and risks on a daily basis. However, some problems – and advantages – are intimately linked with gender. Just as some challenges – and benefits – are closely associated with the role one acquires as a journalist in the field; for instance, being a writer, reporter, photographer or video journalist (VJ).

Reporters are asked to be multi-skilled, flexible, and somehow 'liquid' in their duties. It is increasingly rare to find a journalist who only writes or only takes pictures. Nowadays journalists need to be multifaceted. The rise of video journalism is one of the consequences of journalism adapting to new times and market needs. Not long ago, it would take three or four people to produce a news story, nowadays a videojournalist does it all. What does this change mean? Does the journalist become more vulnerable?

This investigation discusses several dangers of working in the field as a videojournalist. Firstly, nobody is there to watch your back, nobody is there to help. Secondly, you are carrying expensive equipment and become a target for thieves. Of increasing concern, everyone knows you are filming – people know you are a journalist, and they might not like it. Lastly, because you are capturing moving images and interviews, you need more time in the field to get all the images necessary for your news piece.

This study features women from Europe, the Americas, Africa, and Asia Pacific working all over the world, sharing first-hand experiences of their work as video journalists. The author, who has worked as a VJ for more than ten years, uses autoethnography as a starting point to carry out more than twenty in-depth interviews. Through these interviews, the research explores the different challenges, advantages and disadvantages, dangers and vulnerabilities of women who work in the field as video journalists.

■ GAS01 - Gender issues in journalism and news

PP 010   **"Have you not got a wife at home?": the impact of parenthood, family building and family responsibilities in newsrooms. A study of Portuguese women journalists**

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This paper investigates the relationship between journalism, parenthood and family building. Part of a larger project that examines how news professionals of all genders face juggling a high demanding work with family responsibilities and how career aspirations impact family planning choices, bearing children or choosing not to have them, this paper focuses on women journalists. Studies have long documented a higher toll for women journalists, suggesting a perceived incompatibility between motherhood and journalism, as the job tends to demand total availability (De Vuyst and Raeymaeckers 2019).

Despite the substantial increase in women's presence in the newsrooms over the last decades (Carter et al. 2019; DeSwert and Hooghe 2010), the sector is still built upon rigid gender structures and resistance to change (Shor, van de Rijt and Miltsov 2018). The long-lasting inequalities are the glass ceiling and the pay gap between male and female journalists. Further, the conflict between family, work responsibilities and career prospects is either deterring women from deciding to have a family, or it could lead them to give up their careers or tone down ambitions (Aldridge, 2001; Elmore, 2007). In many newsrooms, women are forced out by unsympathetic management and unfeasible schedules. This brings a problem of representativity in news content and in the newsrooms, particularly in editorial and managerial roles (Shor, van de Rijt and Miltsov 2018). Having family responsibilities is, often, what determines whether women reach higher-level positions, and the few women who get these are far more likely than men to be childless (Franks 2013). The situation has deteriorated with the pandemic, with increased domestic chores loaded on female journalists (Wreyford et al 2021).

Drawing on interviews with 25 female journalists from Portuguese print, online and broadcast media, our research looks into perceptions of parenthood and evaluates how women manage their gendered and professional identities, make career decisions, and assess obstacles and facilitators (Coleman, 2019). Results show that while an unbalanced situation for women journalists goes beyond the sector and it is largely the result of real-world structural inequality (Shor et al 2015), there is a perceived improvement over the last years, but gender discrimination is

still in place. For our interviewees, women in leading roles, or women being the majority in the newsrooms has enhanced a more understanding workload distribution. But family responsibilities, they argue, are highly dependent on networks of support or on their own resilience, as organisations have not adopted accommodating policies that help with staff retention and morale. A male-dominant leadership tends to replicate sexist patterns that make work in journalism more inhospitable for mothers. Further, male colleagues who have children are perceived unimpeded, unlike women, who management always assumes as unavailable. Most interviewees acknowledged a perception of gender bias when asked about promotional opportunities but, and in line with previous research (North 2014) often blamed themselves or their childcaring responsibilities for the lack of opportunities. This, we argue, reflects the ongoing systemic gender bias that disadvantages women, despite the tendency to think that the situation has changed (Franks 2013).

GAS02 - Audiovisual representations and articulations of sexuality and gender

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PP 098   The "Toon gaze". Representation of gender stereotypes in children's animation tv series

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In this paper we chose to focus on the analysis of gender representation in preschool cartoons available in Italy on the Netflix database.

In the current hybrid media system (Chadwik 2013), media representations define an increasingly central field of study and research from the point of view of consumption (Cherney, Dempsey 2010). This becomes even more important when we turn to the analysis of the offer targeted at minors (Leaper at al. 2002; Coyne at al. 2014), which, in addition to an entertainment function, can fulfil an educational one (Forge, Phemister 1987) and could advance a mediated construction of reality (Gerding, Signorielli 2013; Hunting et al. 2018).

Preschool animation series, proposing a reality that is often oversimplified because it is intended to be immediately accessible, often use cross-stereotyped representations (Walsh, Leaper 2020). What seems to be achieved would not simply be a more or less recurring frame, but a specific gaze, a *toon gaze*, explicitly referring to a type of *male gaze* (Mulvey 1975; Devereaux 1990; Mulvey 2005; Sassatelli 2011; Oliver 2017) under which representations are still processed, even in children's products. Based on these considerations, the male gaze was considered as an interpretative category with the aim of understanding whether any recurrent modes of representation could be considered the result of a preserved male centrality and dominance (Bourdieu 1998). In this perspective, our contribution, an evolution of a preliminary investigation (Ciofalo, et al. 2021), examines the results of a quantitative-qualitative research based on the analysis of the characters of the first season of six animated series fully available on the Netflix Italy database: Pocoyo (2005 – present), PJ Masks (2018 – present), Octonauts (2010–2012), 44 Gatti (2018–2021), RoboCar Poli (2011 – present), Ricky Zoom (2019 – present). The chosen series are characterized by a form of choral protagonism and selected on the basis of both popularity and representation, focusing on humans, animals and machines.

The characters and the narrative units underwent a content analysis as an inquiry through a survey. The analysis was conducted on 156 episodes in which the aesthetic and ethical-behavioral traits of the four main characters were analyzed for each individual episode. The data were analyzed by comparing the traditional characteristics of the stereotyped genres with those of the characters in the animated series, focusing the attention on those figures whose features might ease forms of identification and emulation by young viewers. The emerged data highlight three main trends: on the aesthetic level, stereotyped representations seem to persist resulting; on the ethical-behavioral level, female characters, especially protagonists and antagonists, frequently assume characteristics that may refer to those traditionally associated with masculinity, meanwhile male characters, especially protagonists and antagonists, rarely approach the categorical sphere of the feminine; lastly, a codified binarism in gender representation is still maintained, which leaves no gap for other forms of identity representation.

Gender and Sexuality

PP 099   **Podcasting feminism? Production, content, and reception of podcast programmes addressing gender and sexuality**

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In recent years, the podcast industry has grown and established itself as an exciting new medium for audiences, producers, and advertisers. This phenomenon is even acknowledged in popular culture, with Carrie Bradshaw shifting from her popular role as a writer to podcasting in the *Sex and the city* sequel *…And just like that.*

Podcasts are digital audio programmes that are available through different platforms online, usually with a consistent thematic and divided into episodes that are released periodically. In a way, some scholars regard podcasts as a new and digital form of radio, based on an on-demand consumption and, in some cases, with a subscription business model. This trending format allows to rethink the impact

In this sense, this paper is built upon feminist media studies literature and theoretical concepts, particularly considering studies that address both gender and sexuality and radio. Considering the increasing relevance of this type of programmes and their social impact, and in spite of some recent studies including this topic (Hoydis, 2020), how podcasts address gender and sexuality issues (and its implications) remains an underexplored question. These programmes present an opportunity to rethink impact in a digital scenario among young audiences when addressing gender.

This paper focuses on exploring the production and the content of podcast programmes in Spain addressing gender and sexuality issues. The Spanish market presents an interesting scenario of analysis because it leads the EU5 European market when it comes to podcast listening, standing out regarding audience adoption, as well as being one of the most popular countries for podcasts globally (Brentnall, 2021; Tvrdon, 2021).

This study analyses (1) production of programmes in Spain addressing gender and sexuality topics, (2) their popularity (or lack of) based on listeners and social media presence, (3) the key topics that they discuss, and (4) the reception and perception of this podcast by Spanish audiences online. To understand all three aspects (production, content, and reception), this research employs a convergent mixed methods design and methodological triangulation, using quantitative and qualitative content analysis as a primary methodological tool, and relying on critical feminist methodologies and key notions such as post-feminism and intersectionality.

The paper addresses whether and how the content of these programmes discussing gender and sexuality represent feminist and post-feminist debates, what is the role of women in the production of these programmes, whether intersectionality is addressed, and how audiences react and engage with these productions, mainly on social media but also discussing the popularity or unpopularity of the podcasts.

Preliminary findings point out to a rise of female creators in the production of podcasts in Spain, and the particular stand out case of *Estirando el chicle*, which is led by two women who invite female guests to discuss social issues, including a feminist perspective (art, mental health…) and topics directly addressing critical and current gender and sexuality matters, such as menstruation, transgender representation, and ageism. Also, preliminary results show to an exciting reception of this type of programmes from audiences and fans.

PP 100   **'Being dark skinned in contemporary Greece: perceptions of Black sexuality and the construction of Black femininity within People Of Colour (POC) living in Athens'**

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Following the increased visibility of the Black community, including second generation Black and mixed-raced people (Afro-Greeks) in Greece, here, I'm interested in exploring the construction of various facets of Black femininity and masculinity. There is paucity of research regarding the media perceptions, everyday life, popular culture, media consumption of Black women and men in Greece, which we sought to address through the project '**AfroGreek Cultures in Athens: Everyday Politics, Cultural Practices and Popular Culture Amongst Black Women and Teenage Girls in Athens**' (Tsaliki, Chronaki, Derzioti 2021–2022). Hence, through this project, we expect to provide the first socio-cultural charting of Black womanhood in Greek academia and thus enhance our understanding of issues pertaining to rights, equality and citizenship in Greece.

In this paper, I'm interested in exploring what does it mean to be a Black woman in 21st century Athens – a city which is as much multicultural as it experiences growing levels of racism and afrophobia. To what extent are predominant 'controlling images' for Black people in the American context (Collins 2004; 1990/2000), and usually tied to sexuality and notions of femininity (Belle 2014, Jordan-Zackery2009, Ramey Berry and Harris 2018, Slatton and Spates 2014), relevant to POC (who are mainly of African origin) in Greece? To this goal, I will be drawing from open-ended, qualitative interviews conducted between January-November 2021 with AfroGreek female POC regarding their cultural and religious practices and the way these have developed in the host country; their practices of beautification; and their experiences of sexuality and sexualization both within the host culture, as well as within their own national community, in order to map out how Black femininity is being constructed in present-day Greece.

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GAS02 - Audiovisual representations and articulations of sexuality and gender

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PP 101 **Audio-visual representation of gender-based violence. A qualitative media analysis of pre-prime time and prime time German television**

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The portrayal of violence in the media is a vivid topic around the globe as well as in communication research. However, research on portrayals of gender-based violence is not well established despite its impact. Especially audio-visual representation of violence in context of social inequalities including consequent discrimination and oppression is of interest in the context of gender and sexuality sensible communication and media scholarship.

Media representation and production is embedded in complex negotiations and processes of making social realities both visible and invisible. The current state of research offers hardly any focus on problematic aspects of sexual and gender-based violence represented in media (e.g. Kaya 2019; Nettleton 2011), empathizing the importance of studies beyond specific media and genres alone. Regarding German television, Röser and Kroll (1995) highlight the neglection of media coverage on domestic violence and other forms of everyday violence as well as corresponding structural causes.

Therefore, we present theoretical and methodological perspectives and introduce an empirical study on the representation of gender-based violence on German television. The presentation will offer key findings of the study, embed them into the theoretical framework and discuss this research's challenges and limitations.

The main research question dealt with the portrayal of gender-based violence as well as the representation of the people involved: In which genres can gender-based violence be found? Which forms of violence are represented (physical violence, sexual violence, non-physical violence)? In which ways are agents of gender-based violence made visible? What role do intersectional identities play (gender, age, sexual orientation, ethnicity, social background)?

In order to answer these questions a qualitative media content analysis was realized based on a representative sample of German television of the year 2020. In this context a 14-day random sample of two artificial weeks composite of the pre-primetime and primetime (6 to 10 p.m.) from eight main German television channels was constructed (> 450 hours). This analysis is adapted to the audio-visual media and its characteristics (Mikos 2008). The sample included all three types of programs (fiction, information, non-fictional entertainment) to equal amounts. It consists of n = 545 programs including a total of n = 290 portrayals of gender-based violence throughout n = 183 programs.

Programs including gender-based violence have been further analysed using a deductive-inductive category system. Our working definition of gender-based violence was based on to the **Istanbul Convention** and further developed regarding the audio-visual material examined. Therefore, we can offer an empirically grounded perspective on how acts of gender-based violence are represented and how people are shown enacting or experiencing such violence.

Based on these descriptive findings, we show by means of several case studies which aspects of gender-based violence are represented in the data (e.g. hyper-sexualization, overrepresentation of murder) and where invisibilities are (re)produced (e.g. everyday sexism, perspective of victims and survivors, possibilities of prevention and support). The findings are discussed and perspectives for further research will be offered.

GAS03 - Feminist and queer forms of activism

PP 208   **Digital activism – A comparative analysis of discourses on Instagram of feminist movements in Brazil and Portugal**

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Gender equity is a universal quest of women. Among many agendas, there are struggles for equal pay, public and private rights, safety and freedom, regardless of race, sexual orientation, beliefs or social class. At first sight, feminism can be understood as an aggregator and catalyst of these demands. However, being a woman is not universal. Different experiences require different approaches. Feminisms need to be plural.

Women from Brazil and Portugal are part of these peculiarities. Besides being connected by language and the colonial past, the European country is experiencing a significant increase in cultural exchange due to Brazilian immigration. And this can directly impact feminist struggles.

An example happened in 2018. At the time, the then candidate for the presidency of Brazil, Jair Messias Bolsonaro, was earning space and preference from a large part of the electorate through a campaign full of fake news and hate speech. Because of his long history of misogynistic acts and sexist speeches, women united and led a movement that took to the streets on September 29 of that year to shout in unison: "Not him" (_Ele não_, in portuguese)! The protests, which were organised in social networks, won all regions, becoming the largest act promoted by women in the country. In Portugal, women gathered in different cities to fight against this imminent risk to Brazilian democracy.

This was not the only scenario in which the internet and social media were responsible for giving visibility to feminist struggles on a global level. In September 2017, in the United States, the "Me Too" movement emerged with the aim of denouncing situations of abuse and sexual violence suffered by women in the Hollywood film industry. The movement went beyond borders and was joined in Brazil, Portugal and several other countries.

In the light of the above, it can be seen that feminism is a theme that has grown together with the digital environment and social movements on the internet, making these issues relevant in the field of social science research and society. Gender equality is also one of the topics of the United Nations (UN) Sustainable Development Agenda for 2030. Therefore, this research seeks to understand how the feminist discourse occurs in Brazil and Portugal from the analysis of activist profiles on Instagram.

From the research question "How does the discursive production of collectives and associations contribute to the construction of the identity of feminist social movements in Brazil and Portugal?", this research is developing an in-depth theoretical framework on discourse, identity, gender studies, feminist movement, from a decolonial perspective, and social movements on the Internet. Using an exploratory qualitative approach, the chosen methodological procedures are Netnography and Critical Discourse Analysis (CDA).

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Gender and Sexuality

PP 209   Did #METOO advance the feminist movement in China? A typical Chinese case study of sexual harassment: Impact of power relations and morality

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Purpose

Following the #METOO campaign, an increasing number of victims speaking out through social media platforms in China. Despite this, sexual harassment is still a topic that rarely appears in the Chinese public. News, as a frame through which meaning can be constructed, selects and reorganizes facts and materials in order to reproduce the truth (Zang, 1999, p. 45). Thus, what is the framework for Chinese media coverage of sexual harassment? In the campus area, teachers have a high-profile status in modern China society, and they are mostly portrayed as role models (Mao, 2017). How, then, does the Chinese media present the image of teachers in sexual harassment news? Based on the moral background of the teacher-student relationship in China, this paper discusses the media framework of sexual harassment reporting in colleges and universities.

Methodology

As one of the first incidents of sexual harassment to attract the public in China in recent years, named Sexual Harassment of a Female Student by Teacher Chen at Beijing University Aeronaut & Astronaut (BUAA), an incident that began to draw the attention of Chinese audiences to topics of sexual harassment. And the incident even prompted further efforts to improve the government's laws on sexual harassment. Therefore, it is of practical significance to study the news frame of this event.

This article selects a typical case from 13 campus sexual harassment incidents in 2018. Reports from January 1 to February 7, 2018, are then crawled according to the progress of the incidents, for a total of 180 valid samples. This study adopts the content analysis method and text analysis, draws on the list of news frames designed by Tankard *et al.* (2001), to construct a suitable news frame.

Findings

In the news of BUAA, Chinese media mostly uses individual frames (49.4%) to report on the progress of sexual harassment incidents, including the causes, process, results, and effects. Also, Chinese media often uses a social frame (26.1%), reporting on the judicial and administrative processes and exploring solutions. In contrast, the gender discrimination frame, which is explored from a gender equality perspective, is less frequently used in the media (8.4%).

Conclusion

Chinese media actively follows up the content to promote the progress and resolution, but mainly examines the sexual harassment case from the perspective of power relations, with the university as the final resolver, without further exploring the gender discrimination issue behind the power relations.

In addition, the Chinese news media rarely attributes the perpetrator's personal qualities but more often associates the individual with the injurer's status. The report does not cover sexual harassment more greatly from a framework of equal relationships between men and women. Instead, the news reporters on sexual harassment more from the perspective of power relations, arguing that the central conflict in which sexual harassment occurs is how to address the issue of power.

PP 210   We are queer and we are here (kind of). LGBT+ rights, visibility, and sexual identity among young queers in Kampala

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This paper comes out of a project with the focus to investigate visibility pressures connected to international aid cooperation to LGBT+ rights in repressive contexts. The starting point is that queer visibility may constitute a potential

danger in countries with homophobic legislation. One of the contexts we set out to study is Uganda, the poster boy of a homophobic country since the infamous 2009 legislation.

While we shouldn't downplay the plights of the LGBT+ community in the country, this is a somewhat simplified picture. An understanding of fluid sexual identification – sometimes describes as more uniquely African and often used in contrast to more boxed and essentialist Western sexual identities with its attached importance of coming out, connections to a human (individual) rights and identity politics – may indeed offer a more nuanced, positive, and community-oriented way of queer living.

The attention to Ugandan homophobic legislation has resulted in an explosion of funding for LGBT+ rights and groups in the country. But what kind of sexual identity is being forwarded with this funding mainly coming from the West? Following LGBT+ organizations on social media it seems they had adopted a western LGBT+ vernacular and calendar. Furthermore, the influx of money for LGBT+ rights has contributed to a mushrooming LGBT+ organizations, organizations not seldom following a rhetoric and practice to suit their western donors.

This paper thus seeks to understand the intersection of LGBT+ organizations, visibility of LGBT+ rights (groups and individuals), as well as how (mostly) unaffiliated non-open individuals with same-sex desires identify themselves, also in relation to the cause and the increasing number of organizations in the country. For this paper 25 Interviews were conducted between 20 dec 2021 and 17th of January 2022 of approximately 90 minutes each. 8 interviews were conducted with individuals working for an LGBT+ organization, 14 with unaffiliated individuals and 3 were conducted with international donors in the country.

The results show a somewhat surprising diversity in the way individuals defined themselves. There were fluid identifications but also boxed ones suggesting that the dichotomy between essentialist sexual identifications (west) and fluid ones (Africa) are overemphasized in the academic literature. At the same time, being out seems not to be an option, not even for people working in LGBT+ organizations. What it means to be out also seems culturally embedded as leading a double life was considered a viable option for many individuals given their family constellation and cultural setting. This at the same time as the same individuals gladly broadcasted for example the international coming out day (11th October) on their organizations' social media accounts. The study also reveals a rift between unaffiliated individuals and LGBT+ organizations. Suspicions of their motives were expressed, stories about misconduct, sexual abuse and misuse of funds were told, as well as a general disinterest (and sometimes fear) to be (semi) openly affiliated to these organizations. This at the same time as visibility of the cause and LGBT+ individuals was considered as inherently positive (counter to the starting point).

GAS04 - Societal debates, dilemmas and shifting norms

PP 314 **Trans weirdos, labile girls and spoiled children: Intersection of discriminatory characteristics in online civic representations of politically active youth**

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The aim of this paper is to present the results of our analysis of online civic representations of politically active youth in the context of the intersection of age with other aspects of identity. We reveal strategies that the active discussants in the online public sphere employ to discursively exclude politically active youth from political participation and deny them political roles. We are specifically interested in how age, as the dominant factor in play, intersects with other factors used as discriminatory labels, such as gender, sexuality, socio-economic status, (dis)ability or lifestyle.

We follow the scholarly tradition focusing on the importance of online expression (Gibson & Cantijoch 2013) of the general public in the social construction of children's active citizenship. We combine this communication perspective with the sociological concept of "discursive exclusion" (Herzog 2013) as a form of social exclusion and, more specifically, with the focus on similarities between the historical exclusion of women from the public sphere and the strategies that online discussants employ to exclude children as valid participants in the public debate on important societal issues (Kulynych 2001).

In our qualitative analysis (employing open and axial coding from grounded theory) of user's comments related to online news articles about youth activism, we focus on answering the following research question: How do Czech online discussants combine various identity attributes to exclude youth activists from and discredit their role in the public sphere? Our sample consisted of more than 800 user comments related to 24 online news articles on various youth political activities, mainly environmental activism (Fridays for Future, Extinction Rebellion), EU-related activism and youth activities focusing on anti-pandemic measures. Our results reveal that the discussants question youth political participation by using a combination of exclusionary characteristics – besides negatively stereotyping youth as such, they focus on other characteristics of the activists, mainly on their gender or sexual identity, or

their general "abnormality" or an aberration from what is perceived as a norm. They often employ stereotypical representations related to gender and sexuality, disability and various lifestyles perceived as "alternative" and use them to further discredit political activities and public engagement of youth actors. In the interpretation of our data, we argue that these exclusionary characteristics reflect the rising anti-liberal tendencies in Europe, building upon traditional conservative norms and creating youth activists as those endangering these norms and shaking the values cherished by the older generations.

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■ **GAS04 - Societal debates, dilemmas and shifting norms**

PP 315 Sexualised or liberated? A critical discourse analysis of the debate about Hadia Tajik's book cover

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In 2020, Deputy Leader of the Norwegian Labor Party Hadia Tajik published a book titled *Freedom. A political and personal story*. The cover photo shows Tajik sitting with her legs spread, resting one elbow on her knee, looking sharply into the camera. She is wearing a green silk suit, high heels, black lace across her chest, black nail polish, and soft makeup. Her hair has been styled into soft, voluminous waves. Tajik, who has a Pakistani Muslim background, is challenging both images associated with her cultural background and those typically seen of leading female politicians in Norway. Shortly after the launch of her book, Faculty Director at the University of Stavanger Karoline Holmboe Høibo wrote an opinion piece in a local newspaper titled *Hadia Tajik ruins for herself with this book cover*. The critique sparked a national debate, where some defended Tajik's photo and others backed Høibo's critique. The critics called the photo sexualised, Tajik's expression flirty, and giving connotation to *50 shades of Grey*, arguing that the photo limits women's opportunities for success in politics. The defenders argued that the photo shows Tajik being free as herself, her expression as oozing of confidence, and in turn took the criticism as sexism.

Why did the critics interpret the photo as sexualised and flirty, signalling that women's opinions are not sufficient, and why did others interpret the critique as the "women's police", monitoring what women can and cannot do? This study analyses this debate and attempts to understand the underlying aspects of the colliding perspectives by asking how the concept of women's liberation is understood. To answer this question, a sample of the opinion pieces containing the main arguments was selected. They were analysed in line with Norman Fairclough's critical discourse approach, which analyses linguistic choices and has a critical perspective on the social function of texts.

The analysis shows that the cultural phenomenon of postfeminism, a term used "as a way of making sense of paradoxes and contradictions in the representation of women" (Banet-Weiser et al., 2020, p. 4), is highly prominent in the debate. The analysis indicates that the critique is of a structural level where the subordination of women as the sexualised other is still present. The defendants, on the other hand, seem to interpret Tajik's image as Bolsø and Mühleisen's (2015) *femme* figuration in *feminizing to power*, where women appear feminine – even glamorous – as an act of women's liberation. The conflicting perspectives can be explained by Sletteland's (2018) theory of political anomie, a condition where it is not possible to come to agreement or solve conflicts due to a lack of shared norms.

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Gender and Sexuality

PP 316   **Following gynaecological violence through media productions. How discursive trajectories emerging from alternative media find their way in legacy media**

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This research aims to bring light on the discursive trajectories of alternative media productions on gynaecological violence, a subject receiving intermittent traditional media coverage. More precisely, we wish to understand the way in which these productions emerge and, through interdiscursivity, are taken up by traditional media, hypothetically changing their meaning and thus trajectory. In doing so, this communication aims to understand how a topic that, firstly, concern a particular social group emerges and is taken up into the public media sphere.

If gynaecological and obstetric violence can be described as a taboo theme, the subject still occasionally found its way in French traditional media during the last years. Following the hypothesis that various cultural products (e.g. "Paye ton utérus" hashtag in 2014, the short Konbini video "Violences gynécologiques: des témoignages glaçants" in 2018, the Arte documentary "Tu enfanteras dans la douleur" in 2020) triggered the emergence of discourses around a societal topic, we use interdiscursivity and its markers, as described by Doury and Nacucchio (2019) to follow the trajectories of controversies (Chateauraynaud & Doury, 2010) and discover alterations in media coverage as part of the evolution of discourse before it's disappearing and replacement, in an experimental diachronic approach. In that perspective, we perceive public discourses as traces and knots in time, creating webs of meanings (inspired by Ingold, 2011). This allows us to both analyse discourses' pathways, as well as having a reflexive viewpoint on diachronic representations.

At the media level, the research is based on an essential issue for traditional journalists: the challenge of maintaining a legitimate link with their audience while the development of alternative media regularly redefines the boundaries of journalism (see, for example, Dupont & Bousquet, 2020). To maintain this link and therefore this legitimacy (Esquenazi, 1999), traditional journalists therefore seem to have to grasp – or deal differently with – subjects that better integrate certain social groups. The research therefore starts from this issue to understand how the traditional media seize productions from certain alternative media. Our corpus relies on interdiscursivity: starting from the switch of alternative media productions to legacy media, it will be generated by following our methodology. Indeed, trajectories will unveil our work material inside traditional media.

We use perspectives from media studies, discourse analysis, sociology, and anthropology to experiment and develop a model that create another narrative about the way we do research.

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PP 317   **Sex, orgasms, and masturbation: the nuances and ethical dilemmas around what appropriate sex education is in the classroom?**

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The argument that online pornography can and is being used as a form of sexual information by young people in place of lack-lustre sex education is nothing new (Albury, 2014). Accepting this claim, the authors ask: what should comprehensive relationship and sex education (RSE) in schools look like?; how can such content be taught ethically, and responsibly, in schools?; does discussion around sexual pleasure have a place in education curriculums?; and what is appropriate in a classroom full of diverse children from differing backgrounds? This paper emerges

from the initial findings of an Australian Research Council funded project, "**Perceptions of harm from adolescents accessing online sexual content"**, which seeks to understand why adolescents access pornography and the short/ long-term effects that the teens say they experience or perceive as a result of such access. The adolescents interviewed for the project – in matched but totally distinct, separate, and confidential interviews with their parents – are largely dismissive of the value of the current sex and relationships education delivered to them through recognised channels, such as school. They lament the limitations of such sex education and argue for deeper conversations, such as nuanced discussions around what constitutes consent, knowing that consent is far more then no means no and yes means yes, where partners' have rights to change their mind, even in the middle of what might have begun as consensual sexual activity and with less focus on the biological aspects Previous sex education studies (Bauer et al., 2020) have indicated that the more opportunities young people have to discuss and explore sexual topics in theory, the later their own sexual activity begins and the better able they are to negotiate relationship stress – contrary to popular belief. This paper addresses teens' own views of the kind of sex education they want and suggests that television series (Dudek et al., 2021; Dudek & Woodley, 2021) may provide more useful information to teens about sex than the formal sex education curriculum. This paper seeks to integrate the voices of young people regarding the matters they wish to be taught and deem as important in RSE, and balance that input with the approach adopted by researcher, educators and policy-makers on these controversial and divisive topics.

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GAS04 - Societal debates, dilemmas and shifting norms

PP 318   'Play like a woman': Visual self-presentation strategies of Turkish elite female athletes on Instagram

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Sports organizations and athletes have been using visual-based social media platforms to develop personal brands and promotion since visual messages provide more audience engagement and more possibilities for personalized features; such as emojis, filters, music, etc. (Bo Li et al., 2021).

As of June 2018, it is reported that more than 1 billion active users are trafficking on Instagram monthly ("Instagram…", 2019). The platform provides rich opportunities for self-presentation and storytelling (e.g., Melek and Müyesseroğlu, 2021; Uluçay and Melek, 2021). Therefore, Instagram is also more popular among athletes as a personal branding tool.

It is reported that female athletes' social media use is more frequent compared to males (Geurin, 2015). Several studies explain the situation by referring to the traditional media coverage including male and female sportspeople. In the body of research, it is explained that male athletes are depicted as more powerful and dominant whereas females are portrayed with their femininity with mentions of their families and personal lives. Moreover, it is stated that female athletes were presented in gender-appropriate sports with photographs reflecting passive poses rather than action poses (Knight & Giuliano, 2002, 2003; Hardin et al., 2005). Thus, social media is a great opportunity for personal branding of female athletes. By using social media, they can bypass traditional media and they can contact their followers and promote themselves.

Although female athletes' increased use of social media for their branding, few studies on their visual self-presentation strategies exist. Previous studies are mostly from Commonwealth countries in which English is spoken mostly, or from western cultures (Geurin, 2015). Inspired by Goffman's (1959) self-presentation theory, this study addresses the issue and aims to reveal the visual self-presentation strategies of elite Turkish female athletes on Instagram to

develop their brands. The research also investigates which self-presentation strategies get higher engagement in terms of comments and likes. Different branches can be factors that affect the frequencies of self-presentation categories; therefore, the study also questions whether there is a difference in strategies among different sports branches.

In this research, quantitative visual content analysis will be used by undertaking Goffman's (1959) self-presentation theory. To examine Instagram posts usage by elite Turkish female athletes, the most well-known sportswomen were selected, who represented Turkey in the Olympics, World or European Championships. In total, 50 elite Turkish female athletes in 18 different branches will be investigated in the context of their Instagram posts. We will follow and archive the selected accounts for 3 months period. All still images, videos, stories, and captions will be included in the sample. The unit of analysis is a single post whether it is an image, video, or story including the verbal components. For data analysis, descriptive statistics, ANOVA with Bonferroni post hoc tests will be used. The research is in the process of data collection. Findings will be available when presenting at the conference.

Keywords: Visual self-presentation, Instagram, elite female athletes, personal branding, quantitative content analysis, Turkey

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GAS05 - Gender, sexuality and social media

PP 414 Young people, gender and social media logic

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Social media represents a significant part of digital youth culture, providing young people with models, symbolic resources and space for self-presentation and reputation management (Boyd 2014).

This article explores how the *ideal of entrepreneurialism* (Duffy, Pruchniewska 2017; Banet Weiser 2018), which marks the social media logic of attention and visibility (De Ridder 2017), has been appropriated by young people in ways that allow them to challenge or reaffirm traditional gender and sexual norms. This paper results from a larger research involving approximately eight hundred Italian teens between the ages of fourteen and sixteen years old. This article focuses on the empirical material (ethnographic observation, visual artefacts and group conversations) collected by an online laboratory encompassing forty-two classes, in which we asked participants to join in a creative activity to create fictional accounts that could become popular with their peers. Our analysis shows how young people discursively construct gender and sexual norms, frequently reproducing dominant cultural discourses on gender and heteronormativity. We found that young people's discourse mainly focuses on the apparent *feminization of the internet* and the perception of social media platforms as belonging to the female sphere (Van Zoonen 2002). The feminization of the internet leads to two conflicting discourses, strongly relying on gender differences. The first discourse involves men's needs to link technical competence, professionalism and masculinity to reproduce the stereotypical portrayal of women as bearers of an innate sexual power that compensates for their lack of ability in digital skills. The second discourse encompasses women's efforts to understand the kind of "empowerment" they can achieve through media production practices (Dobson 2015) and all the difficulties related to their digitally enabled self-representations because of possible stranger dangers, sexualization of their bodies, potential loss of sexual reputation and so on (Livingstone, Mason 2015).

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Gender and Sexuality

PP 415 **'I've failed Generation Z': Exploring hypervisible feminine identities on TikTok**

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The purpose of this paper is to analyse contemporary feminine young identities in social media, identifying main themes, narratives and imaginaries used to present themselves online. Through qualitative text analysis, this essay examines short videos shared by three of the most-followed Spanish tiktokers: Lucía Belido (@itsbellido, 8.5M), Mónica Moran (@monismurf, 8.4M) and Lola Moreno (@lolaloliitaaa, 8.4M). Within a neoliberal scenario, these girls emerge as native social media entrepreneurs (Cunningham & Craig, 2021), and fall within the definition of micro-celebrities (Marwick, 2007; Hearn, 2008; Senft, 2008), framing them as current people who expose their intimacy as a commodity, obtaining social status and visibility in exchange. By the end of September 2021, TikTok's monthly active users raised up to one billion worldwide, becoming the application with the fastest growth between 2018 and 2021 (Iqbal, 2021), an expansion that was particularly boosted during Coronavirus lockdown. Young girls such as Charli D'Amelio, Bella Poarch or Addison Rae lead the most-followed rankings worldwide, being hypervisible within the economy of visibility (Banet-Weiser, 2016) while other feminine identities remain obscured and eclipsed. As Melanie Kennedy puts it, 'in recent months TikTok can be understood as a celebration of a certain type of girlhood in the face of the pandemic' (2020: 1070). This essay aims to answer the following research questions: What elements are central in defining feminine identities of the most-followed Spanish Tiktokers? Which kind of gendered values and personality traits are portrayed in their profiles? How do they build and perform their sexuality and romantic relationships? Which kind of discourse do they create on work and career aspirations? In which ways love, work and self-image are interlinked? To address these questions, this study draws upon a qualitative text analysis applied to a sample of 270 videos. Data were collected intentionally, looking for thematic diversity and within a period from January 2020 to September 2021. The approach combines social semiotics (Kress, Van Leeuwen, 2006), critical discourse analysis (Van Dijck, 2008), film analysis (Casetti, Di Chio, 1990) and thematic analysis (Glaser & Strauss, 1969; Braun, Clarke, 2006), to identify main themes, narratives, values, and imaginaries connected to feminine identities. Results obtained contribute to the debate about contemporary girl culture and the ideals of young female celebrity under the umbrella of neoliberalism. Examining these profiles allows us to better understand the yet understudied new mainstream feminities that circulate through TikTok, deploying a feminine identity that disrupts and contradicts postfeminist sensibility (Gill, 2007), closely associated with lifestyle and beauty influencers from Instagram and Youtube. Within the context of the so-called Generation Z, these girls seek authenticity and do not hesitate to appear crying in front of the camera, speaking openly about mental health, or expressing their sexual desires. All of them negotiate with the concept of love, rejecting idealized romantic relationships, exploring fluid sexual identities, and embracing the maxim "Do what you love" when it comes to work aspirations. Self-confidence, empowerment, and resilience are the main goals to pursue, always as an individual path.

PP 416 **Social media platforms and public controversies: How the public breakdown of trust in social media shapes meanings on young people's intimacies and sexualities**

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Current public discussions and academic research on young people's intimacies, sexualities, and social media show concerns about young's people's rights, social-psychological well-being, health and bodies, and sexual reputations. While there have been significant investments in studying these "effects" of social media on young people's intimacies, there is a lack of understanding of how the core values of social media platforms (e.g., a focus on commercialization and datafication) are causing new public concerns and conflicts related to young people's intimacies and sexualities. This presentation will focus on these concerns and conflicts on social media and young people's intimacies and sexualities by focusing on unfolding public controversies and societal breakdowns of trust in social media platforms.

Drawing on extensive document analysis and qualitative web content analysis, this presentation will present a tracking of public controversies around technologies and digital media (Marres, 2007), and as such reveal public involvement on how social media are causing concerns and conflicts over young people's intimacies.

I will explore these unfolding public breakdowns of trust in social media platforms by exploring two topical and high impact cases: (1) the decision of Instagram in May 2021 to let users hide "likes" to reduce social pressure

on young people, and the public discussion that followed; (2) the statement of former Facebook employee and whistle-blower Frances Haugen ("Protecting Kids Online: Testimony from a Facebook Whistleblower") delivered before the US Senate Committee, and the public discussion that followed. Both cases have significantly discussed how social media pressures young people to present "perfect" bodies and "ideal" selves and engaged directly and indirectly with discussions on sexualization, femininity and masculinity.

I want to show that focusing on these controversies will significantly expand the current effect-driven focus of research on social media and young people's intimacies and sexualities that exists today. Situating and understanding these controversies in a broader context shows how the core values of social media platforms' technological, political, and economic operations, are not "neutral", but that they are actively shaping meanings on young people's intimacies and sexualities. Given social media platforms' significant role in the intimate and sexual lives of young people, we need to invest in critical knowledge on how intimate practices and politics are increasingly related to how social media operate (e.g., their technological, political, and economic operations).

Researching the technological, political, economic operations and values of social media platforms, and how they affect intimate/sexual practices and politics, is methodologically challenging. Much of what social media platforms do seems to be a "black-box" firmly locked behind the operations of algorithms, copyright and non-disclosure agreements, corporate PR that seeks to shape imaginaries and dominant understandings of social media's function and role in society. This presentation borrows from the traditions of science and technology studies (Latour, 2007) and infrastructure studies (Star, 1999) that offer a set of powerful theories and methods to explore how social media are shaping the meanings and politics related young people, intimacy, and sexuality.

GAS05 - Gender, sexuality and social media

PP 417   Negotiating gender identity and politics online: social media wars over the 'Trans Act' in Spain

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In this paper we intend to disentangle the complexity of the different and overlapping issues that are circulating online with regards to transgender rights in Spain, embodied by the 'Trans Act', to be approved by Parliament in the coming months. We look at the controversies, main actors involved, their implicit interests, and feminists' and transfeminists' online communicative strategies.

Since best-selling author JK Rowling's outed herself as a 'TERF' (Trans Exclusionary Radical Feminist) in 2019, the term has been used both as a slur by those who advocate trans-inclusion in feminist/female spaces and acclaimed by those who push for the exclusion of trans individuals specifically trans women from female-only spaces (Osborne, 2017). In Spain, the cultural war between 'TERF's and 'Transfeminists' – trans activists and trans-inclusive feminist collectives – has been going on mainly on social media, such as Twitter and Instagram. The narratives of opinion makers and influencers on this issue are crucial for the public opinion on feminist, queer and trans theory (Bettcher, 2017; Halberstam, 2018; Platero & Rosón, 2019).

This paper will shed light on the specific affordances of social media for discourses on gender and sexual identity and politics, including misinformation and hate speech, regarding the new Trans Act to be adopted by the Spanish Parliament in 2022. This law aims at depathologising transness and securing the right to gender self-determination of trans individuals, following the path set by laws passed already in seventeen Spanish regions. The proposal has become controversial, not only among the conservative and extreme right, but also among certain radical feminist sectors of traditional centre and progressive parties.

We looked at four trans-exclusionary feminist influencers and their discourses during the week that the draft of the Trans Act on transgender rights was passed by the Spanish government (29 June 2021). Many of these influencers have warned about the 'erasure of women' should the law be approved (Álvarez, 2019; 2020; Miyares, 2020; Posada, 2020), while other voices have defended the need for a transfeminist struggle (Bambú, 2019; Mayor et al, 2020; Robles, 2021, among others). The debate is increasingly polarised, coinciding with the social and political debates on the new Trans Act currently under debate in Parliament.

We argue that only by uniting, not fighting, can the feminist movement and its allies overcome these divisions and succeed in its struggle against patriarchal oppression.

Keywords: Spain, Trans Act, TERF, radfem, transfeminism, social media

Gender and Sexuality

PP 470   "(Un)being a mother". Media representation of motherhood and female identity

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In Media Studies the representations of women in TV dramas have played a fundamental role in the reflection on female identity (Buonanno 2009; Meyrowitz 1985) and in addressing women to recognize themselves as belonging to a distinct and specific social group (Howard and Katz, 2013). Since the 2000s it has been increasingly easy to meet productions of emancipatory stories with a strong female protagonism: women included in the world of work in male roles and professions (Hidalgo & Tatiana y Palomares Sánchez, 2020), eminent women in the field of science and culture and, in even more recent years; wicked and violent women (Buonanno 2017; Giomi & Magaraggia 2017) who defy male domination with ferocity and perfidy (Bourdieu 1998). Even in the latter case, there are often representations of dimensions capable of re-enrolling women in traditional role expectations, first of all the role of mother. this paper will compare 9 products (3 Italian, 3 Spanish, 3 American – years of production: 2016–21) investigating if, and possibly in what way, the change in the representation of gender identity also changes the representation of the female mother through a textual analysis and an media ethnography aimed at identifying the interpretative strategies present in the TV series Using some categories of literature and identifying new ones, we will verify the persistence of the idea of the 'good mother' (Feasey 2012) and of the intensive mothering (Ennis 2014; Hays 1996), or the presence of other and different representations, closer to the concept of "good enough mother" (Wordrop 2012). Our research question is to analyze, in these representations, if the motherhood is still a central element in the definition of the female gender or whether, possibly, TV representations are capable of challenging gender stereotypes and identifying different ways of being a woman (Natale, 2021).

PP 471   Men grilling meat, women dressing a salad': how food advertising represents masculinity and meat. A qualitative analysis

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For over fifty years, the representation of women in mass media and advertising has been the object of criticism. Research has consistently shown that women are outnumbered by men and that they are represented in limited, often stereotypical ways. Thus, media function as a negotiating space for cultural meanings and a source for the (re) construction of gender (Krijnen & Van Bauwel, 2015), as well as a breeding ground for stereotypes (Dyer, 2013). For a long time, research focussed on women and femininity while masculinity was considered the standard against which everything was compared. In this paper, we focus instead on the representation of men and masculinity in advertising, one of the key cultural fields for the representation of gender norms.

More particularly, our focus is on associations of masculinity with meat consumption, based on the widespread belief that "real men eat meat". While there is a lot of research showing that men are indeed more attached to (particularly red) meat (Kubberød et al., 2002), there is a lack of research on the way media may contribute to the cultural construction of meat as a symbol of masculinity. To explore this issue, we conduct a quantitative and qualitative content analysis of TV food advertisements in Flemish media, systematically analyzing the connection between certain kinds of food (meat or vegetarian and vegan) and gender (men and/or women), both on the denotative level of actual representations and on the connotative level of values. We focus on Flanders to take into account the national and cultural context in which advertisements appear, although we should keep in mind that a lot of advertisements in Flemish media are international in origin.

For the content analysis, we are inspired by Erving Goffman's "Sex Role Analysis", which includes a set of tools for the analysis of gender displays in advertising, such as the Feminine Touch, Function Ranking, The Family, etc. (Goffman, 1979). While Goffman's theoretical and methodological approach is still useful, we reformulate the tools based on more recent insights about gender and its connotations. Drawing on these tools, we analyze whether recent Flemish (non-)meat advertisements are gendered, how men (and women) are depicted (gender displays), what behavior they adopt (expressive behavior) and how this fits in with prevailing ideas about masculinities. Our main goal is to gain a better understanding of the connections between eating meat and beliefs about masculinity.

Keywords: *masculinities, gender, meat, Flemish media, representation*

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GAS06 - Media discourses, inequalities and social change

PP 472   The politics of female anger in old age: The Good Fight, older femininity and political change

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In the field of media and cultural studies, 'youth' has been central to discussions about femininity and the media, even more so in relation to the popularity of feminism in mainstream culture in the past decade. For instance, the frameworks of 'postfeminism' (Gill 2007; McRobbie 2009), 'popular feminism' (Banet-Weiser 2018) and 'neoliberal feminism' (Rottenberg 2018) have predominantly focused on girls, young women, and women up to childbearing age. However, in the past 5 to 10 years, new representations of ageing femininity have emerged, which challenge the dominance of young femininity in much feminist media and cultural studies scholarship. One of such media texts is the popular CBS show *The Good Fight* (2017–).

Through a close reading of *The Good Fight* between season 1 and 4, I argue that the show engages in an important conversation about female emotion and feminist politics in the aftermath of the presidential election of Donald Trump in 2016, by centering the storyline and emotions of Diane Lockheart, a woman in her 60s. By engaging with recent scholarship in the field of feminist cultural studies that have dealt with female emotion in the media, I argue that Diane's characterization follows what Dobson and Kanai (2019) have described in terms of 'affective dissonance', where anger, insecurity and anxiety work to articulate counter-discourses to the predominant 'happy feelings' of neoliberalism.

At the same time, *The Good Fight* complicates cultural studies' scholarship on the politics of emotion, as 'negative' feelings such as unhappiness, depression and anger have historically been associated with older femininity (Segal 2013). *The Good Fight* challenges dominant discourses about older femininity by reclaiming 'negative' emotions such as bewilderment, hopelessness, vulnerability and – most importantly – anger. Indeed, anger appears to be the catalyst for much of Diane's political change and grassroot mobilisation, reframing the longstanding association of this emotion with older femininity by making it politically productive. Thus, the paper contributes to current debates in the field of feminist media and cultural studies by exploring the way *The Good Fight* challenges dominant discourses of older femininity that understand ageing in terms of 'decline', by showing old age as a time for personal, professional and political change.

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GAS06 - Media discourses, inequalities and social change

PP 473   Media representations of gender and suicide in everyday reporting on suicidality in Germany

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Every year, more than 9,000 people die by suicide in Germany, among whom three quarters are men (German Federal Statistical Office, 2021). Women are considered to commit significantly more suicide attempts, which are estimated in total to be ten up to twenty times higher than the number of fatal suicides (Scherr, 2016). Up to

90 percent of suicide victims are mentally ill and suffer from treatable mental illnesses such as depression and/or alcohol dependence (Thieme, 2014).

Responsible media coverage of suicidality is considered an effective measure of suicide prevention. Findings on the so-called "Werther effect" (Phillips, 1974) and "Papageno effect" (Niederkrotenthaler et al., 2010) suggest that media coverage of suicidality can have both suicide-promoting and suicide-preventing effects. However, the possible influence of media suicide reporting is not limited to direct or indirect effects on suicidal behavior. Media coverage can have influence on which issues audiences perceive to be important (McCombs & Reynolds, 2009) and how they perceive and evaluate certain topics (Tewksbury & Scheufele, 2009), which may also apply to suicidality. The extent to which suicidality is perceived as a taboo or as a problem and what perceptions and beliefs prevail in the population about e.g. how widespread suicidality (among men and women) is and what determinants and risk factors for suicidal behavior there are, might therefore likely depend on mass media reporting.

But up to now, neither everyday media reporting about suicidality nor possible gender differences in this media coverage have been investigated in Germany so far. We therefore ask, a) how German media report about suicide and b) to what extent gender differences in reporting are evident and c) correspond with reality. We conducted a quantitative content analysis of the complete coverage of suicidality of nine leading national print media (n = 1.074). Access was provided via the database "LexisNexis" using a search string that included suicide terms and paraphrases. The study period was twelve months (July 2017 – June 2018).

Results show that suicidality is continuously subject of mass media reporting. The number of articles corresponds to an average of three articles per day or one article per medium every three days. We found gender-specific differences in media portrayal, some of which clearly deviate from reality. About 53 percent of the articles dealt with suicidality among men, 17 percent with suicidality among women. In 30 percent of the articles, reporting did not focus (only) on a specific gender, either because several genders were explicitly discussed (11%), or because the article left gender of the affected persons open (19%). While the ratio of men and women within the reporting of fatal suicides roughly corresponds to social distribution, the deviations for other forms of suicidality are serious. Thus, men are also disproportionately often (also) in the focus regarding suicide attempts (77%) and suicidal ideation (71%). Particularly problematic was the fact that male suicidality was comparatively rarely reported in the context of mental illnesses, but comparatively often presented in the context of external violence such as extended suicide or spree killing.

GAS06 - Media discourses, inequalities and social change

PP 474   Roma representation in Romanian media and politics: Perspectives from the Roma community, media, and academia

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Gender, ethnicity, race, social and economic status are the basis of social inequalities which can be often found in politics, both in Romania and when looking on a larger scale, such as on a European level. Although the representation of women in politics represents a consistent body of literature on Eastern European politics throughout recent years, intersectionality approaches require further investigations into the representation of intersectional women, such as LGBTQ+ members or Roma women. Representation, McGarry (2014) argues, in the specific case of Roma members, is pivotal in strengthening their political position, revealing social disparities, and devising policy interventions to navigate specific challenges. Pioneering candidacies of intersectional women – such as Linda Greta Zsiga or Antonella Lerca – drew media attention and generated reactions among the general Romanian public. Political representation enacted by intersectional – namely Roma, in the present case – representatives might, according to Zevnik and Russell (2020), constitute a significant step towards recognizing Roma women as citizens and political agents, as well as provide opportunities for authentic empowerment via representation.

Drawing on theories of representation and intersectionality, this paper engages a multi-method approach in order to analyze Romani female candidates' media representations and manifold perspectives from the media, from academia, and from the Roma communities in Romania of media and political representation. This paper offers an in-depth analysis of media frames within the Romanians' media-produced content regarding political candidacies of Romani women (for the European Parliament and local elections), as well as a sentiment analysis of such media content promoted via social media. Furthermore, this study taps into women's perspectives – belonging to two Romani communities in Romania – to generate an insider's view of Roma women's (under-)representation on all political levels, gendered and intersectional issues, as well as media representations. The present research also documents, through semi-structured interviews, perspectives from media representatives and academia, to assess the level, quality, and potential outcomes of intersectional representation in media products and in the political arena.

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■ **GAS07 - Online harassment, gender and delegitimation in journalism**

PP 502 The visibility-invisibility paradox: investigation into organizational responses to online harassment of female journalists in Sweden and Poland

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In this paper I present results of an investigation into organizational responses to online abuse of female journalists on the example of Sweden and Poland. The study aims to contribute to feminist media scholarship, building on theories of gendered organizations and more broadly, phenomenology of being a woman in the media industry.

Broadly speaking organizational structures and processes, research shows, are overwhelmingly treated as gender neutral, even when it is acknowledged that women and men are affected differently by organizations. Exposing and understanding the dynamics of gendered racialized class relations within specific organizations is what Joan Acker had in mind when she developed the concept of regimes of inequality (2006).

Following Sara Ahmed, I refer to this projects' methodology as having "a feminist ear" (2017) as I juxtapose media organizations commitment to tackle online abuse of their female employees, with media employees' own experiences and understanding of what being a female journalist entails. My research questions are: what kind of help, in which circumstance and to whom, media organizations are willing to offer in countering online abuse. I conducted 24 interviews; 14 in Sweden and 10 in Poland with journalists representing various media organizations, media organizations' representatives, including editors and people from the security departments, as well as with lawyers and representatives of journalist's unions and associations.

Results of my investigation into organizational responses to online harassment of female journalists reveal a certain visibility-invisibility paradox. The phenomenon of online harassment is recognized as highly gendered. Both journalists and media organization's representatives confirm that personalized, sexualized and racialized online harassment concerns mostly women journalists and is perpetuated mostly by men, white men.

The responses that media organizations deploy, however, remain disembodied and gender-neutral. Organizations focus on addressing the harassers – via solutions to counter online abuse (technology design, educational initiatives for moderators, policy developments), while no strategies exist to address those who are actually harassed (acknowledging, counseling, setting up support systems). In this sense experiences of those who are actually harassed remain invisible – they are not consulted as active agents when it comes to ameliorating the conditions they meet at work. At the same time the question "what can we do" continues to be raised.

■ **GAS07 - Online harassment, gender and delegitimation in journalism**

PP 503 Language – a problematic 'tool of trade': Guidelines for diverse linguistic practices in German journalism

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Structures of gendered, ableist or racial oppression, which are no longer in place, nevertheless have left traces in language, deposits so to speak that we usually are not aware off. By taking language, central tool of trade in journalism, for granted in daily routines, chances are very high that these structures are reproduced on a symbolic level. Feminist scholars of linguistics (Kotthoff/Nübling 2018) have pointed out how deeply the German language is gendered down into very basic structures while other systems e.g. racism or ableism shape language on the level of the vocabulary. To counter unintentional discrimination, journalists who consider themselves to belong to a marginalized group have developed guidelines for more inclusive linguistic practices in news writing.

The proposed talk aims at establishing whether there is a growing awareness in terms of linguistic sensitivity and enquires into the role of said guidelines. Some of the suggestions offered have been around for several decades; however, only in the last few years, mainstream media have begun to use more inclusive language. In a first step, I will take stock of where we are. How many mainstream media allow gender inclusive language? What are

the consequences of (not) adopting a more diverse practice for example for the quality of journalism? I contend that a higher diversity in linguistic practices makes visible the normal object of news, i.e. the group so far unmarked, white heterosexual men, which thereby becomes decentralized. This, in turn might account for the heated and entrenched discussion regarding language practices. I base this part of my talk on testimonials from the field (e.g. Reimann 2020), advice literature on good journalistic writing and juxtapose it with research findings mainly by feminist linguists.

In a second step, I will discuss how guidelines have been received in the journalistic field from the point of view of stakeholder organizations, e.g. *Neue Deutsche Medienmacher* (*New German Media Makers*). Looking at examples, e.g. the web portal *Genderleicht* (*How to gender easily*), the talk will investigate if and how these offers of collegial advices have been taken up and by whom: individual journalists or organizational entities aka editorial offices? Here, I draw on qualitative interviews with representatives of the respective organizations and/or the authors of a guideline (work in progress).

Overall, the talk will show that the guidelines for diverse linguistic practices are a first step to change language practices to be more inclusive in coverage. Taking gendered language as an example, it will also show that the professional debate on a central tool of trade is part of an overall societal discussion that sets the framework for further development.

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GAS07 - Online harassment, gender and delegitimation in journalism

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PP 504 From "My wife can get your eyebrows done" to "You should be raped": Women journalists and online harassment

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The corpus of literature related to online harassment reflects various disciplines and approaches. However, feminist scholarship has shone perhaps the most consistent light on online harassment, demonstrating its parallelism with patriarchy and white supremacy patterns in the physical world (Cross, 2019). The sexist, racist, homo/transphobic and ageist nature of online harassment is rooted in structural prejudice and inequality, and its dehumanizing effects are sharply amplified by them.

Women, particularly, are preferential targets of trolls (Nadim e Fladmoe, 2019; Edström, 2016; UNESCO, 2021; Chen et al, 2020; Adams, 2018) and, when it comes to journalism, the dangers of hate speech and harassment are well known, presenting a significant challenge to today's journalists (Holton, 2021; Waisbord, 2020). The consequences of this gender-based online aggression are not only to women journalists' psychological well-being but also public life triggering a "chilling effect" that limits the types of stories and topics covered (Townend, 2017; UNESCO, 2021).

With few notable exceptions (Simões 2021; Silva et al. 2021; Coelho and Silva 2021; Amaral and Simões 2021), little is known about online violence against Portuguese journalists in general and women journalists. To bridge this gap, this research examines how online abuse is experienced and tackled by women journalists by measuring self-reported incidents, effects, and trust in existing safety mechanisms. Further, it explores how the paradox of the gendered journalism profession (Steiner 2019; Lobo et al. 2017; Luqiu, 2020) with an intersectional lens impact their evaluation of online harassment. Finally, the paper explores issues of under-discussion and normalisation and women journalists' ways of resisting and/or adapting to different forms of harassment.

Theoretically, the article bridges the research on online harassment and gender in journalism. Empirically, it draws on mixed methods involving a combination of data from a) a nationwide survey of journalists analysed with SPSS statistics software and b) semi-structured interviews conducted with 25 women journalists from diverse media and fields as analysed in Maxqda software.

The findings, obtained by a feminist approach (Letherby, 2003), show that women journalists acknowledge various forms of ambivalent and hostile sexism (Glick and Fiske 1996; Gomes et al. 2011). While they tend to deny the gendered character of harassment causes, seeing it mainly a consequence of their job, they also acknowledge inequality in the newsroom and their place in a patriarchal society, where ambivalent sexism can turn violent. How they deal with these ambivalences also helps them determine how they deal with the attacks within the available

protection mechanisms. Considering the dangers of under-discussion and normalisation of the issues at hand, we finally argue that news organisations need to encourage women journalists to come forward about the abuse they face and assure them a policy of zero tolerance of gender violence or harassment in the workplace.

GAS07 - Online harassment, gender and delegitimation in journalism

PP 505   Women's voices in Ghanaian media. Where are the female experts?

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Ghana has a lively and diverse broadcast news media, which includes a multiplicity of radio and TV outlets. At the same time, in what remains a strongly patriarchal society, women have struggled to find a voice in many parts of Ghanaian society. This research sought to examine the extent to which the principal TV and radio news programmes in Ghana included and reflected female expertise. It was based on the expert women research project that has been pioneered at City University in London since 2012, established in order to compare the use of male and female expertise in the flagship programmes in the UK broadcast news media. The premise of the re- search is that journalists and broadcasters cannot influence who makes the news, but they do have choices about the expert guests invited to appear as interviewees and to comment upon news events.

The same established methodology to analyse the output was employed in Ghana, so that in this research project (supported by the UK Global Challenge Research Fund) a range of six Ghanaian flagship radio and television programmes were monitored regularly over 5 months in 2021, to determine how many female experts were inter- viewed, as compared to male. The gender gap which this analysis revealed was very stark and indicated that in some cases almost no women participated as experts over the entire period. Moreover the overall ratio of men to women across all the programmes was around 10 to 1 in favour of male experts. As a complement to the quanti- tative data analysis, interviews were also conducted with a range of broadcasters, journalists and prominent female activists. They commented on the results and sought to explain and understand this wide disparity in female and male expertise in mainstream Ghanaian news broadcasting. Interestingly amongst the responses it appears that several of the interviewees 'blamed' women for not being willing to come forward and participate. This is consistent with research in the UK,where it seemed that women apparently need to be wooed "like a princess" to appear in the news media. [Howell, L. & Singer, J. (2016). Pushy or a Princess? Women Experts and British Broadcast News. Journalism Practice, 11(9), pp. 1062–1078]

GAS07 - Online harassment, gender and delegitimation in journalism

PP 506   Gender equality and proximity. The value of local information

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Local information, traditionally embedded to the community it represents (Agcom, 2018), has modified its relation- ship with the territory due to some social and media system's changes. Not only in the geographical meaning, but also in terms of public and private relations, territorial information acts as a direct relationships between audiences and sources, and it interconnects everyday, public and political dimensions.

The main thesis is that the local dimension has taken on a more dynamic role as a result of globalization (Robertson, 2014, Problems of Information 3/2020) and the digitization of information processes (Mayrowitz, 1985). This is also because experiences and social narrative, inside and outside media systems, interact and hybridize themselves with the information level. For these reasons, local information remains a cognitive resource to build grassrooted opinions, especially for networks of local action.

We have adopted this perspective in researches on gender violence and balance, verifying the function of local media in promoting social values. The first is a research carried out within the Violence against women: Network Actions to Prevent and Combat (VARCO) project funded by the Italian Crt Foundation and conducted in 2020 – a year that as effect of health crisis the local information consumption has increased (Gollust et al., 2019) and this has had an impact on gender-based violence representation also. The second result is referred to ORA, a regional observatory pilot project funded by Piedmont Region, on local information role regarding gender equality issues.

The results of these researches – using different empirical approaches, focus groups, interviews and content analysis – have verified some main preliminary hypotheses. The first, theoretical, has been to verify that traditional relation- ships between audiences and information sources have been affected by disintermediation and hybridization of communication processes, strengthening the cognitive function of local information. The second hypothesis

is that this particular situation has strengthened the connections between local media and their informational sources – formal and informal, public and private – improving the role of local information as a stakeholder in public decision-making and for public opinion. The third hypotheses is that even the local level could stimulate critical movements challenging the discriminatory practices present within journalistic cultures, and improving a more appropriate journalistic languages. Finally, by analyzing the contents of local news and the social networks' conversations about gender equality, it is possible to test the priming and framing media effect of these. This type of gaze also led us to verify whether and how widespread is the attitude of local information systems towards a more inclusive language and their power of engagement for the local community.

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GAS08 - Explorations of gender, technology and digital spaces

PP 574 Gender-specific digital competences within the families: Media literacy and digital skills from the perspective of children

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Nowadays, media literacy and digital skills seem to be an essential foundation for personal communication and social interaction (Grizzle et al., 2013; Carretero, Vuorikari, and Punie, 2017; Hobbs, 2010). The importance of such skills was particularly evident during the Covid-19 epidemic. Along with the transformation of domestic spaces, new everyday strategies emerged to adapt to previously unfamiliar circumstances and to change everyday routines and patterns of social relationships that became highly mediatized and technology-driven. Forced nuclearization, self-isolation, distance learning, and online work from home significantly reshaped domestic spaces (Oblak and Švab, 2020). As a result, new forms of division of labour, caregiving, and leisure patterns emerged that also changed the use of technology among family members and reinforced the importance of two social factors, gender and age.

One of the contexts in which gender and generational differences appear to be strongly influential concerns digital and media literacy (Buckingham, 2011; Livingstone and Bovill, 2013). Our findings from a qualitative part of a national research project indicate that there appear to be gendered views among school-children about parents' technology literacy. Several gendered positions on parental use of technology emerge from in-depth interviews with 67 elementary and secondary school students across the country, conducted in online focus groups from March to June 2021. For example, their responses show that mothers and fathers are attributed different levels of media literacy and digital skills. On the one hand, children mostly perceive their fathers as significant domesticed users of digital technologies (Bakardijeva, 2005), whom children can often rely on. On the other hand, mothers are perceived as family members who are either disinterested in technology or in need of serious help, which can be passed on by the children themselves. Such a clear division was found especially among adolescents of both genders between the ages of 12 and 16, indicating a relatively fixed positioning of gendered technological competencies in contemporary family homes.

However, the advanced consumption of digital media among children also points to the importance of media education in elementary school curricula. The children we surveyed generally show a keen interest in technology, are familiar with digital media, and are aware of the potential risks of social media platforms. On the other hand, highly selective preferences for some technologies and dislikes of others can be gleaned from the interviews, again bringing to the fore elusive distinctions within the children themselves, particularly in relation to their gender, age, cultural capital, and economic circumstances. While the media education curriculum mostly focuses on techno-logical aspects and neglects the cultural perspective and the social context in which technologies are developed, designed, and used, it is also the aim of this paper to show how teenage girls and boys describe and evaluate their own media literacy and digital skills. Particular attention will be paid to the gender differences in media and digital literacy identified among adolescents in order to reflect on whether current media education is helping to delineate and critically address gendered positions towards digital technologies.

Gender and Sexuality

PP 575   **Intersecting digital disconnection and care: A critical discourse analysis of online communication about commodified digital disconnection through a lens of care**

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Digital disconnection has gradually risen as a new and necessary individual responsibility and caring task to counter 24/7 connectivity. In neoliberalist capitalist societies, however, the necessary resources and available time to perform caring tasks are known to be unequally distributed. Leaning on feminist and digital disconnection studies, this research explores the representation of care in commodified digital disconnection, and who is assigned to care, in a neoliberal society that seems to profit from simultaneously creating and treating its symptoms.

We first argue how digital disconnection can be treated as a form of care, which we define as an intimate practice that requires interdependent relationships. Next, we employ a critical discourse analysis to explore how care (for the self, for others and for nature) is represented in online communication about commodified digital disconnection programs and technology.

Preliminary findings show a general individualised responsibility, meaning that – disregarding whether disconnection is geared to the self or the other – the particular responsibility to (re-)gain control, focus and be productive, lies with the individual user. However, this responsible individual is feminised in most communications, with the exception of overly masculinised content when an entrepreneurial audience is addressed. Hence, stereotypical gendered caring roles are being reinforced. This points towards the continuation of overburdening women with caring responsibilities, of which digital disconnection practices can be seen as the newest addition.

In conclusion, our analysis aims at highlighting the contradiction of digital disconnection as care, in that it appears to be valued when it can be bought, despite this mechanism contributing to unequal access and responsibilities to adequately give and receive care. In neoliberalist societies, the ability to do so is increasingly difficult, as these societies undervalue care, yet depend on it. From a critical-emancipatory perspective, it is thus important not to minimise, underestimate or devalue the caring function of digital disconnection, nor the time and resources needed to perform it, whether it is commodified or not.

PP 576   **Trust in "genderless" voices of artificial agents – Are users not ready for it yet?**

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Research suggests that _gender attribution_ impacts the evaluation of voice-based agents (VBAs) and similar technologies, including trust towards them (Behrens et al., 2018; Wong et al., 2019). Trust, however, is crucial for the acceptance of new technologies (Gaudiello et al., 2016). Research and stereotype theory indicate that gendered voices are perceived as more trustworthy and competent at least when they talk about stereotypically matching topics (Lee, 2003; Nass et al., 1994). Recent developments in synthetic voices tend toward designing "genderless" voices, such as "Q", for VBAs (genderlessvoice, 2020). However, the effect of a "genderless" — or, better, gender-ambiguous — voice on trust-related perceptions and intentions is still unclear. Stereotype theory would imply an overall higher trustworthiness of "genderless" voices because they can be assigned a gender based on the topic they talk about (authors). This would enable the overcoming of possible gender stereotype effects by avoiding negative perceptions, e.g., of female voices talking about stereotypically male topics. However, two major issues could endanger this aim: First, the disfluency effect (Winkielman et al., 2015) indicates a perception of gender-ambiguous voices as less competent and trustworthy as their categorization is harder. Second, although gender can be assigned to acoustically ambiguous voices, it is unclear if this assigned gender has the same impact on perception and evaluation as distinctly gendered voices. In this concern, there is a dearth of research on ambiguous voices and their effects.

Therefore, this study addresses two questions concerning the impact of gender ambiguity in communication: How do gender-ambiguous voices affect the users' trust, especially in comparison with distinctly gendered ones? And are there differences in trust between voices that are _acoustically_ ambiguous and those that are actually _perceived_ as ambiguous?

We conducted an online between-subjects experiment (n = 343) with a 3 (male, ambiguous, female voice) x 3 (male, ambiguous, female topic) design on different dimensions of trusting beliefs and intention (Gulati et al., 2018; McKnight et al., 2002) and trusting behavior as intention to adopt.

Overall, our results indicate that the average users are not yet ready for "genderless" voices in terms of diminishing gender stereotypes. We found that participants depicted a lower intention to use an ambiguous-voiced VBA and showed lower trust on several dimensions compared to gendered voices (for detailed results, see Figures (F1-F3) and Tables (T1-T3) in our OSF[1]). In particular, we found that the acoustically *and* the perceived-as ambiguous voice differed negatively from the gendered voices in several aspects. Moreover, if people ascribed a gender to the acoustically ambiguous voices, trust was still lower compared to acoustically gendered voices. Both results support the disfluency theory. Hence, we argue that implementing ambiguous voices in VBAs—at the moment—might result in negative attitudes towards the device and the voice itself, thus hindering rather than enhancing acceptance of non-binary gender images and voices. However, a higher degree of familiarity with gender ambiguity and future modifications of available categories for gender categorization might lead to decreasing disfluency effects, enabling increased trust in ambiguous voices.

[1] https://osf.io/je2wv/?view_only=e2f2ae30922a4aab9a826b979f8bcd54

GAS08 - Explorations of gender, technology and digital spaces

PP 577   When gendering meets ageing: intersections between ICTs-related sexism and ageism in Italy

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The impact of digital technology in people's life is interdependent with social inequalities based on gender, age and other differential factors. Stereotypes reinforce such inequalities, including digital ones that relegate women and the elderly to the margins of network society.

Studies on both ICTs-related sexism (Sáinz & Eccles 2012; Comunello et al. 2017, among others) and ageism (Fleming et al., 2018; Comunello et al., 2020, among others) have already shown that digital technology is commonly perceived as a young and men-dominated field. Incipient research on the intersection between gender and age in the specific ICTs domain has proved that it influences how people perceive their own and other's digital media usages (Harvey, 2015; Oudshoorn et al., 2016; Panarese & Azzarita 2020, among others).

Driven by literature about both gender and digital technology (MacKenzie & Wajcman 1999; Van Oost 2003; Van Zoonen 2002; Ganito, 2010 among others), and generations and digital technology (Blaschke et al., 2009; Domínguez-Rué & Nierling, 2016; Neves, & Vetere, 2019; Peine & Neven, 2020 among others), our study provides a deeper understanding on how ICTs-related sexist and ageist (self-)stereotypes intersect with each other.

We carried out 6 online focus groups with Italian male and female participants from two different age cohorts (20–30 and 65–75 years old, respectively). We conducted one women-only, one male-only and one mixed-gender focus group per age group to capture both complicity and contrasting interactions between genders.

Initially, we simulated a game. Participants had to guess the age and gender of some fictional characters we sketched out based on ICTs usages. This stimulus triggered both identification and differentiation processes among participants, who identified or distinguished themselves and close contacts from some of the characters. In this process, they selected only a few of the mentioned ICTs usages as representative of (allegedly) typically female vs male, and youthful vs old usages, thus "gendering" and "ageing" the ICTs *usages* based on related sexist and ageist stereotypes.

Then, we stimulated a collective discussion about official data concerning gender differences in ICTs uses, skills and preferences. Participants resorted to sexist stereotypes to explain data related to gender inequalities, without neglecting the weight that generational belonging might play in such phenomena. At this intersection they often opine about who does what and how, thus "gendering" and "ageing" the *users* based on ICTs-related sexist and ageist stereotypes. Only few participants acknowledged the role of cultural conditioning underlying the gender and age inequalities that the data summarized. In doing so, they mapped out the origin of the stereotypes they themselves drew upon for their responses.

Finally, we sketched out ICTs-related everyday situations in which participants had to choose who to turn to and argue why. In this case, stereotypes emerged in more nuanced ways, if at all. Catapulted into their daily dynamics, participants offered a more multifaceted picture of what women and men, young and old people, do with ICTs. They downplayed those processes of "gendering" and "ageing" that previous abstract stimuli solicited.

Gender and Sexuality

PP 611 The Philadelphia Syndrome, or an insurmountable cultural trauma: stalled filmic representations of HIV and gay men in the times of undetectability

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Even though there are modest film production in the late 80s and early 90s that spoke aloud about the AIDS pandemic, Philadelphia (1993) by Jonathan Demme was the first blockbuster that brought the AIDS crisis into the general public amidst important institutional silences. The effect of the film is uncontestable and even today many of its scenes, especially those of Tom Hanks' skin covered by sarcomas while testifying in court, remain iconic as part of the general ecosystem of HIV narratives. Almost forty years later, the biomedical situation of people living with HIV (PLWH) has improved meaningfully and nowadays PLWH have a normal lifespan with few physical comorbidities. Nevertheless, mediatic representations of HIV, and especially gay men living with HIV, seems to be stuck in the remembrance of Philadelphia and the AIDS pandemic in the 90s.

Despite the increased lifespan of PLWH, many studies have highlighted PLWH have a 29% higher risk of reduced quality of life due to comorbid mental health conditions like depression that are increased under stigmatizing contexts. According to Alexander, collective identities are constructed over cultural traumas, being "horrendous events that leave indelible marks upon group consciousness, impacting memories forever and changing collective identities in fundamental and irrevocable ways." We could understand that the rapid expansion of the HIV epidemic in the 80s was a trauma of such dimensions that it has become a cultural trauma that would be uncovered by analyzing the representations of the disease in contemporary cultural productions, and that those cultural representations can constitute an important source of stigma.

This study sets out to problematize how cinema has portrayed gay men living with HIV and gay sexualities in the last decades and to define what it can be coined as the Philadelphia Syndrome. By analysing a dozen of films that, departing from the film Philadelphia, narrate HIV under the optic of the 90s decade, this chapter seeks to demonstrate that, despite the advancements in the treatment of HIV and the reach of undetectability as a guarantee of untrasmitability, the public conversation about HIV as narrated in films is still relying in the trauma of the origins of the epidemic and focuses on a simplistic and overtly stereotyped of men who have sex with men (MSM), neglecting women living with HIV, and sustaining a pretty much biased and conflictive picture of PLWH. In the same vein, this analysis surveys on the asynchronous representation of the pandemic and the way images of the 80s and the 90s are still romanticised and evoked in 21st century supporting a portrayal still pierced by a cultural trauma.

PP 612 Living the Difference: The Representation of Queer Characters on TV Globo

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The history of Brazilian telenovelas and series has had queer characters since the 1960s when the first character of dissident sexuality appeared on TV Tupi and since then many of them have been found in TV Globo's programming. On the other hand, despite the fact that for a long time such characters were associated with criminality or constructed through certain stereotypes that showed men as effeminate and women as masculinized in order to reinforce gender and social role prejudices by reproducing patterns of hierarchy and subjection, the production of fiction on Brazilian television was and continues to be a space of dispute: while it was strongly marked by moralism, it also presented itself as a place of problematization in which transgression movements were present (Tondato, 2017).

"Malhação: Viva a Diferença" is the twenty-fifth season of Malhação, produced by TV Globo in 213 chapters. The season stood out by becoming the biggest audience in the last ten years of Malhação and the winner of the Emmy Kids Award for Best Series (2018). In the story, five teenage girls, who did not know each other, find themselves alone and trapped in the same subway car during a malfunction and one of them goes into labor. The birth of the baby marks the bond between them and the beginning of their friendship. Meanwhile, in the series "The Five", the characters meet again in the prime of their 25 years and are caught up in personal, love and professional conflicts.

The relevance of investigating queer representations within these programs lies in the fact that the media act in ways that influence how we may perceive queer people. The media are instrumental in both the shaping of

thought and the reproduction of social structures (Giroux, 1996; Hall, 1997; hooks, 1996) and therefore have an impact on the social groups represented in it. Consequently, the consumption of these images leads viewers, especially heavy viewers (Gerbner, Gross, Morgan, & Signorielli, 1994), to develop beliefs that coincide with those portrayed in the media. With this in mind, this research presents a proposal to reflect on the contemporary representation of queer characters through an analysis of the characters Guto, Lica and Samantha with the main aim of understanding, in the light of queer theory, how they are represented.

To analyze the characters, it is used as reference the topics listed by Colling (2008) in his methodology to analyze queer characters in television, cinema and theater. The analysis is then carried out considering aspects related to the work and fixed aspects and characteristics of the characters, besides gestuality and subgestuality, analysis of general characteristics of the characters' personality, their sexuality, gender performativity and the analysis of sequences.

Preliminary results indicate an approach to the sexuality of these characters marked by naturalness that leads to the construction of a humanistic treatment that contributes to the fight against prejudice and homophobia.

GAS09 - Queer media representation and reception

PP 613 Transnational Queer Screen Intimacies: Queer Images in Berger and Ozpetek's Films

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In this comparative essay, I examine the work of Ferzan Ozpetek (Turkish-Italian queer filmmaker) such as Le Fate Ignoranti (His Secret Life), Saturno Contro (Saturn in Opposition), and Mine Vaganti (Loose Cannons) and films of Marco Berger (an Argentinian queer filmmaker), such as Absent, Hawaii, and Taekwondo. Here, I focus on four major themes: (1) the representation of queer characters and cultures in Ozpetek's and Berger's films; (2) the representation of queer belonging and in-between cultural experiences; (3) Ozpetek's depiction of the state of Italian culture and society and Berger's depiction of Argentinian culture through queer gaze' (4) finally cultivation of queer intimacy, friendship, family, and community. I believe as a queer global nomad, Ozpetek captures the different shades of the experiences of queer bodies in Italy and as a queer director, Berger captures male-intimacy. In this essay, I use queer cultural criticism and textual analysis to examine Berger and Ozpetek's treatment of queer bodies. At the same time, I will also examine the representation of masculinity, immigrants, diasporic bodies, or global nomads who clearly represent the changing nature of Italian and Argentinian culture and society. I argue that Ozpetek's own cultural background allows him to capture the aspects of the diasporic and immigrant experience and illuminate the ways in which how such co-cultures can intertwine with Italian society. Similarly, Berger captures the shades of Latino masculinities, intimacies, and queerness in the context of Argentina.

In this analysis, I focus on four important and interrelated notions "cultural hybridity," "love, loss, and grief," "erotic and exotic," and "masculinity and queer body as a source of intimacy" to discuss the representation of queer (and diasporic queer bodies) and their cultural depictions.

In this essay, I also use theoretical concepts such as "queer," "diaspora," and "global nomad" to refer to in-between and hybrid cultural and sexual experiences. Using these concepts will enable me to articulate various representations in Ozpetek's films and also theorize the ways in which these films are capturing the societal changes and forces around the queer and diasporic identities and how these films are articulating these forces in relation to the changing cultural facets of the Italian society. I also focus on the notion of queer gaze as I analyze Berger's films in particular. Lastly, my goal is to compare and contrast transnational queer texts that expand beyond the national cinemas, construct new queer meanings, and offer fresh queer representations. Both Berger and Ozpetek focus on queer intimacies, queer life building, and friendship which beg further exploration.

GAS09 - Queer media representation and reception

PP 614 Unruly archives of queer ageing and affect: an exploration of older queer women's experiences with media representations of ageing, gender and sexuality

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In mainstream media, older queer women tend to be either invisible or portrayed as asexual, lonely and deeply unhappy. Especially their expressions of eroticism and intimacies are rarely represented. Narratives of successful ageing that are increasingly articulated tend to represent later-in-life (sexual) happiness as a privilege of heterosexual couples and those who can live up to an idealised heterosexual form of youthful femininity. Older queer

women who do not follow this path are often portrayed as unhappy, depressed and miserable. Queer ageing is associated with negative affect such as sadness, disappointment and alienation, in such a way that the former is seen as a cause of the latter. Unhappiness, death and illness are ways in which growing older queer is depicted as a path that does not have a future and should be avoided.

This article adds layers of depth to this one-dimensional view by shedding light on how older queer women interpret media representations of ageing, gender and sexuality. We draw on insights of affect theory (e.g., Cvetkovich, 2003; Ahmed, 2010; Paasonen, 2020) and critical new materialism (Barad, 2003) to explore their affective and embodied responses to media encounters. We conducted multi-method ethnographic research based on participant observation and in-depth interviews with 50+ older queer women in Belgium. The fieldwork consisted of visits to their houses, browsing through bookshelves, gazing at art collections, exchanging comic books and lesbian literature, video meetings, and informal conversations at film screenings and cultural events. During these encounters, we discussed the representation of older queer women in different forms of media, changes in experiences with media throughout their lives, the disruption of norms of ageing, gender and sexuality and unequal structures of ageism, sexism and homophobia.

The study shows that the registers of feeling connected to queer ageing are more rich and manifold than currently represented in mainstream media. None of the participants expressed feelings of unhappiness about their queerness per se, but rather about dominant societal scripts that associate the happy later in life with heterosexual intimacy. Also, participants highlighted the joy of being an activist, being intimate, humour and playfulness, feelings which are often neglected or represented in a stereotypical way. Our paper contributes to new feminist and queer theorisations of women's ageing by exploring the archives of feeling of older women and looking for ways in which normative happiness scripts are challenged, destabilised and rewritten. It provides alternative modes of knowing, sensing, and feeling that challenge oppressive ageist gender and sexual ideologies.

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■ **GAS09 - Queer media representation and reception**

PP 615 **Trans persons on trans representations in popular media culture: A reception study**

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After having been largely ignored, people with a transgender identity are increasingly represented in mainstream film and television (Padva, 2008; Keegan, 2013; McInroy & Craig, 2015; Jenzen, 2017; McInroy & Craig, 2017; GLAAD, 2019; Zamantakis & Sumerau, 2019). Hitherto, only little research on the perspectives of trans persons themselves exists (Humphry, 2016; McInroy & Craig, 2017); and therefore this article explores how Belgian transgender persons assess the recurring and contemporary media depictions of trans persons. Based on semi-structured in-depth interviews with transgender persons with ages ranging from eighteen to seventy years old (N = 13), we found that the participants appreciated the increased visibility of trans persons and themes in media but they noted that trans men and nonbinary persons are still rarely represented, as already demonstrated by McInroy and Craig (2015) and GLAAD (2019). In general, respondents expressed fairly satisfied sentiments with regard to representations that they perceived as realistic, especially in non-fictional and infotainment programs. They considered both fictionalized and non-fictionalized media representations as important sources of information on transgender issues; both for cis-and transgender persons. However, they also indicated the media representations to remain sometimes stereotypical and lacking diversity in terms of storylines and characters that are depicted. The representations were furthermore not always in accordance with their perception of reality. In line with the findings of Keegan (2013) and Capuzza and Spencer (2017), most participants argued that media tend to focus too much on the physical body of a transgender person and therefore oftentimes ignore the mental and societal aspects of being transgender. The extreme fixation on the physical bodily appearance can also be accompanied by the idea that gender confirming surgery is the final and most crucial step in the transition process. Lastly, the respondents postulated that they did not have a large issue with the disputed practice of casting cisgender actors to play transgender roles (Ulaby, 2014; Capuzza

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& Spencer, 2017) – given the very specific casting that is sometimes needed – as long as the acting performance and the general storyline remain respectful towards transgender people. Nevertheless, all participants agreed that opening up cisgender roles to transgender people as well as involving them in the production process of media making would already be large steps towards more truthful and authentic representations.

GAS10 - Intersectional, celebrity, post-truth: Russian feminism and new media environment

PN 124   Photoshop-feminism and neoconservative postmodernism: Russian feminist take over Kremlin

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On March 8, 2017, all the leading Russian media, from the liberal Meduza to the pro-government Rossiyskaya Gazeta, and some international media as well (BBC), reported that feminists organized a political performance on Red Square in Moscow and even hung a feminist banner on one of the Kremlin towers. The headlines were full of statements about "feminists taking over the Kremlin" and the "overthrow of the patriarchy," as well as about the police detaining the activists who had organized the "action". However, a completely unexpected break-through followed. First, the police quickly released all detainees. Then a representative of the FSO (Kremlin security service) said that the feminists were not in the Kremlin, and then journalists and bloggers recognized signs of photomontage in the photo from the tower. The activists first tried to insist on the authenticity of the photo, but then acknowledged the use of photoshop. But after admitting that they had deceived the public, loyal journalists (who had trusted activists and published photos without checking its authenticity), and other activists (not all of them were aware of the plan to send photoshopped photo), the organizers declared that the fake photo not only did not diminish the importance of the action, but even served to draw more attention to it. Using the methods of online ethnography and situational discourse analysis (Clarke 2010), I will try to analyze the discussions that have unfolded around this situation in social media. My argument will be that the logic of the supporters of the photoshop strategy – the action is good precisely because it is scandalous because it provoked a massive reaction from the media and the audience and thus drew attention to feminism, which is all that matters in a media-simulated world in which the border between reality and fake is not discernable – reproduces both the logic of "neoconservative postmodernism", characteristic of the methods of Putin's propaganda apparatus (Lipovetskyi 2018) and the cynic ideologies of digital capitalism (Faucher 2018).

GAS10 - Intersectional, celebrity, post-truth: Russian feminism and new media environment

PN 125   Russian social media influencers and neoliberalization of feminism

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The media visibility of feminism-identified social media influencers (SMI's) has increased significantly in Russia over the past decade. This paper argues that they have also become key agents in defining what feminism as a discourse of personal empowerment and equal rights means in contemporary Russian media context. While participating in the globally shared practice of platform-driven feminist work, they contribute to neoliberalization of Russian feminist movement, i.e., mixing ideas of gender justice and empowerment with neoliberal market logic – a process theorized by a number of feminist scholars lately. For instance, Nancy Fraser has argued that due to globalization of liberal economic values, feminism as social movement has diverged from feminism as discourse, which in neoliberal context is becoming an "empty signifier of the good" which "can and will be invoked to legitimate a variety of different things, not all of which promote gender justice" (2009, 114). Catherine Rottenberg has examined neoliberal feminism as based on public appearances of feminist-identified high-profile professional women who have professed feminist empowerment as one of their tools for climbing up the corporate ladder. This paper analyzes the media presence and content created by three prominent Russian SMI's of the young genera-tion who mix the roles of feminist activist and media entrepreneur – Nika Vodvud (nixelpixel), Sasha Mitroshina, and Tatiana Mingalomova (Nezhnyi redactor). They all identify as feminists, promote feminism as (one of) their central message via multiple social media channels while working with commercial brands and pursuing careers in media industries. In this setting, high-level of interactivity on social media platforms (especially YouTube and Instagram are analyzed in this paper) is aspired not only for creating more visibility to feminist ideas in Russia's restricted public spaces but is also used as the most important asset of the platform economy. The paper argues that this combi-nation of roles (activist-cum-entrepreneur) affects the ways, in which feminist SMI's engage with feminism, select topics for discussion, and build their personal brands online. The paper asks how contemporary Russian feminist discourse is constructed at the intersection of neoliberal media and online activism, how feminism is appropriated

and explained by SMI's? It follows Elizabeth Prügl's ideas in suggesting that it is useful to investigate what potentially productive contradictions do projects involved with neoliberalizing feminism set up and what spaces do they carve out for feminism politics.

■ **GAS10 - Intersectional, celebrity, post-truth: Russian feminism and new media environment**

PN 126   Translating intersectional feminism into Russian

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In the context of so-called Russia's conservative turn to 'traditional values', the period between 2013 and 2016 was also a time of buzzing proliferation of digital feminist activism in a Russian-speaking social network vk.com, paving the way for the later visibilization of feminism in broader public discourse. Dozens of online intersectional feminist public pages became a center for the articulation of Russian-speaking intersectional feminist idiom. One of such pages was Check Your Privilege (CYP). This feminist page was created to overcome perceived racist, homophobic and transphobic tendencies within broader online feminist discourse in the Russian language. It engaged in the translation of English-language feminist texts with a strong focus on intersectionality to Russian. Followers and readers could engage with those texts in the comments sections. CYP played a key role in bringing in new translated terms and discourses for conceptualizing oppression into Russian-language intersectional feminist idiom. However, moderators of CYP faced the challenge of translating intersectionality both on textual and conceptual planes. Taking intersectionality's rootedness in the Anglophone US context of black feminist struggles and the centrality of the category of 'race' to the intersectional feminist discourse, one of the central CYP's tasks was both to translate intersectionality and to relate it to the post-soviet contexts. This paper closely examines the politics of translating intersectionality into Russian: attempts to negotiate translated feminist concepts more broadly and categories related to race more specifically, hierarchies of value related to different translation strategies, discursive production of Russophone backward monolingualism, bilingual intersectional cosmopolitanism and the self-improvement-oriented feminist subject. I will consider how translation interrupts progressive temporality of intersectionality and reworks relations of canonicity through the figures of hyper-visible translators, becoming guardians of intersectionality. I will also examine the articulation of discourses of intersectionality's foreignness and Western hegemony by moderators and users.

■ **GAS10 - Intersectional, celebrity, post-truth: Russian feminism and new media environment**

PN 127   Mediation of female public figures as the indicator of porous media structures in Russia

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Despite media convergence introduced by Jenkins in 2006, Russian mediascape is still operating within a rigid two-tiered media (Dunn, 2014) with a limited interaction between the official tier (foremost linked to the state TV) and the alternative (digital media) tier. It produces paradoxes of communication due to the sustainability of the divide between the audiences predominantly consuming traditional and online media. For instance, RT's editor M. Simonyan stated that the younger generation, who does not watch TV, knows Putin only from memes (2019). At the same time, contemporary media consumption is less driven by the factual news but rather by the social and entertainment needs (infotainment), as well as by the growing interest in the journalism that informs but also explains (Russian periodical press, 2015). In order to maintain its viewership in this highly competitive environment and to attract a 'digital audience', the state media diversifies its news delivery by employing varying strategies such as tabloidization of news, sensationalism, references to online media celebrities, etc. The current presentation is concerned with the mediation of female celebrity figures within the two-tier media system. The study looks at the key personality of Ksenia Sobchak—a journalist, scandalous celebrity and a daughter of a late mayor of St Petersburg—who ran for the Russian presidency in March 2018. Her nomination was met with various reactions ranging from confusion to a glimmer of hope (Miazhevich, 2018). The paper investigates how Sobchak was portrayed prior to 2018, during and after her campaign and what it tells us about mediation of the talent female celebrities by the state TV. The case is particularly telling due to the sexualisation of politics (Sperling, 2014) and negative attitudes towards feminism in Russia. The project employs framing analysis with the elements of discourse analysis. The key questions are: What gendered rhetoric was used by the state media (TV) during the presidential 2018 campaign? In what way the coverage was structured (scandalous, factual, etc.)? What stereotypical notions of femininity/masculinity were employed before, during and after Sobchak's campaign in 2018 by the state TV? Then, the data will be then compared with Sobchak's digital media presence (e.g., YouTube, Instagram) and public

reactions to her campaign. This comparative insight will inform our understanding of the degree of two-tiered media disconnection (or growing convergence?) and the limits of infiltration of the online narratives within the state mediascape in the re-centralising states.

GAS10 - Intersectional, celebrity, post-truth: Russian feminism and new media environment

PN 128   Traditional values, and representations of women and LGBT+ in the Russian media: a feminist analysis

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Traditional values have become one of the main pillars in the ideological structure of Russia in the last decade (Stepanova, 2015), and are continuously used as a veil in governmental attempts to promote conservative gender norms and heterosexual practices in order to preserve the 'traditional family' (Muravyeva, 2018). This paper is pre-occupied with a critical, feminist exploration of the media representations of women and LGBT+ individuals within the ideological framework of traditional values, approaching the Russian media as a discursive battlefield, with the state-controlled outlets largely reproducing Kremlin-promoted discourses (Oates, 2016), and the independent outlets functioning as a counter-discursive power (Filimonov and Carpentier, 2021). Here, a connection is made between media representations and systems of power, and the state-controlled media's potential engagement in symbolic annihilation of women and LGBT+ individuals (Harvey, 2020), as well as essentialist gendering (Voronova, 2014). Moreover, the paper aims to answer whether the independent media offers more nuanced and rich representations of women and LGBT+ individuals, thereby challenging the hegemony of the traditional values discourse. The paper hence offers unique, comparative insights into Russian media content from state-controlled and independent outlets on the matters of gender and sexuality, nuancing the dichotomous way of approaching the Russian media. These insights are teased out empirically, drawing on journalistic online content from four domestic media outlets, using automated scraping, and focusing on current issues in the intersection of traditional values, gender and sexuality, and analyzing the representations of women and LGBT+ individuals specifically. The analysis is done within the methodological framework of Feminist Critical Discourse Analysis (Lazar, 2007), critically assessing the politically shaped heterosexual matrix (Butler, 1990) in the context of traditional values. This paper hence seeks to fill the gap in the existing literature on the Russian media, which thus far has seen a lack of feminist, comparative contributions.

GAS11 - Alternative perspectives on theory, science and teaching in feminist and gender studies

PP 705   Updating Goffman – an intersectional approach on Goffman's gender codes

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Erving Goffman's _Gender Advertisements_ was published in 1976. The elaborated framework of gender codes – categorized in six primary categories that each have specific subcategories – is still an eye opener today. As such, the framework is used in current research on the gender displays in advertising, but also in other media types such as music videos, TV series, and gaming. Despite Goffman's careful argumentation on the situatedness of his analysis, as the identified displays are inherently constructs imbued with the values of a certain time and place, usually the original framework is employed in these studies. The past and current feminist debates and discussions surely would have an impact on the appearance and meaning of ritualized gender displays in contemporary society? Moreover, while Goffman's gender codes are still recognizable, they also formulate a very white, heteronormative perspective on gender displays. However valuable and interesting Goffman's study is, half a century after the formulation of the framework it is time to update it.

This study forms a modest attempt at doing so, centering on the question: How do intersections between gender, sexuality and race reformulate Goffman's framework of gender displays? Employing a qualitative content analysis of current TV series with a distinct intersectional lens. Seasons from three TV series, _Sex Education_ (season 1, 8 episodes, app. 400 minutes), _Sense 8_ (season 1, 12 episodes, app. 540 minutes), and _Fleabag_ (season 1 and 2, 12 episodes, app. 33 minutes), form the cases for analysis. All three shows have been lauded and awarded for their attempts at diversity. For each series Goffman's gender codes were taken as a starting point, mapping the patterns among primary characters in the series. During this stage the codes were extended, for example with male counterparts for the _feminine touch_. During the second stage, the characters and the established patterns were subjected to a more qualitative content analysis, with the leading question: Are there differences between characters and the displayed gender codes in terms of race and sexuality? The third stage focused on a qualitative mapping of the underlying power structures expressed by the differences between characters.

The results will reformulate, update and add to the Goffman's framework of gender codes in multiple ways. Firstly, the existing framework will be extended with new, contemporary codes which will be better suitable for contemporary times. Secondly, the intersectional approach provides for a critical investigation of the white and heteronormative character of Goffman's framework. Last but not least, the results will make manifest underlying power structures that cut across gender, race, and sexuality.

GAS11 - Alternative perspectives on theory, science and teaching in feminist and gender studies

PP 706 Narrating the impact of gender & sexuality studies: Constructions of gender & sexuality studies' non-academic impact in the UK's REF

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The growing visibility of scholarship expressively committed to societal change, of which gender and sexuality studies are but one example, coincides with a raising interest in research governance to value non-academic benefits of investigative activities. Increasingly, academics and institutions must demonstrate the societal impact of research, and are no longer assessed by publication output alone. But while the inclusion of societal impact in evaluation mechanisms partly addresses the myopia of bibliometric evaluation, it is not entirely uncontroversial. Some critique the added workload created by societal impact assessments, whereas others raise questions about their implications on academic autonomy. Clearly, the impact agenda merits critical reflection and vigilance. Simultaneously, it creates opportunities to understand the societal role researchers aim to play. Narrative impact cases like those asked for the UK's *Research Excellence Framework* [REF] contain rich descriptions of what scholars consider the non-academic benefits stemming from their activities, making them useful to more than evaluation and allocation practices alone. By explicitly linking scholarly texts (e.g. journal articles) with non-academic outcomes (e.g. collaborations with civil society organisations) the underlying research engendered, these narratives reveal dominant constructions of the societal contributions fields pursue, and how they pursue them.

While gender and sexuality studies' commitment to societal change is often professed in scholarly publications, it is less often addressed in concrete, practical terms. Consequently, desirable forms of societal impact and how to effectuate them are rarely reported on in peer-reviewed text – notwithstanding the obvious value thereof to gender and sexuality studies. The impact cases submitted for REF, however, contain explicit discussions of what scholars in the field consider the nature and extent of their societal impact. With a content analysis and critical discourse analysis of the 563 impact cases[1] related to sexuality and gender studies in the 2014 iteration of the REF[2], the present paper discusses a preliminary exploration of the field's professed societal impact. First, it observes how sexuality and gender studies generally prioritize 'soft' outcomes – such as interpersonal exchanges or mainstream media coverage – over 'hard' effects – like legislative changes or market regulation efforts. Building on this observation, it points to its parallels with the poststructuralist theoretical framework of the field, which prioritizes intervention in public discourse over direct action in particular branches of society. Reflecting on the potential implications hereof on the field's societal role, the paper concludes by calling on scholars to more explicitly consider non-academic impact and its pursuit in scholarly publications. This, the paper argues, recasts the notion of societal impact from something to be contemplated individually after the research trajectory to the subject of permanent, collective discussion in the field.

[1] The REF's online repository allows for keywords-based searches; the present sample was generated by querying the search string ["Gender" OR "LGBT*" OR "Queer" OR "Sexuality"].

[2] Due to the COVID-19 pandemic, the deadline for REF 2021 was postponed, delaying public access to the most recent case studies.

GAS12 - Gender and news representation

PP 737 Portraits of Scandinavian health authorities' representatives during the COVID-19 pandemic: Does gender matter?

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The corona pandemic is the most reported issue in the history of Scandinavian media. While the three Scandinavian countries chose different strategies to fight the pandemic, they all have in common that their health authority representatives suddenly made daily appearances in the media – at press conferences, in news reports and interviews. From their previously rather anonymous life as health bureaucrats and medical experts, these men and women

were now thrown into the limelight and became national – and in a few cases international – celebrities overnight. In all three countries, these health authority spokespersons also appeared in several portrait articles and profile interviews in newspapers, on television and radio/podcasts.

The journalistic portrait usually aims at uncovering 'unknown' sides of the person and bring the reader, viewer, or listener "behind the façade" and get to know the "real person". This is contrary to the traditional expert ethos which rests on an unpersonal expertise role, where the "person behind" the facts are not only irrelevant, but may disturb, and even destroy, the expert assignment to be carried out in public in times of crisis.

From earlier studies we know that women tend to be presented as private persons and ordinary people, and less often as experts (Djärf-Pierre and Edström 61). Studies of gender representation in the news during the pandemic indicate that male experts appear much more often than female experts (Djärf-Pierre & Edström, 2020, Fletcher et. Al. 2021). During the corona pandemic, the medical expert representatives from Scandinavian health authorities have been both male and female, with an overweight of men. In our study, we are especially interested in *how* male and female experts are portrayed when the media seek to reveal the person behind the public figure. We are above all interested in this negotiation between roles and norms, and whether and how gender stereotypes may affect this relationship. Our research questions are:

How are the male and female experts and health authority representatives in Norway, Sweden and Denmark discursively established as experts, private persons or celebrities?

What is the relevance of gender in the establishing and negotiation of ethos and expertise in these journalistic portraits of national health experts?

The portraits are collected from daily and weekly online newspapers from 2020 to 2022. Since journalistic portraits almost always combine written text and images of the person who is portrayed, we study both the verbal and visual representations of gendered ethos.

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■ **GAS12 - Gender and news representation**

PP 738 **'How do you talk to a rape survivor, in a society like ours?': challenges for the news media in India**

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At least 125 rapes are reported to police every 24 hours in India, with sexual violence either ignored or sensationalised by the news media. Despite this, there has been only limited attempts to understand the issues and challenges involved in the news reporting of sexual violence in the country. Fadnis's (2017) research that focussed on the 2012 Delhi gang rape case identified a highly patriarchal newsroom environment, repressive working conditions for female crime reporters, and male reporters who lacked the mindset to pursue diverse story angles. This is echoed by Kanagasabai (2016) and Pain (2016), who looked at urban newsrooms of mainly English publications.

Taking a broader view to account for the cultural and regional diversities that span India's 28 states and 8 union territories, we present findings from one of the largest multi-language, national studies on the representation of sexual violence. First, we draw on a content analysis of 10 newspapers covering six languages to provide comparative insights into how news outlets tend to disproportionately publish unusual cases, such as those involving extreme brutality or attack by strangers; focus on rape in urban areas; and rely heavily on police sources. We provide insights into the gender-sensitivity of journalists, and the problematic linguistic choices they resort to in their stories on rape and sexual assault.

Thereafter, utilising a thematic analysis of semi-structured interviews with 257 journalists working across 14 languages, we consider the routines journalists follow and the key challenges they face in their newswork: among others, safety issues in the field, lack of editorial direction, and difficulties in accessing key sources. We find that, overall, nearly 20% of our respondents experienced psychological challenges due to the requirements of their assignments. Our research also uncovers a significant gender imbalance in newsrooms, with 55% respondents describing sexual harassment and assault in the workplace. Based on our findings, we present several recommendations and guidelines that news outlets and individual journalists can adapt to suit their news routines.

Gender and Sexuality

PP 739 The news coverage of the 8M feminist strike in Portugal

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The feminist movement presents throughout its history different agendas and a performative repertoire of collective action, introducing innovation in cycles of protest. Contemporary feminist movements appear and present themselves on a transnational scale and have reflections at the local and situated level. Recently the international feminist movement has adopted the strike as a form of collective action in public sphere, transforming local actions at the national level on International Women's Day into a transnational movement that aims to repoliticize the occasion. It is in this sense that the 8M Feminist Strike emerges, which has a transnational dimension visible through digital activism and street demonstrations.

This 8M Feminist Strike was the engine of unprecedented worldwide mobilizations. The strike was also an instrument of action used by the Portuguese feminist movement, especially after 2019, when the March 8 Network, which brings together diverse collectives (among civil society organizations, individuals, parties, and unions), organized a social mobilization campaign to get women to participate in this strike.

Given the social impact of this action of the feminist movement, the main objective of this communication is to analyse how it had repercussions in the public space. In this sense and given the importance of media for social movements, which allows mobilizing public opinion on certain issues, we focus the analysis on the press. Based on the digital and in press newspapers *Expresso* and *Público* (2018–2022), and using a content analysis, we analysed how the feminist movement mobilized and triggered the strike and how it is presented itself in the (mediatized) public space.

Concerning the results, we can highlight that the news coverage was diminished. However, it allowed International Women's Day to be repoliticized, that is, to be presented again as a day of struggle and not only of celebration. In these newspapers there was a predominance of images with posters with the protest slogans, but without explanation. The analysis that we will present is part of a large project that analyses the feminist movement today in the Portuguese context.

PP 740 On the margins: exploring media representations of ethnic minority and migrant women during the pandemic

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COVID-19 has propelled pre-pandemic hyper-inequality to new levels, exposing the systemic and stark differences between groups (Kim and Bostwick, 2020). Ethnic minority women and migrant women are among the most negatively impacted by the pandemic due to relatively poor healthcare access, occupational exposure, increased vulnerability to domestic violence and disadvantaged status within households (Laster Pirtle and Wright, 2021; Crenshaw, 2020; Smith et al, 2021). The news media have played a crucial role in bringing these issues to people's attention. Despite this, little is known about the news media's representation of these groups during the pandemic (and beyond), nor how these representations may vary across the news landscape, for example within ethnic minority news sources. Given the profound impact of media representations on people's identities, attitudes and political behaviour, such representations must be identified and understood. Therefore, through drawing upon the theory of intersectionality and counterpublics, this explorative study asks: *In what ways are women represented in minority news coverage of the pandemic?*

The simultaneous negative stereotyping and underrepresentation of women within the mainstream Western news media is well-researched and acknowledged (Van der Pas and Aaldering, 2020). However, the impact of intersectionality on representations remains understudied (Brown and Gershon, 2017). To understand women's representation within ethnic minority news sources, an intersectional approach helps by drawing attention to the structures compounding exclusion, ensuring that the diversity of different groups' experiences is considered, and demanding that the impact of researchers' identities is recognised (Crenshaw, 1991).

Our analysis is based on (online and offline) COVID-19 related articles published between January 2020 and December 2021 from two ethnic minority newspapers produced by and for the largest ethnic minority and migrant groups in the UK and US. These countries were chosen due to their significant ethnic minority populations and diverse media landscapes, which provide an interesting point of access into counter public news discourse (Asen,

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2000). Thirty articles were selected per publication (N = 120) using a keyword search, and Carvalho's (2008) analytical framework for Critical Discourse Analysis (CDA) was implemented (Carvalho, 2008).

Overall, the effect of the pandemic on exacerbating pre-existing patterns of intersectional disadvantage was reflected in the sample. Women were often quoted directly in articles highlighting their personal experiences in 'essential worker' jobs, and precarious industries hit by major job losses. Although the newspapers in both countries advocated for women, there were some differences; whilst stories of individual economic success were prevalent in the US, in the UK sample, there was a focus on the disproportionately negative health impacts and the neglected issues surrounding religious dress for some women. The issues of increased vulnerability to and prevalence of domestic violence, and the burden of unpaid domestic work were mitigated across all sampled articles.

This explorative study highlights the critical role ethnic minority news sources play in offering positive and diverse representations of women from a range of perspectives. Given the profound impact of news representations on audiences (Appel and Weber, 2021; Saleem et al, 2019), coverage of diverse groups of women must be comprehensively understood.

GAS13 - Negotiations and articulations of LGBTQ+ identities

PP 814 Queer Communicators in Environmental, Climate Change and Sustainability Conversations

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Over the past decades, stimulated by digitalization and related changes in the media ecology, new communicator roles have emerged, with different degrees of *influence on public discourses*. This includes blogger, influencer and storytellers who influence the way conversations and discourses today are shaped and spread, as they validate topics, possibly challenge them and tailor information in a certain way.

Science communication itself has changed as well; formats and actors of science communication are diversifying – not only but mainly stimulated through new pathways of communication and digital media innovations (Bucchi & Trench, 2021). Equally important for my own research is that science communication is increasingly seen "as culture" (Horst & Davies, 2021). Thus, the focus shifts towards communication *about* science, towards the idea of creation of meaning and (common) sense in various media environments (Weder, 2021).

Social conversations and public discourses (if conceptualized as "environment" or "space") are currently dominated by global crises around climate change, biodiversity loss and migration, but as well a massive health crisis (Covid-19). They are shaped by the advent of scientific and technological solutions to these problems (e.g., artificial intelligence, genetic modification, geo-engineering). At this crucial point of time for science communication, our research shows that queer science communicators can potentially bring in a new perspective in the existing conversations about climate change, referring to an understanding of queering as "instructional, communicative and performative act which challenges heteronormativity" (Roberson & Orthia, 2021).

The conversations (narrative interviews) with 25 queer science communicators in Germany and Austria as well as Australia and New Zealand (2020/2021) tell a story about people who experience changes in their life, who are critical and conscious about injustice, disadvantages and marginalization are more likely to *problematize*, to create "cracks" in existing conversations, in existing patterns of meaning, and in existing structures and scientific narratives.

While the interviewees describe their previous work of "complexity reduction" and "translation" of facts for a wider public now as *conversational problematization*, they re-narrate themselves now as *curators of social conversations about science*. This includes "stepping on other people's toes" (I5), "asking questions, even the awkward ones" (I23) and finding new pathways to communicate facts and insights through stories and showcasing (I25).

The innovative perspective on science communication was described as feeling "advocacy for a certain story and creating possibly revolutionary endings" (I25), and embarking on a new, more sustainable conversation, including problematization. Thus, taking a queer communicator perspective, science communication becomes *advocacy communication*, which means evolving agency and consciousness, taking an active role in shaping the public conversation about science through storytelling and showcasing.

Gender and Sexuality

PP 815 Gatekeeping the "real transgender": the representation and stereotyping of the transgender community on YouTube

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In June of 2021, Nancy Jo Sales from *The Guardian* interviewed Natalie Wynn, a transgender video-essayist. Even though Wynn being a transgender creator was not in the focus of the interview, Sales asked several questions that lead to Wynn's "transgender" opinions – she was asked about transgender legislation, about her "personal mental issues", about her being a "warrior", who is "unafraid of not fitting into anyone's ideas of what she is supposed to think." In an interview structured this way, Wynn herself becomes a token for the whole community, her identity becomes medicalized, her struggle with the system, with the structural injustice, becomes reduced to just her own personal struggle. A common pattern for interviews and debates with transgender people, as I will argue in this presentation.

The aim of the presentation is to provide an analytical introduction upon the ways of representation of transgender minority in new media (especially YouTube). Through rhetorical and critical discourse analysis (Fairclough 1995, 2013) of the content published by two prominent transgender YouTubers, Natalie Wynn and Blaire White, and the debates they took part in, I am mapping out how certain strategies lead to even bigger marginalization of transgender people. The critical analysis is heavily influenced by the current feminist and trans feminist thought, such as the works of Bettcher (2007, 2017) and Dembroff (2018, 2021). Following up on the view that transgender people are considered a threat for the cissexist patriarchal discourse, stressed by the mentioned philosophers, I am identifying transgender people as victims of a phenomenon called discursive injustice, defined by Kukla (2014: 441) as a situation, where "[...]a speaker's membership in an already disadvantaged social group makes it difficult or impossible for her to deploy discursive conventions in the normal way, with the result that the performative force of her utterances is distorted in ways that enhance disadvantage." Even though Wynn and White are on different parts of the political spectrum and each creates a different type of content, I argue that their ability to support and empower transgender people is greatly limited by the discursive injustice in a very similar way. Through the analysis of the content published on YouTube, I identified five building blocks thanks to which the discursive injustice is maintained: (i) reduction of a structural problem to a personal one, (ii) reduction of person's reality to feelings, (iii) tokenization, (iv) psychiatrization of transgender identity, and (v) ingroup gatekeeping.

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PP 816 A qualitative inquiry into Negotiations and Articulations of LGBTQ+ identities on Spotify

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Music streaming services like Spotify increasingly mediate how music is consumed, experienced, and shared (Hagen, 2015). If music, as DeNora (2000, p. 74) argues, is "a technology of self", then Spotify definitely is too. Spotify affords users to discover and curate music and, at the same time, to construct and curate a public profile and build a network of friends/followers so that intimate identity work and self-construction coincide with social identity work and impression management (Goffman, 1959).

For LGBTQ+ people, Spotify can be a site where one can make sense of their identity, find role models, create a sense of community and belonging, and negotiate how to articulate a music and sexual identity. However,

Spotify's algorithm-driven and commercially inspired affordances provide both opportunities and constrains/risks and users can make use of them in very diverging ways.

While a considerable body of research has examined the relations between music and queer lives, little is known about the role of music streaming within these relations. Therefore, we conducted twenty in-depth interviews with LGBTQ+ Spotify users to understand the relations between LGBTQ+ identities, music, and music streaming. What does it mean for LGBTQ+ people to engage in discovering, enjoying and curating music on streaming services, both intimately/privately and socially/publicly?

The narrators we interviewed displayed a wide range of music practices and views on music and identity, while three overall trends seemed to inform their discourses:

- The ubiquity of music in everyday life: because music is so much of a given in the daily lives of most people, narrators were not accustomed to and found it hard to profoundly dwell on the role of music in their lives and to make sense of this;

- The both private and social character of Spotify: Spotify's peculiar combination of private and social features and its cross-overs to other media also inspired divergent negotiations of users, negotiations that could sometimes be quite paradoxical and were acknowledged to be so;

- The elusiveness of identity and sexual identity: identities, and especially sexual identities, clearly were relevant to and instructive in many of the narrators' music practices, but a clear description or coherent definition of something like "queer music" was hard to make.

It was clear that music is "used as a means by which we formulate and express our individual identities" (Hargreaves et al., 2002, p. 1), but these negotiations do not follow clear, predictable paths.

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Health Communication

PP 023 **The pandemic impact on the public health communication. The case study of Facebook communication by the Italian Regions**

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Social media have created new challenges for communications during crises and health related issues (Guidry et al. 2020; Moorhead et al. 2013). Sastry and Lovari (2017) talk about "epidemic 2.0", to designate these challenges and opportunities presented by web 2.0 platforms to health communication, and particularly to communication during epidemics. In general, public health institutions have often been slow to respond to health concerns on social media (Guidry et al. 2019; Tirkkonen and Luoma-aho 2011) for lack of visions, competencies and/or skills to strategically inform and relate with citizens in new challenging environments where digital publics can make their voices heard by medical experts and health institutions.

The COVID-19 pandemic has required a new strategic approach on social media by public health authorities in order to mitigate the spread of misinformation (Larson 2020) and to promote scientific knowledge and health protection behaviors (Coombs 2020).

The paper focuses on the impact that the pandemic produced on the official social media channels management by Italian public health institutions. A quantitative-qualitative study investigates public health communication strategies implemented on the official Facebook pages by 20 Italian Regions, aiming to answer these research questions:

1) How many Facebook post were published by the Italian Regions on COVID-19?
2) How many posts were published on Covid-19 topics, and how much engagement did they get?
3) How did Regions manage the contents on each topic?

The study was carried out through the collection and analysis of all the Facebook posts (n.7.880) published on the 20 regional official Facebook pages from 31 January (date of the first cases of Covid-19 in Italy) to 3 May 2020 (end of the lockdown). Data collection was done through CrowdTangle. The data-set includes the text of the messages, the date of publication, the engagement values disaggregated by type of interaction and other information such as the type of shared content (photos, videos, infographics, links) (Lovari and Righetti 2020; Lovari et al. 2021). Three independent coders took care of the qualitative part of the analysis.

The posts focused on Covid-19 were classified on the basis of thematic categories created by specific studies on public health communication (Cioni-Lovari 2014) and on the communication of the Italian Ministry of Health during the pandemic (Lovari 2020).

Results showed that Covid-19 topics were prevalent on Facebook public health communication (78.8%) with a particular attention to epidemiological data and to the national and regional laws dealing with the emergency. The highest posts' level of engagement was related to other topics (i.e., fake news, citizens' behaviors to avoid contagion) to which Regions dedicated less attention on the platform. In particular, Regions differ in the communication management of contents related to fake news and epidemiological data.

Implications for public health communicators are discussed, also considering the role of visual strategies on social media.

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Health Communication

PP 024 Muted voices: The underrepresentation of women in Covid-19 news in Portugal

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During the Covid-19 pandemic, the Portuguese media seems to contribute to the symbolic annihilation of women. In spite of women's leading political roles as the Ministry of Health and the Directorate-General of Health, women were almost invisible in Covid-19 news published in the Portuguese daily national press.

Our findings indicate an underrepresentation of women in the news content and are in line with other national and international studies that point out the almost invisibility of women in the news. Since media agenda setting is strongly influenced by news sources, and news media contribute to a representation of reality (e.g. Fletcher, 2021; Jones, 2020; Kassova, 2020), our research shows there is a gender bias when it comes to Covid-19 news. This lack of visibility in the news contributes to a lack of recognition of women as professionals, deepening the asymmetries of gender. Even though the news media coverage of the pandemic has promoted significant changes in source selection, which resulted in a higher visibility of expert sources, there was not a true change when it comes to gender representation. The choice of news themes has also contributed to the invisibility of women in the public media space, since structuring social fields such as politics and economics mostly belong to male voices.

The aim of this study was to analyze the media coverage of Covid-19, through the content analysis of news published in two Portuguese daily newspapers with different editorial lines (*Jornal de Notícias* and *Público*). Our period of analysis corresponds to emergency state periods (18th of March to the 2nd of May 2020; 9th of November to the 23rd of December 2020; 15th of January to the 28th of February 2021). Our corpus of analysis is composed of almost 3000 news pieces, and 6370 news sources. Yet female sources are less than 20% of the total. These data are especially relevant when we consider that news sources have an important role in setting the media agenda. They "feed" news stories to the media and help them make sense of technical and specialized information (Len-Ríos, Hinnant, Park et al, 2009).

These results should promote a wide discussion about the media's representation of reality and its impact in the public sphere. This becomes even more important in pandemic times, since the Covid-19 pandemic brought along an unprecedented search for information worldwide and exposed or deepened inequalities, gender being one of them.

PP 025 Online disinformation: Covid-19 case in the Arab region

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COVID-19 crisis has generated considerable controversy in the Arab region regarding the risks of the virus, infection rate and treatment (Mubarak & Hassan, 2020). Affected usually by official interventions, media platforms in the Arab region have provided conflicting narratives about the crisis, which fueled the debate over the autonomy of the media. Drawing on the post-truth world order theory (Cosentino, 2020), this paper investigates the characteristics of the news posted on Facebook by major Arab media channels about Covid-19 and what are the challenges that faced Arab journalists in dealing with the pandemic. A textual analysis method was used to analyze 6 prominent news Facebook pages (@Youm7, @akhbaar24, @alkhaleej, @alqabasnewspaper, @AlakhbarNews and @NessmaTV). These pages belong to major local news media channels in six Arab countries: Egypt, Saudi Arabia, United Arab Emirates, Kuwait, Lebanon and Tunisia. In addition, a survey* was administered to a sample of 116 Arab journalists, residing in those countries, to identify the challenges they had faced during covering the pandemic news. The findings showed a disparity among Arab media channels regarding the strategies used to cover the pandemic, which included, for example, overestimation about the official response to the virus, a blackout about the epidemic outbreak and fake news about the treatment of the virus. Furthermore, in reporting the pandemic news, Arab journalists have faced different kinds and levels of pressures (political, cultural and religious), depending mainly on the press freedom in the countries they are working in. This paper proposes that the coverage of the pandemic in Arab media channels and the challenges imposed on Arab journalists have come to characterize the post-truth Arab society, which have seen a lack of trust and political power struggle.

Keywords: online disinformation – Arab Region – post-truth Arab society – social network sites

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Notes

The survey data were collected in collaboration with 7 other scholars from the Arab region through an international project who are members of Global Risk Journalism Hub (https://www.globalriskjournalismhub.com/).

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HC01 - COVID-19 media coverage and disinformation

PP 026   Factors influencing online COVID-19 information sharing behavior on WhatsApp among elderly

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Parallel to COVID-19 pandemic, false information about it rapidly spread online, generating what the WHO's director, dr. T.A. Ghebreyesus, called an *infodemic* (Nielsen et al., 2020). From the beginning of the pandemic, COVID-19 proved to be dangerous especially for vulnerable groups such as elderly and people with health conditions (Kwok et al., 2020). Previous research on misinformation proved that elder people have difficulties when it comes to identifying false information online (Brashier & Schacter, 2021) and they tend to engage in information sharing behavior on social media, using WhatsApp or Facebook (Bianchi, 2021). Having in mind the vulnerability of this particular age group when it comes to COVID-19, sharing false information on social media user groups can have severe consequences. Therefore, we focused on the digital behavior of the age group 55–80 years active on WhatsApp groups related to COVID-19 information.

To explore the interaction with false information from social media, respectively their dissemination on WhatsApp by elder people we choose a mix-method approach combining quantitative and qualitative methods. First, during the first wave of COVID-19 pandemic (March–April 2020) we applied an online survey $N = 104$ (age 55 to 80) and second, in February 2021, we conducted a number of $N = 15$ (age 55 to 89 years) semi-structured interviews. Besides, at the end of each interview, we add a short media literacy intervention, a part in which we explained to the interviewed person the danger of spreading false health information online. This is an ongoing project; additional semi-structured interviews are planed during January-March 2022 as well as applying again the survey during March–July 2022.

We analyzed the role that the level of trust in the ability to recognize fake news, e-health literacy, education, perceived information usefulness, perceived information importance, and interest play in COVID-19 related health information sharing behavior on WhatsApp.

Results from both quantitative and qualitative data analysis show that the elder people prefer to seek health information on various online sources and they are confident in their ability to recognize false information about the pandemic. This confidence together with education, e-health literacy and interest in health information on social media are strong predictors for health information sharing behavior on WhatsApp.

HC01 - COVID-19 media coverage and disinformation

PP 027   Tracing health communication: a systematic review about apps under Covid 19 pandemic

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This study advances to identify and inspect European applications created to extend personal interaction and the impact of promoting literacy to control the Covid 19 pandemic. The analysis is based on official data from applications belonging to the countries of the Council of Europe and created to fight the pandemic. The first step was to categorize different online cultures from the countries reflected by functionalities such as contact tracking, health information, scientific research, and visual graphics that promote awareness in these digital functionalities. In inquiring about communicational literacy, we have categorized the apps services that operated in reply to the fast-paced reality and best practice workflows.

The methodology is based on an exploratory study, providing a systematic analysis to understand, map, and identify the applications of health information in the countries that are part of the European Council. It is

cultural cross-disciplinary research complemented by content analysis of some specific apps concerning the message's meanings, imagined contexts, and intentions. The content analysis was chosen to validate some observations obtained and the recurrence of significant visual elements to be analyzed.

The work began focusing on understanding the origin of applications, if private or governmental, and their advantage to promote awareness and availability for download on official websites. This part intended to create an understanding of the issues associated with online environments and if new methods of communication supported by digital structures are spaces of interaction that can be accessed throughout Europe and promote comparative scenarios and scrutiny. This study had as a research limitation the impossibility of accessing contents of some applications restricted for download outside the country of origin.

The second analysis focused on searching for applications that use visual literacy through infographic practice, structured data, and results employing health alerts to citizens. This approach encompasses the conceptual aspects to trace and track visual matters in health communication. The results show that of the thirty-eight applications identified (Tracing Apps), only three mentions the word health information, equivalent to 7.89%. Only one offers visual illustrations of these three applications, but it is a paid application. The other two are free applications but do not have visual representations, only texts, tables and graphics, and official information about the current situation related to the pandemic confirmed by the European Center for Disease Prevention and Control (ECDC) and the World Health Organization (WHO).

The current moment has subscribed to exploring specific digital techniques to provide risk perception and give citizens the information to govern themselves. The study emphasizes the visual complement and alternative digital forms of communication to help illustrate health communication and impact via online engagement and awareness. The results also indicate that visual literacy doesn't meet transmittal communication supported by digital infrastructures. As a result of these views, this article exposes the correlation and analysis that contribute to the systematized knowledge around new information technologies that invite us to rethink digital trackers.

HC02 - Communication and Healthy Lifestyle

PP 131 LusófonAtiva: lessons learned from a co-created communication campaign to promote active and healthy lifestyles among university students, faculty and staff

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Sedentary behaviour and unhealthy dietary habits are global public health problems, which may have been increased significantly due to the mandatory lockdowns associated with Covid-19 pandemic since early 2020 to the present day. In order to address the issues of sedentarism, food habits, sleep habits, mental health and general well-being, a multi-disciplinary team of professors and students gathered efforts in the production of a communication campaign to promote active and healthy lifestyles among students, faculty and other staff of the Lusófona University campus in Lisbon, Portugal.

Under development since early 2021, the project LusófonAtiva aims to monitor and to promote active and healthy lifestyles among the community of Lusófona University in Lisbon. More specifically, LusófonAtiva has two main purposes:

1. to design and implement a digital monitoring and epidemiological surveillance system of behaviors and physical literacy linked to active and healthy lifestyles in the three populations under study ;
2. to develop, implement and test of a campaign of promoting active and healthy lifestyles, through co-creation: focusing on reducing sedentary behavior, in promoting of physical activity and the benefits for eating behavior and physical and mental well-being and social. The campaign is to be implemented throughout the school year, through multiple activations, using different media, with messages adapted to each of the three populations under study, namely, students, faculty and staff.

The communication campaign started mid-February 2022 and it will take place until the end of June 2022. The LusófonAtiva communication strategy was developed by and with students and faculty: in particular, the cornerstone of the campaign is the conceptualisation and production of short films by Lusófona's students and faculty, in which the extra content/ extensions are derived from each of the three sub-campaigns. The overall campaign includes the production of a dedicated website, social media content, photos, illustrations, as well as the organization of special events, with the participation of undergraduate and graduate students from Cinema, Visual Arts, Photography, Applied Communication and Sports, among others. More information about the LusófonAtiva project here: https://lusofonativa.ulusofona.pt

The evaluation of the communication campaign takes into account two fundamental dimensions:

- the process of developing and implementing this campaign,
- the impact of this campaign on key variables linked to increasing literacy for the target behaviors, and their potential change.

Main lessons learned from the LusófonAtiva communication campaign are to be displayed and discussed in this presentation, which also will include a brief presentation of the communication campaign strategy and the diverse tactics applied.

HC02 - Communication and Healthy Lifestyle

PP 132   Informational value of nutrition-related #healthylifestyle Instagram posts

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Instagram is one of the most popular social media platforms for aesthetic visual communication (Leaver et al., 2020). Within nutrition communication, the platform emerges as a strong competitor to qualified health professionals (Bartelmeß, 2020). In Instagram, previous research suggests that authenticity results from personal experience rather than from legitimate sources (Tabellion, 2019). What initially was intended for everyday communication has also become increasingly a place of marketing strategy. Scholars have found overly positive portrayals of products and use of promotional language (Meinen & Gereke, 2018).

This qualitative content analysis (Roller, 2019) of 600 #healthylifestyle Instagram posts aims to explore how foods and diets are addressed, how (scientific based) nutritional recommendations are reflected in the posts and how marketing mechanisms determine those. By comparing three data sets from spring 2019, 2020 and 2021, we seek to determine how the presentation of healthy nutrition changed during the COVID-19 pandemic.

The key premise of the analyzed posts is that individuals can improve their health by regular exercise, or by following certain diets such as vegan and clean eating. Accordingly, fruit and vegetables dominate the posts. Posts that push a skinny body image and physical exercise, addressed to both men and women, are more frequent than those from the body positivity movement. In this regard, it appears that the focus on fruits and vegetables encourages low calorie consumption hidden behind the sheen of health.

The shared information is mostly anecdotal and embedded in personal claims. Health benefits of certain foods or ingredients are stated with very little to no scientific evidence. Although we did not find factual errors, contradictory content was conveyed due to the misleading combination of image, caption and attributed hashtags. For example, the hashtag #recipe is used particularly often when the post does not contain any cooking instructions at all.

While many posts contain advertising components, very few posts are labelled as such. Branding and self-promotion are the most common indicators for a commercialization of nutrition on Instagram. With a few exceptions of highly edited images, the most popular posts with over 1000 likes are mostly videos promoting supplements or nutrition-related businesses.

The global pandemic plays a minor role in the posts of 2020 and 2021. References to COVID-19 are limited to healthy snacks during quarantine. The few mentions within the posts are made due to hashtags such as #stayhome or #quarantinelife. However, the general appearance of the detox diet and supplements to boost the immunity system increased in the data sets of 2020 and 2021.

We conclude that the claim of #healthylifestyle is used for commercial interests of the food, fitness and wellness industry. In seeking health advice and support from the community, audiences, rather, may find restrictive diets, thin ideals and synthetic supplements. This study already found overlaps between co-existing hashtag communities such as #healthylifestyle, #foodporn and #bodypositivity. Future research may examine user effects of these differently oriented communication arenas.

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■ **HC02 - Communication and Healthy Lifestyle**

PP 133   A tool to re-think impact: building a Best Practices Guide in the scope of the Portuguese National Health Plan 2021–2030

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In the scope of the construction of the Portuguese National Health Plan 2021–2030 (PNS 21–30), the first one to include Communication as a relevant issue (since 2004), and based on previous nationwide communication training assessment (Melo et al., 2016), the need for a comprehensive hands-on approach Public Health Communication Best Practice Guide (PHCbpg) emerged.

This paper will present the state of the art of this on-going project, based on the collaboration of a multidisciplinary team of Public Health professionals (members of the executive committee of the PNS – Portuguese Directorate-General for Health) and Communication experts (researchers from the Communication and Society Research Centre/UMinho) and will discuss the challenges and opportunities of conceiving a PHCbpg as an empowering tool for Public Health practitioners, frequently confronted with multi-tasking small teams, often lacking the means – budget, human resources and time – and communicational expertise.

As part of a broader communication strategy the conception of a PHCbpg was set on a number of premises:

1) The assumption of communication as a strategic dimension of the National Health Plan, reinforced by the assessment of the previous plan;
2) The diagnosed need of communication training skills of public health practitioners;
3) The lack of a knowledge aggregator platform on public health communication developed in Portuguese; and
4) The assumption of the co-creative, co-constructive and participatory nature of the PNS 21–30, set to be, more than a document, a process that demanded the engagement of the community in the promotion of health, aiming to set the basis for a *social contract* amongst stakeholders.

The conception of a PHCbpg summoned the need for an intensive state of the art research and benchmarking. As a result, a categorisation grid was established, including relevant or frequent themes, strategic settings and tactical dimensions. On the other hand, the literature review and the data gathered in the project made clear the importance of including in the PHCbpg a set of further contributions from specialised areas of communication, namely: organisational communication, community communication, participatory communication, communication for behavioural change, risk and crisis communication and media relations.

In sum, the PHCbpg content is being set to respond to the needs detected in the diagnosis process and to bring alignment, orientation, consistency and redundancy to shared messages. Divided in two volumes, it embeds the combination of clear operational guidelines with in-depth case studies, theoretical discussions with practical considerations, emerging communication themes with specialized fields of knowledge. It intends to fill the identified gaps and the needs of Public Health practitioners and to provide communicational guidance to the National Health Plan stakeholders, as part of a common community building strategy settled in times pandemic and post-pandemic uncertainty, with correlated and frequent adaptations and setbacks.

Further research, the implementation of the national health strategic plan, and systematic evaluation might result in the mapping of more specific communication training needs. In addition to the potential of the PHCbpg as an empowering communication tool, this collaborative on-going project has clearly emphasised the imperative of including communication professionals in the state organization of public health.

■ **HC02 - Communication and Healthy Lifestyle**

PP 134   How is healthy living related with social media literacy?

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In these days various discourses on (food-related) health communication take place in social networks. The content is discussed and presented in different digital ways and often tagged with hashtags such as #healthyfood and #healthyeats. Through social networks people do not only inform themselves about healthy lifestyles or food, they also act with and through media in a healthy relevant way. The meaning construction of what is considered as "healthy" increasingly takes place online. It becomes evident that traditional institutions and professionals such

as health associations or organisations are losing the interpretive authority of how health is defined or of what a healthy diet consists (Godemann, Bartelmess 2021).

On the one hand, the enormous discourses on health enable users to digitally meet their daily information needs, on the other hand, the messages communicated are often ambiguous and contradictory. Several factors influence how the audience endecode and interpret the information for instance socialization, lifestyles and values, (Kannengießer 2020; Keller, Halkier 2014). Thus, every person develops an individual literacy to navigate through social networks. Social media have enabled the spread of all kind of information and enable people to inform, persuade and influence the beliefs of others. Therefore, the questions arise what relevance health-related information and content in social networks for people has and to what extent social media communication manifested in their health related practices?

We argue that 'social media literacy' is vital for the use of health-related information in social networks. Based on empirical research in Germany (representative survey n= 1034) and drawing on the theory of practice (Warde 2016) we demonstrate the role of social media for food literacy and hence health related decisions. Our research highlights the role of social media literacy for people's information management (Tandoc et al. 2021) and we derive different types of social media literacy from the data, as the quantitative relation (regression analysis) shows. The higher people's social media literacy, the better they can classify und reflect health-related (food) content in social networks.

In a next step interviews with participants of the survey will be carried out (in Spring 2022) to gain deeper insights into the complexity of daily communicative practices related to health and food as well as the relevance of social media literacy for the reception of online contents. The results of the analysis of the interview data will be presented on the conference.

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■ **HC02 - Communication and Healthy Lifestyle**

PP 135   Communication on awareness and risk perception of non-prescription drugs: A systematic review

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Increasingly autonomous consumers, the growing complexity of healthcare systems, an overload of confusing information, and an oversaturated market are only some of the factors at the root of a self-medicated society. In the last decade, sales of over-the-counter (OTC) products[1] have increased by 50.04% (Euromonitor International, 2021). More recently, COVID-19, with unprecedented information flows, has triggered their consumption in an act of self-preservation. The aim of this proposal is to determine the role that scientific literature —focused on raising consumer awareness and perception of the risks linked to the consumption of these products— gives to the media and advertising, and to the nature of the information provided.

The last years have witnessed the promotion of a message oriented towards the development of greater awareness of preventive health behaviour (Achar *et al.*, 2020; Hong & Kim, 2019). Research has focused on aspects related to commercial communications (Memişoğlu, 2017; Ndebele et al., 2020; Silchenko & Askegaard, 2020; Tommasi, 2020), the role of the media (Chang, 2019; Khaleel *et al.*, 2020; Southwell *et al.*, 2019; Untilov & Ganassali, 2020), or the risks associated with the use and consumption of certain products (Ancilloti et al., 2018; Ju *et al.*, 2019; Royne *et al.*, 2016).

The methodology has two distinct parts: the first analyses all relevant research published between 2001 and 2021 and registered in reference databases (Web of Science, Communication and Mass Media Complete,

PubMed and PsycINFO). The second develops a residual analysis based on the corresponding contingency table, after conducting relevant significance tests (χ^2). The corpus is composed of 516 studies.

In the last decade, the interest of the scientific community in these products has increased in parallel to their consumption (67%). The main evidenced risks are side effects (89.1%), the potential generation of diseases (56.8%), misuse or abuse (53.9%), as well as possible interactions (49%) with other medication. The findings of our analysis show that 26.4% of the analysed corpus confirm the media's influence in the consumption of these products, and 29.7% indicate the need for greater advertising restrictions. In addition, 36.4% of the studies evidence the absence of relevant and/or verified information, while 11.6% point at the existence of inaccurate and misleading information. Given the increasing emphasis on selfcare and the empowerment of the public to manage their health with OTC drugs, the findings of our work underline the potentially harmful effects and inefficiency of health communication, and highlight the need to acknowledge the media's and advertiser's obvious responsibility in the promotion and visibility of these products.

[1] Including vitamins and food supplements.

HC03 - (Online) health information seeking, avoidance and social norms

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PP 230 **The Influence of Relevant Others and the Society: A Social-Normative Perspective on Information Avoidance Behaviors**

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Information avoidance is a widely occurring communication phenomenon that is also prevalent during the COVID-19 pandemic (e.g. Link, 2021; Liu et al., 2021). It is a purposeful behavior to prevent and delay the exposure and attention for available, personally relevant, but potentially unwanted information (Sweeny et al., 2010) that can reduce emotional burdens but also hamper informed decision-making or compliance with preventive measures such as the COVID-19 vaccination. To contribute to a better understanding of information avoidance, the present study uses the information avoidance about the COVID-19 vaccination as a meaningful and current context to adopt a social-normative perspective. Although research indicates that social norms are powerful drivers of behaviors (Easten et al., 2011) such as information-seeking behaviors (Yang et al., 2014), research focusing on information avoidance and considering avoidance-related norms is sparse (Deline & Kahlor, 2019). Therefore, we aim to test whether the separation of perceived subjective, injunctive, and descriptive norms referring to significant others and the society supported in other fields (Park & Smith, 2007), can be applied to avoidance-related norms. In addition, we examine the associations between the norms and intentions to avoid information. This analysis is embedded in the comprehensive Planned Risk Information Seeking Model (Kahlor, 2010) to control the role of norms against known predictors of information behaviors. We propose the following hypothesis and research questions:

H1: *Subjective norms, personal- and societal-level descriptive norms, and personal- and societal-level injunctive norms will represent five separate dimensions of norms related to COVID-19 vaccination-related information avoidance.*

RQ1: *What contribution do the different norms make to explain individuals' intention to avoid information about the COVID-19 vaccination?*

To test our hypothesis and answer the research question, we conducted an online survey of a stratified sample of the German population (N = 1,508; Age: M = 46.95; SD = 15.54, 50.2 % female) recruited via an Online Access Panel. The measurement for information avoidance intention was adapted from Yang and Kahlor (2013), whereas the types of norms were each measured with three items adapted from Park and Smith (2007). The predictors of the PRISM were measured in line with Kahlor (2010) and Kahlor et al. (2020).

To test H1, we conducted several confirmatory factor analyses that confirm that the proposed five-factor model showed a better fit to the data than any other model. To assess how the separate norms contribute to explanations of information avoidance (RQ1), a hierarchical regressions analysis considered the PRISM predictors in the first block and the five avoidance-related norms in the second was conducted. The amount of explained variance of the PRISM predictors without norms was R^2 = .392 ($p \leq$ .001). Considering social norms, the amount of explained variance of information avoidance intent increased to R^2 = .506 ($p \leq$ .001). Except for societal-level descriptive norms, all norms were positively related to avoidance intention.

The study enriches the understanding of information avoidance and stresses the relevance of a socio-normative perspective that can guide research about information avoidance and strategic health communication efforts.

Health Communication

PP 231   The emotional side of health data: How patients' cope with digital health journals

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This paper explores how patients experience digital health data and how such data affect peoples' understanding of health and being healthy. Current research has investigated digital health data mainly in relation to opportunities and challenges as well as structural effects (Fisher & Britten, 1993; Fisher, Bhavnani & Winfield, 2009; Woods et al., 2013). On the individual level, however, little research has been done on exploring the personal consequences digital health data entails.

The aim of this research is to look deeper into personal experiences with digital health data in order to understand what is at stake when people become digitally mapped patients and how experiences of empowerment, independence, perplexity, and doubt intermingle when trying to make sense of digital health data. Taking a user's view, the paper draws theoretically on the concept of 'assemblage' (Johnson, 2019) understanding digital health data as a complex nexus of user-data relationships. Data is subject to social, cultural and political influences and can hence only be understood in the respective context. Lupton (2018) has argued that digital data confronts its users to know themselves better. However, as the medical system operates with a technical language, often incomprehensible for the patient, it is hard for patients to understand the data when accessing it. The concept of 'assemblage' accounts for the complexity of digital health data, pointing towards the layers and numbers of relationships that lie in such data.

The empirical analysis draws on 28 purposefully sampled interviews with users of digital health platforms varying in age, education, health history and gender. All interviews were transcribed and have been coded thematically in several iterative steps. We further scrutinized the interview data for specific emotionally challenging experiences. The analysis is brought together in what we call 'digital health assemblages'.

In conclusion, it can be stated that seeing oneself mapped in data creates unique experiences, often challenging previous conceptions and self-understandings. Patients' access to digital health data may foster experiences of empowerment and recognition, however, it potentially also leaves the patient insecure, puzzled and with more questions than answers.

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PP 232   Predictors of patients' intention to use a physician-provided digital health information service: Extending the UTAUT2 by informational social norms and eHealth literacy

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Patients are in need for adequate, high-quality information, but their most trusted source of information – physicians (Baumann et al., 2020) – are often poorly accessible and have scarce time resources. Physician-provided digital health information services (DHIS) offer new solutions to these challenges. As the compliance of new communication technologies is central for implementation, we examined patients' intention to use such a DHIS. Our study is guided by the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) (Venkatesh et al., 2012)

but addresses the health context more adequate by considering two factors known to be relevant in health communication: First, information-related social norms (Park & Smith, 2007), describing whether individuals perceive health information acquisition to be prevalent and whether others expect them to behave in a certain way, were considered. Second, abilities necessary for digital HISB represented by eHealth literacy were integrated (Smith & Magnani, 2019). We postulated all predictors to be positively related to the intention to use a DHIS and assumed that the relation between eHealth literacy and intention to use would be positively mediated by the UTAUT2 predictors.

To test our hypotheses, we conducted an online survey of $N = 1.000$ German residents stratified by age, gender, education, and chronic disease. In a fictitious scenario, we described the DHIS as a platform for tailored digital information about symptoms and medical examinations that can be assessed from home. The intention to use the DHIS and the UTAUT2 predictors were measured by modified versions of the UTAUT2 items (Venkatesh et al., 2012). The norms were measured with three items adapted from Park & Smith (2007), and eHealth literacy was measured using the DHLI (van der Vaart & Drossaert, 2017). A multiple linear regression analysis was conducted to examine the hypothesized associations. The mediation model was tested using Model 4 of the PROCESS Macro (Hayes, 2018).

Overall, 58.2% of participants were (rather) willing to use a physician-provided DHIS, 16.4% were undecided, and 25.4% were (rather) not willing to use it. The regression model explained 57.8% of the variance. The original UTAUT2 predictors performance expectancy ($\beta = .29$), effort expectancy ($\beta = .08$), hedonic motivation ($\beta = -.06$), time value ($\beta = .37$) (replacing price value), and habit ($\beta = .15$) were associated with the higher intention to use a DHIS, whereas facilitating conditions were not a significant predictor. eHealth literacy ($\beta = .05$) showed a weak but significant association with the intention to use a DHIS, but none of the considered social norms did. The mediation analysis revealed that the effect of eHealth literacy was mediated by effort expectancy and habit, while the other predictors did not serve as mediators.

Our results reveal that UTAUT2 is an effective framework for explaining the intention to use a physician-provided DHIS. However, our extension of the UTAUT2 focusing informational social norms and eHealth literacy did not influence a higher intention to use a DHIS. Thus, to implement a DHIS, particularly the personal added value for patients' knowledge and decision-making ability should be highlighted.

HC03 - (Online) health information seeking, avoidance and social norms

PP 233 Who cares? On the production of continuity of care in peer-led patient communities on social media

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Patients in Western countries increasingly experience a lack of 'continuity of care' for instance due to ineffective coordination of treatment (Martin, 2010; Schultz et al., 2019), inadequate sharing of clinical information and failures of communication (WHO 2018). In the existing literature, 'continuity of care' is most often defined as _informational, managerial_ and _relational_ failures that take place at the interface between patients and healthcare professionals, sectors or services (Freeman et al., 2003; Haggerty et al., 2003; WHO, 2018). A lack of continuity is problematic on a systemic as well as an individual level, and it is particularly pressing for patients with chronic conditions as they are often highly dependent on longitudinal, complex and coordinated treatment processes.

Some patients with chronic conditions have formed self-organised groups on social media in order to share for instance their personal experiences with the health care system. The aim of this paper is to understand the roles that peer-led online communities (PLOCs) play for chronic patients' experiences of continuity of care. The paper will explore three questions: In what ways do PLOCs function as platformed spaces for articulating and responding to personal experiences of a lack of care continuity? To what extent do PLOCs enable peer-based continuity of care that compensates for the lack of continuity in the healthcare system? How do platformed affordances shape or affect the interaction about and production of continuity of care in PLOCs?

To answer these question, the paper will analyze empirical material from and about two different types of PLOCs for patients with chronic conditions: The public profiles of "Kroniske Influencers" (Instagram/Facebook, 10.000 followers), and the closed group "Kroniske Smertepatienter" (Facebook, 2.200 members). More specifically, the material will consist of social media texts produced by the users over a two-year period (Drotner and Iversen 2017, Hine 2015, Kozinets 2002), an online survey to 300 users (Andersen, Hansen, and Clemmensen 2010) and online or in-person interviews with 20 group members (Salmons 2014, Kvale and Brinkmann 2009).

The assumptions are that individual experiences of care continuity are not only created in encounters with the healthcare system, but can also be produced and shaped through the complex and platformed practices of self-organising patients (Dijck et al., 2018). Or put more boldly: Care continuity is not only something that patients

receive from healthcare, but also an experience they actively co-produce with peers in health publics on social media platforms. The paper will thereby contribute to existing research on digital health and patient communities (Lupton, 2018; McCosker, 2018; Tucker & Goodings, 2017) with new theoretical and empirical knowledge about the meaning and value of PLOCs for continuity of care.

HC03 - (Online) health information seeking, avoidance and social norms

PP 234 The importance of e-health literacy and the role of subjective and objective socioeconomic status in dealing with health-related disparities in the Internet era

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Background

In this study we aimed to explore the role of subjective and objective socioeconomic status (SES) in socioeconomic health-related disparities (HD), in eHealth literacy and seeking for online health-related information (OHISB), as an essential dealing strategy in health promotion activities. One's limited resources (i.e., financial, social, and technological) may lead to socioeconomic HD as people somehow are excluded from health information (Higgins et al., 2011). HD are systematic health differences that negatively affect the health or health risks of deprived groups of people (Braveman, 2006). Health literacy (HL), one's ability to obtain, process, and understand health information to make informed health decisions (Ratzan, 2011) can be regarded as a force to improve health (Stormacq et al., 2019). Low SES has been considered a potential risk factor for low HL (Lee et al., 2010) and low levels of HL have been linked with poor health outcomes (Berkman et al., 2011). The Internet-era counterpart to health literacy is eHealth literacy (Neter et al., 2015).

Methodology

A total of 2.699 individuals (N = 2699) (1.753 female, 933 male, and 13 who chose not to define their gender) aged 17–84 years old (M = 31.18, SD = 13.47) participated in an online survey from July 2020 to September 2020. Participants resided in Greece and were recruited online through snowball sampling. Regarding the sociodemographic characteristics of the participants, the majority (39.5%) had completed secondary education and many of them had completed higher education (26.8%) and/or had a postgraduate or PhD degree (30.7%). However, the 33.9% did not have individual income either because they were unemployed (25.4%) or University students (24.4%). Regarding SES, the vast majority (61.1%) identified themselves as middle SES.

Results

Preliminary analysis showed that income was positively correlated with subjective SES (r = .13, p ≤ 0.01). Perceived disparity was negatively correlated with income (r = -.13, p ≤ 0.01) but positively correlated with education (r = .1, p ≤ 0.01). Education was positively related with HL (r = .14, p ≤ 0.01) and eHealth literacy (r = .11, p ≤ 0.01). eHealth literacy was positively correlated OHISB (r = .3, p ≤ 0.01). Hierarchical regression analyses also revealed that education and perceived disparity were related with HL in the first (R^2 = .06, F(14, 2.684) = 13,534 p < 0,001) and the second step (R^2 = .06, F(15, 2.683) = 13.322 p < 0,001).

Conclusions

Consistent with previous studies (Tan et al., 2020) we found a positive correlation between subjective and objective SES. Perceived social ranking along with economic resources contribute to SES health-related disparities. Participants the higher income they earned and the higher they placed themselves in the socioeconomic hierarchy the less perceived socioeconomic disparity they experienced. Moreover, objective SES indicators (i.e., education) are found to be related to HL and eHealth literacy. eHealth literacy also depends upon OHISB. Consequently, through the improvement of peoples' eHealth levels, these literacy skills are crucial to empowerment, and it has been recognized as a vital factor in the disease prevention and maintenance of good health.

Health Communication

PP 340 Understanding vaccine hesitancy using artificial intelligence

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Vaccine hesitancy was one of the ten major threats to global health in 2019, according to the WHO. Social media has an important role in spreading information, misinformation, and disinformation about vaccines. Monitoring vaccine hesitancy and its determinants is crucial to understanding the reasons behind low vaccine uptake and to inform actions aimed at improving confidence in vaccines. We designed and created a web-monitoring platform in the context of the European Joint Action on Vaccination (EU-JAV), with the aim of providing health-care professionals, decision makers and the general public with information on the vaccine discourse on the web and on social media. This platform collects tweets that refer to vaccines, classifies their stance as promotional, neutral or discouraging towards vaccines, and then presents the results in the form of data visualisations. The stance of the vaccine-related tweets is automatically classified through artificial intelligence.

Sentiment analysis of textual data is often used to study public opinion. It determines the overall tone of the text, whether it is positive, negative or neutral, but does not consider the message of the text. Stance analysis determines favorability towards a chosen topic of interest, and is considered a more effective way of studying discourse on social media.

Three (human) independent annotators categorised 1736 tweets in terms of vaccine stance (promotional, discouraging, neutral, adapted from Martin, 2020). To assess the reliability of classification between all three annotators the Fleiss agreement score was used (0 = no agreement, 1 = perfect agreement). The annotators had a Fleiss agreement score of 0.642. This moderate score indicates the data was not easy to categorise.

The human classified data was used to train and test various natural language processing Machine Learning models. The model that classified the data most similarly to that of the humans was chosen to be used on the platform. Our best model achieved an accuracy of 72.7% compared to the agreed score between the three annotators. For comparison, the accuracies of the individual annotators compared to the final score were 83.9%, 88.1% and 79.2%. Through training the Machine Learning model on task-specific data, close to the same accuracy was achieved in categorising tweets using a Machine Learning model as could be expected by a single annotator. The advantage of using a model is that it can categorise hundreds or thousands of tweets in a relatively short time, permitting almost real-time analysis of the data. Future studies will evaluate if the algorithm can be applied to other social media platforms.

During the COVID-19 pandemic, the impact of vaccine hesitancy has been evident: lack of confidence for and actual refusal of the COVID-19 vaccine has been ubiquitous, and a clear correlation between low vaccine uptake and mortality by COVID-19 has been reported. Monitoring social media users' stance towards vaccines is crucial to understanding trends and determinants of vaccine hesitancy, to inform communication initiatives aimed at improving vaccine confidence and uptake and to monitor their impact through time.

PP 341 Mapping the Danish Controversy over HPV-vaccination

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This paper explores the Danish media coverage of HPV vaccination between 2001 and 2021. It focuses on the various positions taken in the public debate about potential side-effects of the vaccine and on how criticism of the vaccine's safety has been narratively framed as legitimate or illegitimate over time.

In 2009, the vaccine against human papillomavirus (HPV) was introduced in the Danish Childhood Vaccination Programme. The introduction was successful, with an uptake amounting to around 90% for certain birth cohorts. In 2014, however, the uptake suddenly started to decline, and after the national broadcasting of a TV documentary in March 2015 focusing on suspected side-effects of the vaccine, the uptake fell dramatically, reaching a low in 2016 at 47% (Sundhedsstyrelsen, 2017, 2018). At the same time, as one of the only European countries Denmark witnessed a surge in the number of reported side-effects of the vaccine. These have been investigated by

the European Medicines Agency (EMA) but never found evident as related to the vaccine. In May 2017 the Danish Health Authority in collaboration with the Danish Cancer Society launched the campaign *Stop HPV – Stop Cervical Cancer*, and today the vaccine uptake is back around 90 % for most birth cohorts.

This course of events, which is commonly referred to as the Danish HPV vaccine controversy, has given rise to serious concerns about the power of both legacy media and social media to cause irrational health behavior and mistrust in scientific expertise. On the one hand, Danish legacy media have themselves been raising the question whether their coverage of the controversy was balanced and fair, and whether they failed their journalistic responsibility by over-emphasizing vaccine critical perspectives and 'postfactual' knowledge in the debate at the cost of what is retrospectively articulated in dominant discourses as 'facts'. On the other hand, the considerable decline in vaccine uptake has over time increasingly come to be understood among public health authorities as closely associated with 'misinformation' and 'false stories' about the vaccine being circulated on social media.

The paper combines computational methods (Natural Language Processing) and discourse analysis to analyze 15,647 news articles retrieved from the Danish news database *Infomedia* on the basis of HPV-related search strings. The analysis expounds how the debate about HPV vaccination in Denmark became particularly polarized in 2015 and how critical perspectives on HPV vaccination did over time – after public sentiment changed in 2016/2017 – become increasingly marginalized and articulated as 'conspiratorial' or 'postfactual', thus leaving little room for legitimate doubt about taking the vaccine as well as little room for public criticism of HPV vaccination. Also, the analysis identifies – as it is characteristic of so-called ‚media panics' (Drotner, 1999) – a growing tendency in the media coverage to discursively position 'social media' as an antagonist to 'reason', enlightenment and good public health by commonly equating knowledge perspectives obtained online with normatively charged concepts such as 'fake news', 'echo chambers' and 'fact resistance'.

HC04 - Vaccine hesitancy and acceptance

PP 342 Acceptance and hesitancy to vaccinate against Covid-19 among young people in Slovenia: Integration of Health Belief Model and Theory of Planned Behavior

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Slovenia has been among the states with the lowest vaccination rate against Covid-19 in the EU since the vaccination against Covid-19 was available to the citizens (ECDC, 2022). In Slovenia the most hesitant against COVID-19 vaccination are those younger than 37 (Valicon, 2021). Young people are predominantly the ones who question "the effectiveness of the recommended infection control measures" and believe that pandemic outbreaks cannot be controlled (Morrison & Yardley, 2009). Another study (Kamin et al. 2020) suggests that younger people are aware of the need for the recommended protective measures (cognitive level), yet they are more affectively burdened by them (affective level). Taking account only of cognitive level (perception of the virus, illness and of the risk) is insufficient to effectively predict one's acceptance of vaccination against COVID-19. Accordingly, cognitive, affective and existent behavioral level should be taken into account when planning, communicating and exercising measures, including vaccination against COVID-19. This can be accomplished with integration of constructs of two health behavior theories (health belief model (HBM) and theory of planned behavior (TPB)). Accordingly, the main aim of this paper is to integrate constructs of HBM and TPB in order to identify socio-psychological factors that influence Slovene youth's COVID-19 vaccination intention and behavior. In line with this integrated model we will compare vaccinated and unvaccinated young people. The influence of the main constructs on vaccination intention and behavior is controlled by several cognitive, affective and behavioral contextual factors (e.g. trust in science, vaccine hesitancy, health status, previous vaccinations) and demographic characteristics of the studied population.

Data was collected with an online survey panel JazVem among Slovene youth aged between 15 and 30 years in August 2021. Online survey panel was administered by data consumers company Valicon and their database presents a quasi-representative sample of Slovene population. A total of 507 respondents completed the survey. Data was analyzed with univariate and multivariate analysis methods.

The mean age of the respondents in the sample was 24.4 years (SD = 4.4) and 46.4% were females. Most of the respondents had high school education (46.0%), were students (36.5%) or were employed (34.4%). On average respondents reported to have good health status (M = 3.7, SD = 0.82). Results show that the majority of youth reported to be vaccinated (45.8%), 11.7% reported that they have an intention to vaccinate, 12.3% were hesitant and 30.2% reported that they oppose to vaccinate. There are statistically significant differences between vaccinated and unvaccinated groups of young people. Among the unvaccinated there are more respondents that have lower education, lower trust in (Covid-19) scientists, in vaccines and higher levels of tendency to believe

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conspiracy theories. Results also demonstrate that vaccinated respondents reported higher levels of perceived financial severity, perceived benefits of vaccine, attitude, subjective norms and self-efficacy, and lower levels of fear of health consequences of potential Covid-19 infection. This study demonstrates that the integration of HBM and TPB is useful for in-depth understanding of root causes of COVID-19 vaccine hesitancy among young people and can assist development of more effective health communication interventions.

■ **HC04 - Vaccine hesitancy and acceptance**

PP 343 Analyzing vaccine-related engagement on Tiktok among Italian users

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Social media have drawn the attention of the scientific community as an important source of information on vaccines, as well as a potential means for improving health literacy, healthy behaviours and vaccine uptake (Puri et al., 2020). During the COVID-19 pandemic, social media users have increased, and so has the time spent online. TikTok (2017) is a platform for creating and sharing short videos, especially popular among young people.

Performance and soundtrack-based videos are common on the app, and TikTok's most popular content is characterised by challenges and mash-ups. As with other social media platforms, users have also turned to TikTok to gather and spread information about the pandemic. Tiktok has recently seen an increase of scholarly attention, including research analyzing health and vaccine communication. Moreover, scholarship has argued for the potential of health professionals using TikTok to fight misinformation and reach young people (Southeron, 2021). As far as we know, ours is the first study describing TikTok users' engagement around vaccines and the first study investigating health-related TikTok videos among Italian users.

We carried out a cross-sectional, retrospective study analyzing the vaccination discourse on TikTok in Italy. It presents a novel method to analyze user-generated content on TikTok, focusing on the videos' time trend, content, most used hashtags, vaccine stance (promotional, discouraging, ambiguous and neutral, adapted from Martin 2020), tone of voice, and on the main actors involved in the conversation. Through the TikTok Unofficial API we selected the 1000 videos with the highest play count published between January 2020 and March 2021, and, to have a better understanding of the novax community, we performed a manual exploration through snowball sampling of videos expressing a discouraging stance in the same timeframe.

Posts were classified by a multidisciplinary group of researchers with an expertise in health, vaccines and communication. We performed a thematic analysis of the videos and a descriptive analysis of unique users.

Vaccine became a popular topic on TikTok in Italy around October 2020, during the last stages of the COVID-19 vaccine trials and right before the beginning of the global COVID-19 immunization campaign. Most users were males (54.9%); 13.4% were health care professionals and 3.3% media professionals, 83.3% did not state their job. A high proportion of the promotional videos (43%) were from health care professionals. Most of the videos with the highest play count expressed a promotional stance (40.5%), 34% had an indefinite-ironical stance, 11.3% were neutral, 9.7% were discouraging and 3.1% ambiguous. Safety was the most popular topic among promotional, ambiguous, discouraging and in indefinite/ironic videos. In discouraging videos, other popular topics were conspiracy and efficacy. Neutral videos mainly focused on vaccine strategy.

The study offers a description of the 'popularization' of a serious topic (vaccines) on a social media platform mainly based on entertainment, and describes how users expressing different stances engage with a polarizing topic. Moreover, it offers a description of the evolution of the vaccine conversation on TikTok during the COVID-19 pandemic.

■ **HC04 - Vaccine hesitancy and acceptance**

PP 344 Amplifying Vaccine Hesitancy through Journalistic Intertextuality

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Since the outbreak of COVID-19 was declared by the World Health Organisation a Public Health Emergency of International Concern, and then a pandemic, our lives had never been the same. COVID-19 has been the dominant topic in conversations and according to Martikainen and Sakki (2021:388), had also been the dominant topic

in media discourse since the outbreak of the virus. In 2021, vaccination and, more specifically, ending the pandemic through vaccine distribution were the dominant topics in worldwide press. Even though population vaccination remains one of the best strategies for pandemic control (Khalis et al, 2021), there are people who are still hesitant about getting vaccinated. Vaccine hesitancy is a leading global health threat according to the WHO and it is important to investigate what leads to or enhances this hesitancy.

This study draws on the theoretical and empirical suggestion that media discourse is an essential element in understanding the aforementioned phenomenon. Media discourses promote varied portrayals of the pandemic and the vaccination process (Khan, & Satti, 2021) by associating them with various institutional and individual actors and narratives and by (re)contextualising them within specific sociocultural contexts. In this sense, the media's involvement and power may impact on the (non-) mobilization of societal action that creates and improves the conditions for public health. Thus, the aim of this study is twofold: first, to explore the media narratives on the pandemic and in particular the vaccination process against COVID-19; and second, to discuss these media constructions in relation to the vaccine hesitancy phenomenon.

The analysis is based on a sample of 121 news articles published online in 6 different Cyprus news portals during the peak of the vaccination process (May 2021). The data comprise also secondary materials, that is public opinion polls of the same period. Reappropriating Fairclough's (1992) operationalization of the concept of intertextuality in studying texts, the study applied intertextuality as the main analytical category for the news analysis: the various modes in which 'direct text-to-text relations' (Laak & Viires, 2004:290) such as quotations and allusions operate within media discourse to construct the argument for or against vaccination. Precisely, the data was coded into different intertextuality subcategories (positioning, enunciation, actors, scare quotes etc) and was then scrutinised in a qualitative and quantitative manner to find patterns and draw conclusions.

The results revealed that (a) the main positioning of the articles was in favour of the vaccination process (b) the majority of the pro-vaccine articles used elite sources and (c) the emotive language and the scare quotes were evident as argumentative elements. These results highlight the advocacy role of the media during the pandemic and in particular the media's attempt to shape public opinion regarding vaccination. However, the pro-vaccine argument was largely associated with elite actors of the political field which are mistrusted by an important part of the citizens. This may explain the fact that a significant percentage of the public was not convinced to get vaccinated.

HC05 - Information seeking and interpersonal communication on COVID-19

PP 437   Let's Talk About COVID! The Role of Interpersonal Communication During the SarsCoV-2 Pandemic

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The COVID-19 pandemic is not only one of the dominant issues on the media agenda, it is also frequently the main topic of conversations. Focusing on interpersonal communication, we examine the value and function of these conversations. Special attention is paid to the role of interlocutors as multipliers. In this respect, we analyse whether the two-step-flow of communication model (Lazarsfeld et al., 1968) (or multi-step-flow model, respectively (e.g. Hilbert et al., 2017) can be applied not only to investigate opinion leadership but also information flow in general. Besides, we raise the question whether personal conversations function as a strategy for coping with the pandemic. For this purpose, we conducted 40 semi-structured in-depth interviews that took place in March and April 2021, i.e. after the kickoff of the vaccination campaign. Interviewees were recruited by snowball sampling in order to guarantee a diverse sample according to age, gender and place of residence. The study is part of a three-year research project focusing on health-related information-seeking behaviour in a rural region in western Germany. Apart from the interview study we conducted a representative online survey, consisting of two waves in spring and autumn 2020.

First and foremost, COVID-19-related conversations constitute a highly relevant information source, i.e. health-related information was relayed via other people. The **information function** was of particular importance to younger respondents as well as the elderly, reflecting a two-step flow. Information was often passed along by middle-aged adults, mostly to either inform elderly relatives or adolescent children.

A second reason stated by many was the opportunity to exchange arguments and opinions. Elaborating on multiple facets of the pandemic helps restore a sense of order in times of uncertainty and crisis. The **orientation function** was particularly relevant to women as well as the elderly, while younger people and men valued the exchange of viewpoints and the **discursive character** of conversations.

And thirdly, talking about COVID-19 fulfils a **social-emotional function**. Sharing one's experiences with others who face similar problems, expressing one's fears and sorrows, was considered both comforting and relieving. Despite

the absence of other social activities, interpersonal communication thereby created a sense of community and solidarity.

Summing up, our interviews disclosed that news and information regarding the pandemic were conveyed during conversations, reflecting a two-step-flow if not multi-step-flow, of health-related information. The middle-aged interviewees in particular functioned as trustworthy sources, thereby providing orientation and supporting others in making informed decisions concerning their health. Their significance as *informal information brokers* should as we shall call them not be underestimated for means of strategic health communications. In light of the limited success of the COVID-19 vaccination campaign, for example, including trustworthy and low-key multipliers could prove promising.

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HC05 - Information seeking and interpersonal communication on COVID-19

PP 438 **Information seeking is good and avoidance is bad? Using longitudinal data to investigate the outcomes of information behavior during the COVID-19 pandemic**

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Information seeking and avoidance are two strategies to cope with uncertainties (Brashers et al., 2002). Information seeking is an "active effort to obtain specific information" (Niederdeppe et al., 2007, p. 154), whereas information avoidance is understood as "deliberately shunning or delaying the acquisition of available information" (Kim et al., 2020, p. 590). Both have in common that they are purposed decisions to manage information (Sweeny et al., 2010). They are not opposites (Barbour et al., 2012) but can co-exist under certain conditions (Kim et al., 2020).

Besides the prevalence of information behaviors in health crises such as the COVID-19 pandemic, the investigation of seeking and avoidance is often justified by their outcomes. Information seeking is understood as a prerequisite to adequately respond to health crises and make informed decision. Information avoidance is problematized to hamper decision-making, foster biased risk perceptions, and decrease compliance to preventive behaviors (Siebenhaar et al., 2020). However, scholarly attention, as well as theoretical models, have focused on antecedents of seeking and avoidance rather than outcomes (So et al., 2019). Thus, the present study focuses on the impact of information seeking and avoidance on individuals' risk perception (RQ1a/b), affective risk responses (RQ2a/b), and preventive behaviors (run essential errands only: RQ3a/b, wear face masks: RQ4a/b, avoid crowded places: RQ5a/b).

To answer our research questions, we conducted a four-wave panel study of a stratified sample of residents from a federal state in Germany recruited via an online access panel. The survey started in May 2020 (N = 1,000) and ended in January 2021 (n = 492). Limiting analysis to respondents who participated in all waves, the subsample aged between 18 and 85 years (M = 52.0; SD = 15.05) and 60 % were males.

Based on a hybrid within between model (Allison, 2009) allowing to differentiate within and between effects, our findings revealed that information seeking resulted in more pronounced risk perception (ß = .31; p ≤ .001), affective responses (ß = .19; p ≤ .001) and higher compliance to all preventive behaviors (run essential errands only: ß = .12; p ≤ .001; wear face masks: ß = .12; p ≤ .001; avoid crowded places: ß = .14; p ≤ .001) on the between level. At the within level, we found small effects on affective response (ß = .10; p ≤ .001), risk perception (ß = .06; p ≤ .001) and avoiding crowded places (ß = .06; p ≤ .01). In contrast, information avoidance has neither a causal relation to any of the outcomes on the within level nor on the between level.

To sum up, our findings provide important insights as causal statements on the outcomes of information seeking and avoidance are rare. As a starting point for research on outcomes of information behavior, our findings support the crucial role of seeking to combat health crises, but avoidance was not found to hamper adequate risk perceptions or preventive behaviors.

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PP 439 Health disinformation in times of crises: The case of COVID-19

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Abstract

COVID-19 has imposed a considerable anxiety in society and a growing access to health information. Much of this information, especially that shared on digital media, has lacked credibility and the criteria of reliable journalism. Disinformation about the pandemic has spread significantly on both digital and mainstream media, especially in relation to the official response to the virus, prevention measures, cases and deaths, and the treatment of the pandemic. Based on the disinformation concept (Humprecht, Esser & Van Aelst, 2020), this paper discusses the challenges that faced journalists during the pandemic and how they dealt with disinformation. The empirical data were collected through 50 interviews held with Egyptian journalists affiliated with different media institutions including TV channels, radio stations, news websites, and print newspapers. The interviews focused mainly on the personal, institutional, and societal problems associated with the pandemic reporting. The analysis showed that Egyptian journalists have faced similar challenges, regardless of the type of media institution they work for or its ownership. Three main categories of challenges were identified in relation to disinformation. (1) Internal challenges imposed by media institutions, which included wage cuts, working from home tasks, lack of protective equipment provided by media institutions, job loss, and reporting restrictions. (2) External challenges related to official institutions, which contained a lack of reliable information sources, official pressures to publish specific content, commitment to only use data from specific sources (e.g., health officials, selected bureaucrats, and government representatives). (3) Self-ethical challenges associated with the commitments of journalists toward the orientation of the country, which involved inaccurate information about the pandemic situation and the health status, in addition to misleading reporting of prevention measures. The paper proposes that health disinformation grows considerably in times of crises and lack of trust in mainstream media channels.

Keywords: Health disinformation – COVID-19 – health communication – challenges of journalism

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PP 530 The actual and the considered use of media when having a health issue in later life

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With the emergence of the COVID-19 pandemic, the importance of getting help when having health issues, not necessarily following the infection with the coronavirus, has become evident. The goal of the current study was to examine the factors associated with the technology-assisted behaviors considered in the situation of being sick with the flu and looking for help via friends or family in later life. The study tapped into the technology familiarity, media landscape, and communication culture approaches, as well as the digital/grey divide theory. The data were drawn from the 2020 wave of the Ageing, Communication, Technologies (ACT) survey. The sample included Internet users aged 63–97 from Austria, Finland, Israel, the Netherlands, Romania and Spain (N = 3926). The data were analyzed using logistic regression models. The considered technology-assisted behaviors examined were: sending text or video message via mobile phone, calling on the phone, chatting online via a computer (for example, using Skype or Zoom), writing emails and using social networking sites (for example, Facebook). The predictors of these behaviors included: country of residence (Austria = reference), actual uses of mobile phone for calling and texting and of the Internet for writing emails, chatting, and using social networking sites, and socio-demographic background (gender, age, education level, income level, marital status, presence of children, presence of grandchildren, co-residence with children and/or grandchildren, employment status, locality of residence). The results show that each actual use was the major predictor of each of the corresponding technology-assisted considered behavior. Substantial country differences were found, especially with respect to consideration of texting and writing emails. Age was the most dominant socio-demographic predictor, negatively associating with consideration of sending messages, and using SNS, and positively – with consideration of writing emails). The results suggest that familiarity

with technology (as expressed by actual uses), media landscape and/or communication culture (as expressed by country of residence) largely explain the studied phenomena, whereas digital/grey divide plays a relatively minor role in this regard.

HC06 - Digitality, virtuality and stigma

PP 531 Risky Research? Exploring and Avoiding Detrimental Effects of Stigma Scales

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Research on stigma is confronted with major ethical challenges. One potential risk of investigating stigma by means of self-reports includes the unintentional reinforcement of stigma (Millum et al., 2019). Commonly used self-report scales to assess stigma usually include items that directly confront people with the negative stereotypes underlying the respective stigma itself (Pescosolido & Martin, 2015). For example, participants are asked how much they agree that a person with schizophrenia is "dangerous" (Corrigan et al., 2015) or a person with an eating disorder is using it "to gain attention" (Roehrig & McLean, 2010). Research about priming (Carpentier, 2020) suggests that such a way of assessing stigma might potentially activate and reinforce existing stigma-relevant beliefs, yet research to date has surprisingly neglected this issue of potential detrimental effects. This study tests the assumption that exposure to stigma scales including negative stereotypes promotes stigma towards the affected group as indexed by an increase in downward social comparisons and social distance (*H1*). Considering empirical findings on individual influencing factors (e.g., Hillman, 2007), it is also reasonable to assume that individuals' knowledge will moderate the effect of stigma scale exposure (*H2*).

A preregistered 2×2 between-subject online experiment was conducted to investigate these associations. The final sample consists of 762 participants (51.1 % female; M_{age} = 49.7, SD_{age} = 16.4), who were randomly assigned to one of four experimental groups considering stigma scale exposure (*yes/no*) and topic (*Pre-exposure prophylaxis (PrEP) users (HIV prevention)/ Weight-loss surgery (WLS) patients*) as experimental factors. For the experimental manipulation of stigma scale exposure, comparable 9-item scales were created based on existing scales for PrEP users (Klein & Washington, 2019) and WLS patients (Hansen & Dye, 2018). Measures included the social comparison scale (Allan & Gilbert, 1995), social distance (Bartsch et al., 2018; Hoffner & Cohen, 2015), and prior knowledge.

Data were analyzed using ANCOVAs with either downward social comparison or social distance as dependent variables. Besides the experimental manipulation, we included age and gender as covariates. Results indicate no significant main effects of exposure to a scale containing stigmatizing statements, neither for social comparison, $F(1, 754) = 0.02$, $p = .896$, $\eta^2 = .000$, nor for social distance, $F(1, 754) = 0.77$, $p = .379$, $\eta^2 = .001$. Therefore, *H1* was rejected. Concerning *H2*, a three-way interaction between scale exposure, topic, and knowledge emerged for social comparison, $F(1, 749) = 7.55$, $p = .006$, $\eta^2 = .010$. While exposure to a stigma scale about PrEP users reduces downward social comparison for increasingly knowledgeable individuals, the opposite is observed for WLS stigma scale exposure. There is no moderation effect for social distance, $F(1, 751) = 0.07$, $p = .785$, $\eta^2 = .000$. *H2* was thus partially supported.

Overall, the results of this study give no clear indication of adverse effects when employing conventional stigma scales in research. However, the more complex relationships need to be examined more thoroughly before a final assessment. The details of these findings and their implications will be presented and discussed at the conference.

HC06 - Digitality, virtuality and stigma

PP 532 A web out of nothing: rethinking anorexia's discourses through virtuality

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Subjectivity, against the rigidity of *identity*, enables communication to reshape the way(s) subjects come to the forefront as processual entities. By conceiving anorexia through the fluidity of a subjective conceptualization, the exercise of forming and sharing discourses through virtual spaces comes to communication research as *what it is not*: a transparent window that shows the imperceptible elements that compose anorexia's communicability – what the anorectic subject repeats compulsively through alimentary and exercise rituals.

By analyzing discourses, produced through different semiotic regimes (visual, linguistic, film), we propose that virtuality, by opening the possibility of one's comprehension of their own eating disorder, does not inform on what anorexia and recovery actually correspond to: *non-linearity* and *affection*, which are only visible through the gaps

and absences that self-portraying produces. When displaying what anorexia (supposedly) looks like, these objects claim likelihood and resemblance to correspond to an *anorectic identity*. On the other hand, an analytical approach to the mediated fragments made through virtual self-portraying practices reveals *anorectic subjectivity*, that is, an ever-flowing process that can not be subsumed to its online discourses.

The paper focuses on three Instagram accounts (*rosi.runs.for.recovery, anarecoverydechloe, recoverylee*) and three YouTube accounts (*Chelsealauren, Ro Mitchell, Elzani*), intertwining a semiotic analysis of the visual and textual elements with Julia Kristeva's definition of *abjection*. Far from a solely content-focused analysis, we propose a critical perspective on what subjectivity adds to discursive practices amongst virtual spaces: the banana that is sliced and that urges the self-portrayed anorectic to eat it in front of a camera sheds meaning beyond the direct message that is explicitly conveyed ("I am eating more", "I am improving my relationship with food", etc.), implying that self-constraint and rigidity, as subjective modalities, are still present. Unveiling the imperceptible elements of anorexia's communicability impels Communication Studies to (re)consider today's technical apparatus, which has in its core transparency as a primal missive: what is there is what is absent, a web made out of noting, just as the anorectic body pertains nothingness as its core structure.

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HC07 - Mental health, narratives and frames

PP 635   The "Greta" phenomenon: How activism dominates mental health frames in climate change news coverage

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In line with the interdisciplinary Planetary Health Initiative, scholars study and discuss common causes of the climate crisis and related health problems. Whereas most studies focus on physical illnesses, some have studied the impact of climate change on mental health (Fritze et al., 2008; Berry et al., 2010). Here, consequences of climate change (e.g., heat waves, flooding) can result in direct mental illnesses, like anxiety and trauma, or affect people indirectly through communication about climate change and related health risks. Accordingly, it is of particular interest to analyze how the media frame climate change and psychological consequences to understand how people and society deal with the crisis. Whereas several framing studies analyze how mass media cover climate change or health separately, few studies have focused on the combination of both and how the media cover the effect of climate change on people's (mental) health (Harrison et al., 2020). Accordingly, we aim to answer the following research question (RQ).

RQ1: How does the German news coverage frame the impact of climate change on mental health?

To answer the RQ, we conducted a qualitative content analysis of 52 news articles published in seven leading news media in Germany between 2019 and 2021 focusing on frame-elements, context, and style. The results revealed a primarily eurocentric coverage of climate anxiety with a strong focus on young activists, often personalized through known activists like Greta Thunberg or Luisa Neubauer. We identified five mental health frames: (1) the *collective responsibility frame* and (2) the *individual responsibility frame* that describe how young activists suffer mentally either due to politicians' inaction or due to an individual sense of responsibility, respectively. Whereas the first frame requests the public to collectively support activists, the latter recommends activists to take care of themselves. Further, we identified (3) the *legitimate anxiety frame* and the (4) *pathological anxiety frame* that differentiate between levels of climate anxiety and recommend addressing anxiety with activism or psychotherapy, respectively. Finally, (5) the *positive growth frame* represents the idea of post-traumatic growth, reframing traumatic events into opportunities for change. Overall, activism does not only dominate the news coverage and the discourse on climate change and mental health but the media also frame activism as a trigger and aid for mental health issues simultaneously. This preliminary observation requires further analysis to discuss the context of activism and how news values impact media coverage.

The qualitative content analysis provides a first exploration of how the media frame the climate crisis and mental health. As our study identified only a small number of relevant articles in leading news media outlets, we aim to use these first results to conduct further qualitative and quantitative analyses of other media formats (e.g., magazines,

blogs) to validate the identified frames and better understand the potential impact of climate change coverage on mental health.

HC07 - Mental health, narratives and frames

PP 636   Facts or Feelings? Investigating the Role of Narratives in Radon Communication

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In Europe, indoor radon accounts for 9% of all lung cancer deaths. While solutions to radon issues in homes are often regarded as straightforward, testing and remediation rates remain insufficient. To date, an extent amount of research has been devoted to understanding why people do not test or remediate their homes. While there is no consensus on the effects of risk perception, awareness, and knowledge, previous literature shows that high concern, high perceived susceptibility, and higher social influence tend to predict radon testing and mitigating behavior.

While these determinants are about vulnerability, emotions, and social connections, a literature review on previous radon communication campaigns shows that communication efforts mainly focused on facts and information, without addressing these determinants. While statistical information can be effective in certain contexts, narratives are also found to be effective in promoting health-related behaviors.

Narratives are found to have effects on information processing due to identification with the characters and transportation into the story that is told. Previous literature also shows that narratives can be effective in increasing perceived susceptibility and social norms. The purpose of the current study is therefore to test the role of narratives in informing and persuading people to test their homes for radon.

An online between-subject experiment will be carried out with 400 participants of a radon-prone area in Belgium in March 2022. The participants will be randomly assigned to one of three conditions: a narrative condition which shows a news article with a testimonial of a young mother with lung cancer caused by radon, an informative condition with a news article with facts about radon, and a control condition with a news article that is not related to radon. The stimuli are all based on previously published news articles, but adapted so that they are similar regarding content and length.

Firstly, the article will be presented as a Facebook post, to measure the likelihood of opening the post and engagement with the subject. Afterwards, participants read the full article and respond to some questions regarding determinants and behavior.

We hypothesize that narratives could have an impact on important determinants of radon testing behavior, through identification and transportation in the story. More specifically, we hypothesize that perceived susceptibility, social influence, emotional distress, self-efficacy, response efficacy, and knowledge will increase due to reading the narratives. Further, we hypothesize that these determinants, on their turn, predict intention to perform radon related behaviors, such as information seeking, testing, and remediation. This abstract reports on work in progress, at the moment of the conference, results will be available.

HC07 - Mental health, narratives and frames

PP 637   Men's (non-)disclosure of mental health problems: Barriers and facilitators of male suicide prevention

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Suicide prevention for men is a highly relevant, but extremely difficult public health challenge. While men's suicide rates are much higher than women's, they also constitute a hard-to-reach target group for traditional suicide prevention interventions. A promising strategy are so-called gatekeeper programs, which aim at identifying close social contacts to increase help-seeking behaviors of men at risk (Ghoncheh et al., 2016). Yet, men seem to engage less in interpersonal communication about mental health problems and are more reluctant to disclose mental health problems to others (Doherty & Kartalova-O'Doherty, 2010). To successfully implement gatekeeper prevention programs, it is thus important to find out more about who these 'gatekeepers' specifically are (RQ1), in how far depressed men are actually willing to disclose mental health problems to them (RQ2), and which barriers specifically might hinder the disclosure of mental health problems. In line with previous research, we assume that a higher conformity to masculine norms, and thus the belief in male stereotypes, can be assumed as a positive predictor of non-disclosure (H1).

To answer these research questions, a standardized ego-centered network survey was conducted online with 1,400 male participants. The sample comprised 1,040 men without depression diagnosis (population-representative regarding education, age, residence) and 360 men with depression diagnosis. Following a scenario-based network analysis approach, participants were asked to indicate social contacts with whom they discuss important life-decisions and incriminating personal matters. They were then asked to describe these persons' characteristics (gender, type of relationship, frequency of contact, communication channels etc.), before potential barriers to disclosure of mental health problems were assessed (e.g., topics and reasons of non-disclosure, loneliness, mental health problems; all validated scales, Cronbach's $\alpha > .70$).

Findings show that on average, men indicated 2.11 (SD = 1.57) trusted social contacts who might function as gatekeepers. They are primarily male, friends, and live close by, with men engaging in regular (face-to-face) communication with them (RQ1). Depressed men reported significantly more often to not discuss certain topics with social contacts (chi-square(1) = 9.24, $p < .01$; ϕ = .08). Particularly financial problems, sexual problems and partnership issues are spared from discussion (RQ2). Regression analyses revealed that a higher conformity to masculine norms, but also loneliness, religiosity, and frequency of media use were positive predictors of non-disclosure ($p < .001$; R^2 = 0.15) (H1). Moreover, depressed men more often indicated shame, communicative problems, fear of rejection and protection of others as reasons for non-disclosure (t tests; $p < .001$). In sum, the study findings can help designing more effective gatekeeper prevention programs by targeting potential gatekeepers better and making them aware of spared topics, reasons for and barriers to non-disclosure in interpersonal communication.

Literature

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HC07 - Mental health, narratives and frames

PP 638   Reframing students' mental challenges: improving students' health literacy through design

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Mental health challenges among students are increasing. In turn, attention is provided by health professionals, educational institutions, and policy leaders with the offering of initiatives to the 'vulnerable young people'. A story cemented in the media. The label of vulnerability however, distinguishes this group as being 'abnormal' despite that the problem is growing and only 15% of the adult population will avoid mental illness during their lives (Schaefer et al. 2017).

Thus, what if mental health challenges – to a certain degree – are reframed as healthy signs from students that the educational system no longer fits the societal and human needs? – signs that students need new knowledge, and competencies to deal with the complex and ever-changing worlds?

All measurements of success in the educational systems focus on students 'getting a job', less on students' ability to create quality in life (OECD, 2018). We lack inner capacities to deal with the increasingly complex challenges in the world (Yong Zhao, 2011, Goldman & Kabayandondo, 2017, Claxton, 2018, Goleman & Senge, 2014). Fortunately, research shows that the inner abilities we need can be developed, which was the starting point for various initiatives e.g.: The Inner Development Goals (IDG.com) The Learning Power Approach (Claxton, 2018), the Triple Focus approach (Goldman & Senge, 2014).

During a six-week course in entrepreneurship for 50 students in higher education, and a one-week course for 20 unemployed academics, participants were introduced to Life Centered Design – a concept grounded in the idea of using creativity and design in life (Burnett &Evers, 2012), for subjective well-being (Desmett & Pohlmeyer, 2013). Research demonstrates how everyday creativity, also termed little c-creativity (Cohen, 1989), is related to health (Richards, 2014, 2018) relationships, happiness and to conceptions of the meaning of life (Rogers, 2007, 2010, Hammershøj, 2012). The interest in design in the context of the broader health-care environment is growing (Tsekleves and Cooper, 2017).

Qualitative interviews were conducted, and thematically coded using the qualitative data analysis software Maxqda (Saldaña 2009). The paper focus on the introduction of one specific design activity, 'reframing', and research how students and graduates can apply reframing in life, as students in education, and as graduates in a challenging life situation, being unemployed. Cognitive reframing is related to 'emotional agility' (David, 2016)

improving self-awareness. Being flexible with one's thoughts and feelings, increases control of emotional responses (Crum & Langer, 2007, Langer 1989, 2010) – which is central to well-being (Goleman & Senge,2014).

The outcomes of the interventions demonstrated that the majority in both groups express a positive attitude to reframing. Additionally, they express a need for a stronger integration of life (Siemens, 2006), initiatives to stimulate well-being and a focus that goes beyond 'getting a job'. The lessons learn indicate that new thinking is needed in both institutions. More research is warranted to explore the long-term effects of the intervention.

Interpersonal Communication and Social Interaction

PP 052   On the impact of health care workers' social environment in high-risk situations

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Dealing with COVID-19-patients is an ongoing challenge for hospitals and their employees. In addition to the medical aspects, acknowledging the impact on health care workers (HCWs) is a crucial aspect of coping with the pandemic as negative experiences and perceptions can be associated with a lower individual resilience and decreasing willingness to work. An often overlooked yet decisive factor in this is the social environment. Families' and friends' support or strain (e.g., stigmatization) may influence an employee's resilience and thus the behaviour (Ozbay et al. 2007; Humburg 2001) as decisions, such as the willingness to work in a high-risk situation, are not only based on one's own (risk) perceptions but also the (risk) perceptions of the social surroundings.

These perceptions are, however, based on the available information about a risk situation. Communicating with people facing specific risks to help them make informed decisions is the general goal of risk communication (Gamhewage 2014). Besides the professional risk communication of organizations or governments, personal communication between HCWs and their social environment can support both sides in coping with high-risk situations, such as the COVID-19 pandemic. For the social environment HCWs can provide personal insights into the working situation alongside media reports. These may influence its way of risk evaluation and thus its support for the employees. HCWs on the other hand have the possibility to share their concerns and to get insights into third persons' perceptions (e.g., worries) of the high-risk situation, both of which affect their individual resilience.

Derived from these considerations, the impact of HCWs' social environment could be that their perceptions and interactions (e.g., supportive or burdensome) influence HCWs' individual resilience and decision making and therefore their behavioural intentions.

To elaborate on this, I will present key findings from a German-wide online survey (N = 1710) on HCWs' perception of the COVID-19 pandemic in 2020, which investigated on the addressed aspects of social support, stigmatization, worries as well as interaction and communication with the social environment. In my presentation, I will briefly introduce the theoretical framework, before presenting the methodological approach. Afterwards, I will show and discuss the findings on the impact of the social environment on HCWs during the first months of the COVID-19 pandemic.

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PP 053   When healthcare collaboration is in crisis: Fostering communicative practices in team care

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Collaboration and teamwork are part of the communication landscape in health care. The interpersonal and the task-based aspects of collaboration depend on determinants such as role awareness and trust. In turn, collaborators should be provided ample opportunities and spaces for informal communication as well as protocols and procedures for formal communication. However, healthcare crises such as COVID-19 can upend regular operating procedures. Routines and protocols unexpectedly change, and collaborators seem to disappear, requiring teams to rapidly onboard new members with little time to develop collegial relationships and trust. In the context of this sensemaking vacuum, the high reliability organizing (HRO) expected of healthcare organizations may spiral into HRO "failure," revealing the vulnerability of HRO coordination and communication processes in terms of task and action planning. Indeed, globally, **long-term care institutions** have experienced high numbers of staff infections and resident deaths during the current pandemic.

However, task-based vulnerability is only one frailty that crisis circumstances reveal. Accentuated role ambiguity, high team turnover, and unclear communication channels can result in collaborative ***relational*** failure. In this context,

team members facing intense emotional suffering are prone to "compassion trauma," yet feel vulnerable, isolated, and alone. During the COVID-19 pandemic, many team members feared for their and their patients' health and safety, experienced distress about emotionally and ethically fraught decisions regarding resource allocation and treatment priorities, and needed to continually break bad news remotely to families. A team focused solely on tasks can compound the resulting compassion trauma.

Yet, we argue the consequences of collaborative relational failure can be attenuated by what we call "team care" communication practices. By interactionally fostering compassion for self and others, relationally based, collective team care can provide space and opportunities for team members to express vulnerability and seek and receive support from one another and their organizations.

However, despite its importance, *team care* remains theoretically underdeveloped and empirically understudied. Little empirical work explores how entire teams communicatively engage in collective compassion or team care when all organizational members confront sudden, external, high-intensity setbacks. Therefore, our preliminary study involving qualitative interviews with 50 team members in four long-term care facilities aims to: (1) conceptualize communicative team care, relying on Miller's (2007) theorization of compassionate communication in the workplace, which suggests team care is collectively negotiated by team members and organizational leaders noticing, connecting, and responding to one another; and (2) empirically document how team members in long-term healthcare facilities communicatively cared for one another during the pandemic in a context where team care was particularly challenging.

By doing so, we aim to inform decision-makers, educators, researchers, administrators and collaborating team members **how to foster team care, both during a crisis and as part of regular organizational practice**. Consequently, this engaged research project fits with conference theme of rethinking impact: It gives voice to lower status health workers and investigates how communicative practices can improve team member wellbeing, rather than targeting organizational efficiency measures such as task and action planning.

Miller, K. (2007). Communicative compassion in the workplace. *JACR* 35(3). https://doi.org/10.1080/00909880701434208.

ICS01 - Towards Well-Being in Health Care

PP 054   Small culture formation in interprofessional social and healthcare teams

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Interprofessional teamwork in Finnish social and healthcare setting has become increasingly important due to the historic reform of these services. Interprofessional care has been proven to strengthen the healthcare system, secure patients' safety and improve the quality of care. Multiple studies have shown that communication is a key factor in successful interprofessional collaboration, but the mainstream of the interprofessional teamwork research in healthcare has focused on considering communication as a mere variable, instead of examining how teams and collaboration are socially constructed in interpersonal communication. Yet, it is essential to study interprofessional teamwork from the interpersonal communication perspective as teams and collaboration are built in social interaction. Examining interprofessionality from this point of view helps us better understand the processes that interprofessional teamwork entails.

In previous studies, different professional backgrounds have been considered as a priori social categories that generate certain kind of behavior. In this study, these kinds of social categories are critically viewed and the presumptions that social categories – such as profession, age or gender – somehow define people and their behavior, are questioned. Instead of a categorizing approach, this study deepens our understanding on interprofessionality and communication in interprofessional teams by examining interprofessional social and healthcare teams from the perspective of intercultural communication and small culture construction (Holliday 1999). This premise of applying the small culture construction model to interprofessional healthcare setting is scientifically noteworthy as it has not been studied before in this context.

One of the central elements in small culture formation is group cohesion and how it is expressed in interpersonal communication within the team. The aim of this study is to analyze how group cohesion is constructed and expressed as a part of small culture formation in interpersonal communication in interprofessional social and healthcare teams.

The approach of the study is socio-constructionist. Hence, the methods are qualitative. The data was collected in an outpatient clinic, in a large Finnish hospital. Five team meetings of an interprofessional nursing team were audio-recorded. The team members were nurses, physiotherapists and ward secretaries. The data has been analyzed using discursive method, the analysis is still in progress.

Preliminary findings show that the observed team had certain communication practices which can be interpreted as cohesion construction. For instance, problem-solving discussion proceeded with abundant questions, and this recurring communication pattern seemed to create a recipe to promote cohesive meeting. Furthermore, the team often expressed wondering on other teams' practices which implies routinization of their own practices serving group cohesion.

This research provides relevant new information on small culture formation in interprofessional teams, as this approach has not been employed in social and healthcare teams before. These findings can also be utilized in all future interprofessional teamwork studies, practical implications will be discussed.

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ICS01 - Towards Well-Being in Health Care

PP 055   Young physicians' stances on interprofessional teams' communication

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Interprofessional teams have a long history in health care although health care organizations are usually more known from traditional organization model and stiff hierarchy. This dichotomy creates a tension between the hierarchy of the organization and agility of interprofessional teams that's part of everyday life of health care professionals whose primal job should be providing patients best care possible in these interprofessional teams. Needless to say developing interprofessional communication leads to more quality care for patients and better stress management for health care workers. Interprofessional communication has been a key interest of scholars since it's the centrepiece of working life. It's crucial that interprofessional communication is being researched from communicative view because only then it's possible to move pass titles and professions and focus on refining better communication practices that are transferrable to everyday working life teams.

The aim of this study was to identify young physicians' stance on interprofessional teams' communication by asking how they perceive interprofessional teams in their workplaces during their specialization training. In Finland this training contains working in primary health care or hospitals, in addition to the theoretical studies and compulsory leadership module. The education gathers all the specialization areas together. In the module on leadership interaction and organizational communication, young physicians were asked to write essays. These essays were required for completion of the course but participating to this study was not obligatory. The data includes 65 essays from physicians, more essays will be gathered during spring of 2022. The data was analyzed utilizing thematic analysis.

The preliminary results show that physicians' experiences on interprofessional teamwork, leadership and collaboration divide drastically. Some physicians described visions where the whole team works together with no hierarchy to provide best care possible. On the other hand, some physicians described interprofessional teamwork as an impossible ideal or enforced organizational trend. They felt that they do not have the right recourses to utilize interprofessional collaboration which implies that they saw it more like a tool than something that is created in teams' communication. Thus, a clear divide in physicians' stances on interprofessional teamwork exist.

The findings suggest a divide in perceptions on communication. When physicians see communication as process of transmission interprofessional teamwork becomes a tool that a team can use if they are willing and capable. However, describing interprofessional collaborations as something that is created in communication with their team, communication is rather a process of meaning making.

This perception can be taken even further: there may be difference also in physicians' personal epistemologies. Physicians who saw interprofessional teamwork as a tool seem to explain teamwork from realistic perspective whereas teamwork as interaction refers to more relativist view. Practical implications for communication education in medical education will be discussed.

ICS01 - Towards Well-Being in Health Care

PP 056   Empowerment in health professional-patient relationship: Toward advancement of empowerment conceptualization and theory in health (care) contexts

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In the health (care) contexts empowerment covers two main domains. First, empowerment that focuses on personal health outcomes and is most often addressed as *patient empowerment* and second, empowerment that occurs in the realm of the health professional-patient relationship (Atanasova & Koinig, *in press*). So far most studies have been focused on patient empowerment and on health-professional-patient relationship factors that lead to positive and beneficial empowering outcomes for patients and has disregarded that empowerment might also have dysfunctional and disempowering outcomes. For instance, when empowerment is based on bad literacy, it might lead to unproductive communication, non adherence, and even negative health outcomes (Petrič et al., 2017; Schulz & Nakamoto, 2013). To better understand empowerment processes and outcomes in the health (care) contexts we believe that there is a need to advance the conceptualization of empowerment in relation to health professional-patient relationship. Accordingly, the aim of this theoretical paper is to propose and advance a conceptualization of *empowerment in health professional-patient relationship*, present its dimensions and potential factors that might effect it. Drawing on (psychological) empowerment theory (Zimmerman, 1995) and theory of communicative action (Habermas, 1984), this theoretical paper argues that it is important to acknowledge that the possibility for patients to become empowered is determined largely by the communication quality and thus *communicative orientation* (communicative or strategic) of both health professionals and patients. Moreover, we build on recent concept of *patient empowerment in relationship with the physician* (Petrič et al., 2017), which has introduced the understanding that different types of patient's communicative orientation (communicative or strategic) lead to *functional and dysfunctional empowerment* and made a progress in empowerment conceptualization. In this theoretical paper, we aim to advance this conceptualization and argue that functional patient and health professional empowerment can be only achieved if both patients and health professionals undertake communicative orientation in relationship, i.e. interaction that is mediated through talk and oriented to an agreement (Greenhalgh et al., 2006). Functional empowerment leads patients to positive health outcomes and health professional into greater commitment towards their patients. Further, when both patients and health professionals communicate in a strategic way, i.e. instrumental communication with ulterior motives and power struggles, it results in patient and health professional dysfunctional empowerment. Dysfunctional patient and health professional empowerment can lead to disruptions in the professional-patient relationship and problematic health outcomes for patients. We also explain what type of empowerment and its consequences are present when one of the actors (patient or health professional) undertake communicative and the other strategic orientation in relationship. The proposed conceptualization of empowerment in health professional-patient relationship could more fully explain how and what type of patient's and health professional's communication in addressing health problems leads to actual (dis)empowering health-related outcomes. Theoretical, methodological and practical implications will also be discussed.

ICS02 - Emotions, Identities and Relational Listening

PP 155   Who can post what? How identity and social influence impact perceptions of online content moderation

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A key learning from the research on online hate and content moderation is that both topics do not emerge from a social vacuum. While female or racialized journalists are targets of harassment (Vilk et al., 2021), public figures (e.g. Donald Trump) are seemingly able to stretch the boundaries of community guidelines drastically. User identities and social status may impact how problematic content is handled by platforms and how their decisions are perceived by the public. This is relevant considering that the very groups meant to be protected by community guidelines may be subjected to harsher scrutiny.

Few studies have considered the role of identities for content moderation, a gap this study bridges by examining how perceived identity and social status of a user posting hateful messages may enhance or hinder perceived

organizational justice of content moderation. We assume hateful content is more tolerated when the user's perceived social influence is high.

This may manifest through gender, as men are often perceived as more socially influential than women (Carli, 2001). Furthermore, rhetoric and arguments used by populist politicians were found to impact perceived legitimacy (Bos et al., 2013), for instance, when they claim to be victims of censorship (Vogels et al., 2020). Thus, we explore different arguments and their impact on identification, social influence and support for content moderation.

In an online experiment (n =1.586) we exposed participants to a forged hate message, followed by a notification about its removal and an appeal by the message sender against this moderation decision. Our experiment has a factorial 2 (gender of sender: male vs. female) X 3 (appeal: no appeal vs. freedom of speech vs. accusations of persecution) design with identification and social influence as mediators and examines effects on perceived fairness, legitimacy and bias of moderation. We expected influences to differ across national contexts and conducted this experiment with three nationally representative samples of internet using populations (Portugal, the Netherlands, USA).

Results show an appeal about freedom of expression made participants perceive moderation as less fair. We found no mediation effect, but increased identification with the sender and perceived social influence negatively affected support for moderation. There was no direct effect of the sender's gender on perceptions of moderation. However, contrary to our assumptions, participants evaluated female senders as socially more influential than male senders, yielding an avenue of exploration for future research. Our study results help to disentangle the dynamics of content moderation and how it is evaluated by social media users.

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ICS02 - Emotions, Identities and Relational Listening

PP 156   This is where we go separate ways: The impact of Covid-19 issues on relationships

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Modern democratic societies are more and more divided when it comes to certain political issues they are facing (see Carothers & O'Donohue, 2019). It is therefore hardly surprising that the Covid-19 pandemic accelerates this trend – politicization and polarization on Covid-19 issues is highly prevalent in many societies and therefore also in their media reporting (e.g. Hart, Chinn & Soroka, 2020, RAPID COVID, 2021). This trend continues in the private sphere and affects social interactions. Especially in Germany, the question of Covid-19 vaccines divided families and friends and resulted in de-solidarization, polarization, private conflicts and negative effects on social relationships. Regarding these developments, we examine the following research question: What influences the intention to end personal relationships when there are deviating opinions on Covid-19 topics?

We assume that personal attitudes and subjective norms work as influencing factors concerning relationship dissolution intention (RDI) and ghosting. While RDI is "the extent to which one party is willing to cut off its relationship with the other party" (Yang, 2018), ghosting is defined as "the act of suddenly ceasing all communication with someone" (Illa, 2013). We analyse the factors influencing the intention of abruptly ending social relations (RDI) or at least interpersonal communication (ghosting) due to deviating views on the Corona issue, within the "theory of planned behaviour" (Ajzen, 2005). Within this framework we investigate the impact of different variables such as personality, media repertoires, trust in scientists, general trust in institutions as well as personal attitudes and subjective norms concerning Covid-19 vaccinations and Covid-19 measures on social relations in a structural equation model.

For our analysis we conducted a standardized online survey in Germany (N = 1,268) in late January 2022. Our findings indicate that vaccination status is an important factor: There is a difference in the willingness for RDI and ghosting between vaccinated and non-vaccinated people among the respondents. Likewise, vaccinated and

non-vaccinated experience different levels of RDI or ghosting from their peers. On the one hand, non-vaccinated people consider themselves less likely to be ghosted. On the other hand, vaccinated people are more likely to end their relationship with people they disagree with on Corona topics. We see similar divides in the underlying factors, like trust in science. Here, vaccinated people show a higher trust in Covid-19 scientists and in science as an institution, whereas virologists have a bad image with non-vaccinated people. Vaccinated and non-vaccinated respondents exhibit diverging patterns of media use in general and they use different media as sources of information on the COVID-19 issue. Hence, they live in separate worlds, which requires two separate structural equation models to assess the impact of attitudinal constructs and norms on the intention to end relationships. Our research shows among other things how information behaviour deepens social schisms.

ICS02 - Emotions, Identities and Relational Listening

PP 157   **Listening, identity, and the ability to withstand adversity**

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Listening is a phenomenon that has mostly been considered a positive asset in professional and private life communication situations. However, as much as listening can heal, it can also hurt. This article describes the influence of listening on identity construction and the ability to withstand adversity. The purpose is to review relevant literature as an operating framework for how listening allows us to make educated decisions regarding how we want our relationships with others affect us and them. The presented findings are positioned to function as a catalyst for a wider research-based discussion that takes constructive and destructive aspects of listening as seriously.

The systematic review of existing literature (n = 72 articles) reveals two main results related to darker and lighter sides of listening. First result is related to listening and identity. Listeners have emotional dominance in most communication situations, and therefore listening behaviors that are applied to a listening situation may have a deeper impact on the person who is being listened to than it may seem. People build manifestations of who they are in interaction with others, so they have several identities that represent different sides of them. The lack of awareness of the role of intrapersonal and interpersonal listening in the identity construction process can lead to ambiguity regarding the boundaries and inaccuracies in the interpretations of these identities. A more comprehensive listening competence can facilitate accurate and realistic identity construction. However, this study suggests that perceptive listening can also lead to representations of idealized identities and to overidentification, particularly in emotionally charged listening situations when people read between the lines and listen to what they think is being subtly hinted at. People tend to accommodate their identities to assumed expectations of others, which, seems to reinforce negative emotions regarding one's own core identity. Therefore, listening has a major role in us becoming who we really are.

The second result indicates that the cohesion and connectedness that have been attached to resilience are phenomena that are constructed with listening filters that people apply to communication situations. Previous research mostly supports the negative assertion that listening filters hinder people from reaching their full potential in listening situations. However, the results of this study argue that when people are aware of their situational identity in a listening situation, they are also more aware of their listening filters. The more aware they are, the more comprehensive their adaptation to the listening situation is and their experienced level of self-efficacy is higher. Listening is an empowering phenomenon also from the perspective of relational quality as previous research shows a strong connection between listening to others, the use of various situational listening strategies, and an increase in emotional intelligence.

This study indicates that now, in the metamodern era, understanding listening as a phenomenon has become more crucial than ever. Even though listening is the key component in our interpersonal relationships, it can also be manipulative and create false hope in situations that call for resilience.

ICS02 - Emotions, Identities and Relational Listening

PP 158   **communicating about emotions in dispute mediation: positive functions of discussing parties' dysphoric emotions in dispute mediation sessions**

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It is not uncommon that professional mediators during interpersonal dispute mediation sessions [1] make parties' *dysphoric* emotions (see Plantin 1999) such as anger, fear, or sadness explicit or ask for reasons of said emotions.

For example, they might "refer to an aspect of physical behaviour that the parties display" (Greco, Cigada and Jermini-Martinez Soria, in peer review) such as sighing, looking away or other and ask them to elaborate on that; they might reformulate in a more explicit way an emotion already introduced in the discourse by a party; or they might ask parties' why they claim to be sad, worried or other.

My contribution will try to elicit what are the positive functions of these communicative moves made by dispute mediators. I follow the hypothesis that verbalizing parties' dysphoric emotions or asking reasons for them is connected to mediators' argumentative moves aimed at fostering conflict resolution (for more details see Greco, Cigada and Jermini-Martinez Soria, in peer review).

I work on two corpora of role- played interpersonal mediation sessions' transcriptions in English, French and Italian, analyzing in terms of mediators' strategic maneuvering [2] (van Eemeren 2010) excerpts in which the discourse concerns parties' emotions. Since the mediators that participated in the sessions are real professional mediators, I assume that they behave in a way that is analogous to real-life situation (also because role-plays are frequently part of mediators' training).

So far, two interesting aspects have emerged from the analysis of the French cases (see Greco, Cigada and Jermini-Martinez Soria, in peer review): first, naming parties' dysphoric emotions and giving parties the opportunity to discuss about the reasons of these emotions can help parties understand better the roots of their conflicts or change their perception of the other party – both of which may be prerequisites for conflict resolution. Secondly, (for more details see Greco, Cigada and Jermini-Martinez Soria, in peer review) sometimes mediators recall dysphoric emotions previously mentioned by the parties to check how parties' emotions have changed from negative to more positive ones during the mediation session, bringing to their attention the fact that the mediation process is giving positive results and it is therefore worth continuing.

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[1] I refer to mediation as a standardized professional practice part of the Alternative Dispute Resolution Movement (see for example Greco Morasso 2012).

[2] *Strategic maneuvering* "refers to the efforts that are made in the discourse to move about between effectiveness and reasonableness in such a way that the balance – the equilibrium – between the two is maintained" (van Eemeren 2010: 41).

ICS03 - Studying Interpersonal, Studying Interpersonally – Methodological Considerations

PP 259 Enhancing cross-cultural job interview skills through simulation-based training with a virtual training actor

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In this project, we developed two scenarios for a simulation-based training in cross-cultural job interview skills. The scientific literature shows that conventions surrounding job interviews differ greatly between cultures (Sandal *et al.*, 2014), and that the desired communicative behavior of candidates depends on cultural values and differences in communication style (Paulhus *et al.*, 2013). To allow students to practice cross-cultural job interviews in a safe yet realistic environment, we developed two interview scenarios in which a virtual training actor (avatar) plays the role of interviewer. To do so, we used the software developed by DialogueTrainer (Jeuring *et al.*, 2015).

The scenarios were developed specifically for students from Western Europe who want to prepare for a job interview with an interviewer from Russia. In order to guarantee the scientific validity and didactical effectiveness of the scenarios, we employed different research methods during their development. Through a literature review, we identified key cultural differences that may influence the course of job interviews between Western European candidates and Russian interviewers. We incorporated these differences in four situation descriptions that were

validated for realism by Russian professionals with extensive working experience in Western Europe. We then presented these descriptions to bachelor students in a survey to find out how well they were able to judge the appropriateness of certain communicative behaviors of candidates. Finally, we conducted focus groups with students to investigate how motivated they are to use virtual conversation simulations and how such simulations can best be embedded in their study program.

The findings from these studies were used to develop the first prototype of the training scenarios. During a simulation, students can choose between different utterances or answers at each turn in the interview; the verbal and non-verbal responses of the virtual training actor depend on the choices they make. The verbal and non-verbal feedback they receive during the interaction is supplemented with additional feedback after the interview on the appropriateness of their choices and their overall performance. This enables students to gain experience and learn how to display culturally appropriate communicative behavior during an actual cross-cultural job interview.

The prototypes have been tested extensively to maximize the realism, playability and expected learning effects of the scenarios. During this presentation, we will explain how we incorporated the outcomes of our research into the development process. In a next phase, we aim to test the training scenarios in an authentic educational situation to gain more insight into the actual learning effects.

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PP 260 **A human-centered, decolonized insight into the impact of digital interactions on the lives and identities of socially isolated older adults**

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When an older person affected by loneliness builds a new digital friendship, what are the changes that occur in her life next to a potential increase in perceived social presence? And how does she herself perceive and reflect on such developments?

The lack of human interaction and perceived social presence poses a serious public health challenge to our rapidly aging population. Interventions utilizing digital communication means such as text and voice messages, video calls, or interactive social games offer a vast potential for addressing this threat. However, while a plethora of objectivistic findings have been published on the design and effectiveness of specific digital media products combating loneliness in older adults (e.g. Burdick & Kwon, 2006; Husebø & Storm, 2014), our understanding of the highly complex impact such digital interactions may have on this fragile population's everyday realities and identities remains rather shallow. Therefore, this paper aims to follow the non-media centric media studies approach and provide a human-first perspective on the process of introducing digitally mediated interpersonal communication into older adults' lives.

As put forth by O'Neal Irwin (2016, 2018), in order to understand the effects digital media inevitably have on people's personal realities, we must strive to explore the meaning-making process behind the human-technology-world experience, focusing on people's lived experiences with digital interactions. Following this proposition, the present study comprised an experiential, multiperspectival qualitative design. In May 2021, 15 younger volunteers were paired with 15 socially isolated older adults and guided to gradually build a digitally mediated friendship with their counterpart over the course of one month. Rich multimodal data were collected through observations during home visits, two rounds of in-depth phenomenological interviews, phone check-ups, tablet usage records, and participants' activity logs.

Given the hermeneutic phenomenological approach employed in this research, as well as the substantial generational gap between myself and the participants, I acknowledged the danger of colonizing the participants' realities with my research efforts highlighted by Smith (2018) and attempted to prevent it by conducting interpretative phenomenological analysis (IPA) from a dyadic perspective, inspecting both the accounts of the younger volunteers and the pre-reflective experiences and reflections of the older adults. This process yielded in-depth and highly contextualized insights into the positive everyday impact of digital communication and its ability to partially

substitute for real human contact, as well as into the potential pitfalls such as emotional overdependence on digital interactions, or unfulfilled expectations from a digitally mediated relationship.

Moreover, by virtue of the aforementioned decolonizing IPA approach and the final interviews' focus on the long-term new technology adoption and learning process, I was able to uncover valuable findings regarding the highly sensitive dynamics between digital literacy and senior identity. It is of vital importance to inform future research and loneliness-addressing interventions with such practical and ethical insights in order to prevent any negative impact on the mental health and wellbeing of the fragile population of socially isolated older adults.

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PP 261 Bridging generations in media and information literacies: multidimensional study of intervention-based approach

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Increased use of information communication technology in everyday lives has, on the one hand, enlarged the digital divide between generations (Niehaves & Plattfaut, 2014). On the other hand, Internet-supported interventions have stimulated an interest in the benefits of e-interventions for older people and specifically in having a role in increasing social networks (Rosales & Blanche-T, 2021; Thalhammer & Schmidt-Hertha, 2015). Most of the studies use observations of intergenerational interactions or interviews. While most media and information literacy (MIL) trainings and initiatives presume impact from wide-scale awareness-building campaigns and workshop-based teaching, academic literature lacks proof on the actual impact of intervention-based MIL trainings.

There is evidence on the potential positive MIL effect on family-based intergenerational learning; we advance this knowledge by observing the interaction between teens and seniors supporting intergenerational learning in social media. The objective of our study is to **test the potential of intergenerational learning in the social media environment and assess the impact of this sort of intervention mechanisms in MIL training**.

In order to gain a multifaceted view on the process of intergenerational learning, we designed a **mixed-method approach** where:

1) during three months in spring 2022, we qualitatively observe and track the process of intergenerational mentoring taking place in social media, focusing on the transfers of MIL and digital skills;
2) conduct dyadic interviews with intergenerational participants;
3) survey the change in personal MIL behaviour before and after the process to measure the impact of the intervention.

Based on the preliminary results of the ongoing data collection, we **highlight three findings**:

1) Young mentors need preparation on intergenerational learning and mentorship instead of MIL-topical training. Young mentors underlined the importance of mentorship training that equipped them with tools and knowledge for self-reflection as a mentor, which we established in three 2-hour trainings.
2) Mentoring is more effective when the seniors are the agency to select MIL topics and digital skills topics that interest them. Standardised pre-framed MIL topics had no noticeable impact on the intergenerational MIL discussions. This finding is significant as it questions the impact of core goals of most MIL training programmes and initiatives.
3) Physical presence in the same location is not the critical prerequisite for the success of the intergenerational learning process. However, a trusting and open relationship between the mentee and mentor is relevant. This finding contests previous knowledge that excluded intergenerational mentoring in digital or social media environments.

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Interpersonal Communication and Social Interaction

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PP 262   Benefits and challenges of paired interviews in interpersonal communication research

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Interpersonal communication can be defined as a social interaction involving a dyad or a small number of people (Braithwaite & Baxter, 2015). Therefore, close relationships, such as friendships, married couples, or close workplace relationships, are at the heart of interpersonal communication research. Studies that focus on close relationships occasionally suggest a methodological perspective stating that research should more often make use of paired interviews, (also called dyad interviews, co-interviews, multiple-person interviews) to capture the perspectives of both related parties to explore joint meaning-making (Alford, 2021). Still, even widely cited textbooks on qualitative methods (Kvale 2007; Kvale & Brinkmann, 2009; Brinkmann, 2013) do not mention paired interviews as a separate methodology, even though these books contain chapters on various different interview methods. However, multiple-person interviews are mentioned as a relevant method especially for researchers interested in interactions between couples, families, or groups of people (Gubrium et al., 2012). When talking about close relationships, paired interviews are useful in many respects. Participants have more control over the shared story of which they are part, and problems of anonymity and consent of interviewees are reduced because both parties are present and because what is said takes place in a "public" setting (Bjørnholt & Farstad, 2004). There is also a possibility for 'a cueing phenomenon' (Morgan & Krueger 1993) which occurs when participants in a group interview help each other to reveal information. This phenomenon is also found in joint couple interviews and can help add to the richness of the data (Bjørnholt & Farstad, 2014). Conversely, when studying aspects of people's lives that are personal, sensitive, or even taboo, paired interviews might not create a similar trusting atmosphere than what may happen in individual interviews (Brinkmann, 2013). From ethical perspective, confidentiality can be more difficult to retain between the interviewed parties, especially, if they are interviewed separately, and this can also raise a challenge when presenting the findings (Bjørnholt & Farstad 2014). Finally, when informants are interviewed together, the questions may touch on subjects upon which the parties do not agree or where there are ongoing discussions or conflicts in the relationship. This presentation focuses on interviews conducted with people who are in close relationships with one another. More specifically, the aim is to explore the benefits and challenges of paired interviews, both in terms of data collection and analysis.

Selected literature

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PP 263   The research process as impact: The influence of focus group discussions about menstruation on the wellbeing, interpersonal relationships, knowledge, and attitudes of teenagers

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This paper calls for a broadening of the academy's current definition of research impact from one that only refers to the results of academic research, to one that includes the research process. The findings of this paper are based on a thematic analysis of focus groups that were conducted in the United Kingdom with 77 male, female, and nonbinary teenagers about the mediation of menstruation. Although the study was designed to determine how young people's perceptions of menstruation are influenced by the media, it became clear during the focus groups that the research process itself had a positive impact on the interpersonal relationships, attitudes, knowledge, and wellbeing of the participants. Since menstruation is a traditionally stigmatised topic, is rarely discussed in mixed-gender settings, and education in British schools is often limited to the biological, rather than social, aspects of menstruation, these focus groups provided a rare opportunity for young people to exchange knowledge and experiences about this topic (Chrisler 2011). The focus group setting created a safe space for the participants to ask

each other questions that they felt unable to pose in everyday social interactions. For example, during discussions in mixed-gender focus groups, participants explored why they had never communicated with each other about menstruation. On the one hand, female students feared that their male friends would ridicule them. On the other hand, male participants stated that they felt unable to ask questions about menstruation due to the misconception that they wanted to mock their female peers and due to their fear that, by accidentally using stigmatising language, they would cause offence. In addition, participants shared stories about menstrual health, exchanged information about reusable products, and, by learning how their menstrual experiences differed based on gender, culture, and religion, improved their intersectional understanding of menstruation. The use of focus materials also helped to prompt frank interpersonal discussions. Drawing on critical menstruation studies, this paper argues that focus groups and other forms of engagement with the research process (such as discussing consent forms with parents), provide an effective way to reduce menstrual stigma. As scholars argue, the more we talk openly about menstruation, the less stigmatised it will become, and this has a positive impact on the wellbeing of women and people who menstruate (Bobel & Fahs 2020). Taking menstruation as a case study, this paper demonstrates that interpersonal communication amongst participants and between participants and researchers can have a positive impact, especially if the research subject is one that is rarely discussed due to social stigma. Hence, this paper calls for the academy to broaden its definition of impact to include the influence of the research process itself on public wellbeing and knowledge.

ICS04 - Relating with Family, Friends and Networks

PP 363   "I urgently need your advice" – Recommended coping strategies for digital stress in online forums

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Digital devices are omnipresent in most peoples' lives. They can make life easier but are also known to have negative outcomes. One of their downsides is digital stress, which results from the numerous demands associated with information and communication technology (ICT). Previous research has identified several stressors (e.g., communication overload, lack of technical competence) and differentiated between emotion- and problem-focused coping strategies (Lazarus & Folkman, 1984) when analyzing how people deal with digital stress. Emotion-focused coping aims to change emotional responses to a stressful situation, problem-focused coping aims to change the situation itself.

While studies on digital stress usually employ standardized survey designs, our paper provides insights into interpersonal communication on digital stress in online forums. Online forums offer the possibility to (anonymously) seek help and advice for individual problems. We built on the work by Weinstein and colleagues (2016) and formulated the following research question: Which digital stress experiences are described in online forums and what coping strategies are recommended by the forum participants?

To answer our research question, we conducted a qualitative content analysis of 50 threads (523 posts) on digital stress in people's professional and private lives that were published in publicly accessible online forums. The main categories (stressors, coping strategies) were deductively derived from the literature; subcategories were inductively introduced when new aspects emerged from the material.

Results show that online forum discussions address a rather special kind of digital stress: Stress experiences often involve interpersonal conflicts and are caused primarily by other people's ICT use—not the thread creator's own use. In the private context, this concerns the communicative behavior of others' (e.g., delayed responses, cyberbullying), in the professional context, it mainly relates to an invasion of work into the private life (e.g., due to permanent availability). Recommended coping strategies consider the interpersonal conflicts that often underlie the digital stress situation. Emotion-focused coping (e.g., "don't take it so personally") is particularly recommended when the thread creator has no direct influence on changing the stress-causing situation. The range of problem-focused coping strategies varies with respect to the specific situation, but advice to pursue face-to-face conversations to resolve the problem dominates. For work-related digital stress, forum participants also suggest regenerative coping strategies (e.g., meditating). Overall, our findings prove that analyses of online forum discussions can add to a more comprehensive understanding of what individuals perceive as digital stress and how interpersonal communication affects digital stress experiences as well as corresponding coping strategies.

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ICS04 - Relating with Family, Friends and Networks

PP 364 Using adolescents' smartphones in ecological momentary assessment: The effect of social networking and communication apps on perceived social support

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Due to the possibility of meeting friends, chatting, self-disclosure and deepening of relationships online, social media can be an important source of social support (SS) for adolescents (Drouin et al., 2018). Thus, social media can promote their well-being, which could be a reason for the ever increasing popularity of social media among teenagers (Rideout & Robb, 2018). However, the impact of social media on adolescents' well-being seems to be more diverse and inconsistent across literature. Research results uncovering the effect of social media on perceived SS are mixed, providing evidence of positive, neutral, and also negative associations between social media use and perceived SS (i.e., McDougall et al., 2016; Kim, 2017; Lapierre & Zhao, 2021). It is partly because of varying conceptualisation of social media across studies and relying on self-report data prone to biases (i.e., Chan, 2018; Lu & Hampton, 2017). Additionally, the studies do not differentiate between social networking and communication apps, both of which could influence perceived SS in different ways (Lapierre & Zhao, 2021). We also miss studies showing within-person differences in this research area.

To overcome these shortcomings, this study used ecological momentary assessment (EMA) to continuously capture app use and daily perceived SS in 201 Czech adolescents (13–17 years) for 14 consecutive days, using a smartphone application collecting smartphone objective data and administering questionnaires. Multilevel path analysis was used to test the association between social networking and communication app use and adolescents' perceived SS, while accounting for age, gender, social anxiety, and the multilevel nature of data. Separate random intercept models revealed a statistically significant within-person association between perceived SS and social networking app use (b = -1.89, p < .05) and between perceived SS and communication app use (b = -8.03, p < .001). On days when adolescents spent more time on the apps than was typical for them, they reported lower perceived SS. Social anxiety showed a strong negative association with perceived SS in both models (bs = -8.63 and -8.71, p < .01, for social networking and communication app models, respectively). The negative association between communication app use and perceived SS appeared stronger in girls (b = 6.70, p < .05), when social anxiety was high (b = 5.04, p < .05).

This research supported the usefulness of EMA with objective smartphone use data, meeting calls for more self-report independent methods (Lapierre & Zhao, 2021). Thanks to the use of multiple day-level measurements, we newly examined between and within-person nuances. Higher usage of social networking and communication apps can have a negative impact on perceived SS, especially for girls with higher social anxiety. These results suggest that researchers should take into account what type of applications adolescents use. Additionally, the individual differences should be also considered by researchers, as well as policymakers, parents, and teachers when contemplating the impact of social media use on adolescents' well-being.

ICS04 - Relating with Family, Friends and Networks

PP 365 Why, with whom, and what was the outcome? Face-to-face meetings between adolescents and people from the internet

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Between 5% (France) and 25% (Serbia) of European adolescents have met offline with someone they knew only from the internet (Smahel et al., 2020). Such face-to-face meetings commonly concern parents, who fear that adolescents may become victims of "cybergroomers" that lie about their identity to lure adolescents to meetings, intending to abuse them (Madden et al., 2012; Pew Research Center, 2020). The specific (and rare) cases where adolescent was victimized received some research attention (e.g., Kocturk & Yuksel, 2018; Wolak & Finkelhor, 2013). However, there is limited research concerning what kind of meetings adolescents usually attend, e.g., their motivation, whom they meet, or how long their online conversation is before the meeting. We fill this gap by exploring the aspects of face-to-face meetings on a nationally representative sample of adolescents. We further examine whether the person met fit the adolescent's expectations regarding their gender, age, behavior, and

appearance. Lastly, we focus on how these aspects relate to adolescents' overall meeting evaluation. Thus, our study helps to disentangle what types of meetings adolescents engage in and which can be more problematic.

Our study used data from a sample of 2,500 Czech adolescents aged 11–16 (M = 13.43, SD = 1.70; 50% female) collected in June 2021 via online survey. Quota sampling was used to ensure representativeness regarding the basic socio-demographics of the Czech population.

Overall, 594 adolescents (23.8%; age M = 13.96, SD = 1.69; 47% female) experienced at least one face-to-face meeting with someone from the internet in the past two years. Adolescents mostly met with someone of the same age (62.8%), predominantly with social motives (e.g., talking to someone new, 82.3%), followed by instrumental (e.g., buying/selling, 44.8%), and dating motives (33.9%). Most adolescents communicated with the person for several weeks before the meeting (33.5%) or longer (41.7%) and remained in touch with them after the meeting (76.6%).

In most cases, the person the adolescent met with fit their expectations – different gender than expected was rare (3.3%), but different age was more common (9.4% older, 5.7% younger). The person met usually behaved and looked as expected or better (89.8% and 86.1%, respectively). While 15.0% of adolescents were at least a little afraid of getting harmed on the meeting, only 1.7% of meetings were rated as very unpleasant, and most as pleasant (69.3%) or neutral (23.4%).

Multinomial logistic regression results suggest that aspects of the meeting are important predictors of whether adolescents evaluate them as positive, neutral, or negative ($R^2_{Nagelkerke}$ = .32). Longer online communication, social motive, and better behavior of the person met increased the odds of perceiving the meeting as positive rather than neutral. In contrast, worse behavior or appearance decreased such odds. Different-than-expected age increased the odds of the meeting being negative rather than neutral (other effects were not significant). Comparing positive meetings against negative ones, longer online communication and social motive increased the likelihood of a positive meeting, while different-than-expected gender and worse appearance and behavior increased the likelihood of a negative meeting.

ICS04 - Relating with Family, Friends and Networks

PP 366   **Let's talk about love. Intergenerational communication between grandparents and grandchildren on romantic issues**

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As two important trends in our societies are the extension of life expectancy and the decrease in the number of children in families, the connection between grandparents and grandchildren might strengthen especially when the latter become adults (Duflos et al., 2021) and when social media force youngsters to engage in romantic relationships (Sprecher & Felmlee, 2021). It is strongly believed that grandparents have a paramount role in their grandchildren's lives by offering an outside world for contemporary life discussions, as sexuality, violence, or technology (Hayslip et al., 2019). Since emerging adulthood is a critical stage, grandchildren's adult roles permit a deeper identification with grandparents, thus leading to a stronger relationship (Wetzel &Hank, 2020). Either in the form of conversations or shared time, or in the form of support, the grandparents-grandchildren communication can be translated into an increased emotional closeness (Duflos & Giraudeau, 2021) and commonly shared values and beliefs (Hakoyama et a., 2020).

The present paper investigates de intergenerational communication between grandparents and grandchildren on romantic issues. While most of the studies are focusing especially on parents-children relationship (Wetzel & Hank, 2020) or emphasize only one cohort, either grandparents or grandchildren (Sciplino & Kinshott, 2019), our endeavor is that of pairing grandparents and grandchildren perspectives (Duflos & Giraudeau, 2021). As a large part of the previous empirical endeavors on the topic uses quantitative data, the present study is approaching a mixed-methodological perspective, combining a survey with grandchildren (N = 55) with life story interviews (with grandparents, N = 82). The paper focuses on Romania, a poorly addressed case study in the context of intergenerational communication. Being a country with strong family ties (Castiglioni et al., 2016), the elderly plays a significant role in the youngsters' lives.

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PP 367   What do families talk about? Reciprocal influence towards pro-environmental behaviours and concern in the household

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It is considered that the effort to reduce the anthropogenic impact should be not solely an individual effort but requires collective action, including efforts within the household dialogue. Evidence reveals that individual efficacy to adopt pro-environmental behaviours depends strongly on the household dynamics to achieve the expected goal. On top of it, collective action is important to achieve difficult goals (such as conservation behaviours). Additionally, household members (parents and children) strongly influence the behaviours of each other (e.g., reversed socialization). Therefore, the household dynamics can have an impact on the adoption of pro-environmental behaviours. As such, this study focuses on understanding which factors stimulate the communication at the household level, among parents and children, about climate change.

Via an online survey, 714 Belgian parents (of children between 8–18 years old) self-reported on the frequency of the communication about environmental protection and risks within their household (including various topics, depth of conversation, valence, among other components of the communication), their acceptance of reversed socialization (childrens' influence on parents), and personal factors (e.g., coping mechanisms towards climate change, pro-environmental behaviours). The results reveal that the communication about the environment within the household was moderately frequent ($M = 3.06, SD = 0.76$). After performing an exploratory factor analysis (PCA), four different topics of communication were identified; sustainable household practices ($M = 3.65, SD = 0.86$) and parental instructing towards sustainable behavior ($M = 3.31, SD = 0.90$) were the most frequent followed by school-related ($M = 2.98, SD = 0.94$) and outer influence topics ($M = 2.75, SD = 0.87$).

A step-wise regression revealed that the overall communication frequency in the household was associated with acceptance of reversed socialization along with children frequently initiating the communication. Moreover, step-wise regressions for each topic were performed to understand more in depth the predictors associated respectively. Conversations related to sustainable household practices were associated with positive communication, and positive parental reaction (i.e. when the kids show environmental concern); while parental instructing was associated with parent's perceptions to be able to include the children in the conversation. Both topics were also associated with higher reported pro-environmental behaviours of the parent, the parents being the conversation initiator; yet, the communication frequency decreased when meaning-making was the parent's dominant coping mechanism (i.e., dealing with their concerns related to sustainability with positive feelings such as hope and trust on the competence of others to solve the problem). Furthermore, household communication related to sustainability was more frequently related to school, when environmental concern displayed from the school was higher, and when parents reported to apply a problem-solving coping mechanism . The outer influence communication was particularly associated with higher moral obligation of the parents to conduct sustainable behavior. Finally, for the late two topics, common predictors were the acceptance of reversed socialization and higher frequency of the child initiating the conversation. The study brings to light the impact of parents' acceptance of reversed socialization and their environmental coping mechanisms to stimulate communication about environmental protection and risks.

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PP 452 The use of enemy images in British and German parliamentary question times on Covid-19

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The Covid-19 pandemic has provoked the use of specific language including the construction of enemy images. Opponents – individuals or social groups – are then characterised as hostile and their standing is questioned or even deprived of. As enemy images have a discriminatory and stereotyped impetus, these are strategically applied to strengthen specific ideologies and increase political agonality (Nicklas, 1977, 90f; Thiele, 2019, 296f). Hence, research on enemy images has mainly focussed on democracy-sceptical actors (e.g. Pörksen, 2000; Olschanksi, 2017), while parliamentary discourses have hardly been considered. However, the far-reaching and controversial governmental decisions during the pandemic have arguably led to more confrontational speeches by the opposition, creating conflict as a rhetorical strategy to challenge governmental leadership.

In this study, the frequency, intensity, and linguistic modes of used enemy images in relation to Covid-19 in twelve selected British and German parliamentary question times in the time frame from March to December 2020 have been systematically analysed. In question times, government and opposition face each other directly, so that questioners get the rare chance to attack and prove their opponents wrong, while aiming to legitimise their own standing in the eyes of a wider public. The United Kingdom and Germany pursued different public health strategies at the beginning of the pandemic and have distinct parliamentary processes. By considering the respective rhetorical setting, the country comparison also provides an explanatory approach for found differences in the use of enemy images.

Using a qualitative discourse analysis, single utterances signifying the construction of an enemy image were identified. These were analysed more closely in the given context, following a flexible analytical framework on various linguistic categories, including group-differentiation and -collectivisation, dramatization, and negative evaluation (cf. Spillmann/Spillmann, 1989). The chosen method includes a mode of interpretation of the identified enemy images, allowing to illustrate how these were used to achieve certain rhetorical ends by single parties.

The findings reveal that the structures, but not the frequency or intensity, of used enemy images have changed significantly in the investigation period. While the German pandemic course in 2020 was often consensual, delayed measures in the United Kingdom aroused most criticism by opposition parties, expressed in attributions of guilt, thus, demonising the government due to high death rates. The British government extensively used war metaphors, characterising the virus itself as an invisible enemy, presumably resulting in a complexity reduction and a more nationalistic debate. In the Bundestag, enemy images were merely identifiable for policy fields arising from the pandemic, mainly addressing the government, also from the governing party SPD. While the leftist party sporadically portrayed the wealthy as enemies, the right-wing party AfD foremost accused the government of overdramatizing the pandemic and occasionally depicted more vulnerable groups like foreigners or scientists as enemies.

This project contributes to a better understanding of the linguistic structures and rhetorical functions of enemy images and of the state of the democratic culture of debate on Covid-19 policies in general. It also exemplifies the importance of parliamentary discourse as an object of study in communication science.

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PP 453 Forensic and epideictic rhetoric – A qualitative analysis of Instagram comment sections

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Instagram – developed for the smartphone and highly visually oriented – ranks as one of the most popular social media. Research on online communication has largely focused on social media like Twitter and Facebook, while Instagram research is scarce considering its prominence. Especially scarce seems research on discursive quality and rhetoric in comment sections.

Asking how people are engaged in "public issue" discussions on Instagram, this study provides a qualitative content analysis of four Instagram comment sections amounting to 4760 individual comments addressing this gap. The aim of the analysis is detailing the way in which public issues are being discussed in visually oriented social media.

Preliminary findings show that forensic and epideictic rhetoric is prominent in the comment sections. Participants engage in discussions about factuality, guilt, or innocence, and acclaims or condemns others or the (framing of) issues. While there are occasional reciprocal acts and attempts of justification and openness to others, few

comments adhere to strict deliberative ideals. The characteristics found in the comment sections are typical to discussions where participants aim to establish justice. While scholars long have emphasized the potential of deliberative rhetoric, and in later years also increasingly recognized the potential of epideictic rhetoric, forensic rhetoric has been given less attention. It is still considered "an under-theorized vehicle" in public communication (Harris & Werner, 2021). Preliminary findings thus also invite letting public deliberation be "incomplete", not fully answering to deliberative ideals empirically, but rather seen in relation to their degree of deliberativeness, illustrating the value of recognizing that utterances may fall in several rhetorical genres. Findings furthermore illustrate the value of rhetorical approaches to understand online communication, particularly highlighting the value of including and theorizing the forensic rhetorical genre beyond its traditional location in official legal settings

The selection of comment sections was motivated by the study's theoretical interest. Four posts addressing "public issues" from the Instagram profile of two Norwegian popular (seen in number of followers) public individuals frequently stirring debate in the Norwegian public (often due to their Instagram activities), were chosen. A "public issue" was considered addressed whenever a post was framed as touching upon a problem in need of the audience's attention and/or discussion, relevant to societies' conversations and handlings. The comment sections thus serve as examples of how online communication on public issues take form in highly digital and democratic countries. Thematic analysis (Braun and Clarke, 2006) was used. This enabled an exploratory approach, where categories were discarded, changed, merged, and clarified, as the analysis evolved.

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ICS05 - The Common Good or Conflicting Goals? Rhetorical and Argumentation Analyses

PP 454   A rhetorical vision in the making: Investigating the role of listening publics in twitter diplomacy

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Rhetorical visions are crucial to human communities in building and maintaining cohesion. This study looks at rhetorical diplomacy on Twitter and employs a mixed-method approach to examine how large groups of people accede to common symbolic realities on social media. Twitter is far from a well-functioning marketplace for ideas, but it has become a prominent communication channel for heads of state and diplomats worldwide. It is thus a potential platform for international deliberation. We explore the co-development of a rhetorical vision to revive the spirit of the 1975 Helsinki Act in the tense atmosphere of the current European international relations. The vision is fundamentally linked to efforts to improve European security and to hold a related summit in 2025 to mark the 50th anniversary of the OSCE. In this case, Twitter acts as a place where public approval of the effort is sought.

Where rhetorical visions have traditionally been the subject of rhetorical analysis and criticism, we focus on verbal response modes (VRM) that occur in Twitter discussions under themes such as "Helsinki spirit" or "Helsinki 2.0." The VRM taxonomy concerns what people do when they say something (Stiles, 1992). It can be used to describe the relational aspects in communication. The use of different modes is related to listening because it shows how listeners pay attention to and understand others. Here, we define listening as the receiving component in a communication process and verbal responses as its observable products.

Listening has recently become an emerging theme in public diplomacy research. However, the main emphasis has been largely on nation states and their representatives as the listeners and the public has received much less attention. We suggest that utilizing the VRM taxonomy to look at international debate on Twitter will help increase understanding of the role of the public in digital diplomacy. Because the ability to form appropriate responses is crucial in such masspersonal communication, verbal responses can influence the co-development of rhetorical visions and the relationships between participants. Our purpose is to answer questions such as how frequently different verbal response modes occur in tweet replies and quote retweets, and how these modes affect the interaction associated with rhetorical visions.

The data analyzed consists of related tweets posted between June 2021 and February 2022—including tweet and user metadata. By combining the qualitative methodology of VRM coding with a rich data set we are also able to conduct quantitative analysis and topic-based network analysis. Thus, we analyze the social deliberative process of the co-development of rhetorical visions on both the micro-level (interpersonal communication) and the macro-level (conversation topics, hashtags) of Twitter communication. The results of our study will therefore shed light on the following issues: how the listening publics respond to rhetorical visions regarding international relations, and how these responses affect the interaction processes in digital diplomacy.

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PP 455 **Communication and conflicting frames in the public controversy surrounding fashion sustainability: an argumentative perspective**

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This paper investigates the public controversy surrounding fashion sustainability from an argumentative perspective. This discussion constitutes an instance of climate change discourse and therefore concerns a variety of stakeholders holding conflicting views in respect to a topic of common concern. While fashion sustainability is becoming increasingly debated because of its social and environmental implications, argumentation research about this theme is still lacking.

In a controversy, parties make sense of communicative messages according to different frames, i.e. structures that guide an individual's interpretation of reality (Fillmore, 1976). As frames offer a simplified vision of reality, the discussion often results in a polarization of positions that might exacerbate the conflict (Shmueli et al., 2006). From this perspective, reconstructing and analyzing the different parties' conflicting frames is crucial to understand the interests at issue within controversies (Shmueli et al., 2006).

In this respect, argumentation theory can help to reconstruct the reasons behind the formation of frames. This research adopts Pragma-Dialectics as theoretical framework, which defines argumentation as the discussion that "arises in response to, or in anticipation of, a difference of opinion" (van Eemeren 2010, p. 1). Although argumentation scholars have acknowledged a connection between framing and argumentation at the level of implicit premises (van Eemeren 2010; Greco Morasso 2012), this connection remains yet to be systematically explored. Therefore, this research aims at examining the relationship between conflicting frames and argumentation.

In order to empirically investigate this communicative controversy, I consider a corpus consisting of texts issued by the different parties involved across various platforms. These texts include sustainability reports by global fashion brands, official documents released by the European Union, and social media posts (Instagram and Twitter) published by activists and small businesses; thus, they represent different types of communicative interactions.

After retrieving the different conflicting frames existing in the parties' communication, I will identify their underlying argumentative premises. Following these steps, I plan to carry out an argumentative analysis of the controversy, focusing on the implicit premises present in the communicative interactions included in the corpus.

At the theoretical level, this research brings forward the reflection on the connection between the linguistic interpretation of frames and implicit premises in argumentation. Moreover, it contributes to the development of analytical tools for the interpretation of complex controversies, thus advancing communication research on discursive interactions in a public context.

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PP 456 **Strategic maneuvering with common ground in Dutch election debates**

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In this study, we investigate how common ground is articulated by the participants in the Dutch election debates in 2021 and how this is employed strategically in their argumentation to win the debate. We focus on how common

ground is ascribed by participants to their opponent in the debate. Typically, in this context, common ground is used to undermine and reject the argumentation of the other party. In the EenVandaag election debate, Hoekstra (Christian-Democrats) countered an attack by Ploumen (Labor Party) as follows: "that's something we both want". By saying this, Hoekstra aligned with Ploumen that more people should be able to get a permanent job, while Ploumen actually attempted to refute Hoekstra's argument that the plans of her Labor Party would present the costs of handling the covid crisis to small business and workers. Here, Hoekstra suggests that Ploumen's counterargument is not relevant as a refutation of his argumentative attack. By aligning, her argumentation is turned ineffective.

Another example is when Kaag (Democrats) claims that she and Klaver (Green Party) "differ fundamentally" regarding how to deal with entrepreneurship and that small businesses will become the victim thereof. Then, Klaver reacts with "Ms. Kaag is totally right, we are very critical towards big business." Here, Klaver suggests that Kaag's criticism of him was accurate, but he presents it as a positive point. Then, Kaag reacts by saying, "we share that position," attempting to align again with Klaver on this desirable political position.

Hereby, we have shown two ways in which common ground is used in Dutch election debates by politicians. First, there is a strategy of alignment. A politician presents a point of the opponent as common ground to undermine the persuasive force of their opponent's argument. Second, there is a strategy of acceptance, where the politician accepts a criticism of the other party and presents it as a positive point.

In this study, we show in which ways common ground is used strategically in Dutch election debates and how they contribute to the strategic maneuvering of the participating politicians.

ICS06 - Interpersonal Roles and Goals in Digital Communication Environment

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PP 549   'E-leaders' perceptions on e-leading with digital communication'

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Purpose

This study investigates how and why e-leaders in the IT industry select ICT tools and digital communication channels for e-leadership practices. To enable us to examine the combination of the communication medium and the task, we apply the Task Media Fit model (Leek et al., 2016) and media richness theory (Lengel & Darf, 1988).

Research gap

COVID-19 has globally increased remote work which has amplified the demand of e-leadership and the use of digital communication channels. E-leadership is "the effective use and blending of electronic and traditional methods of communication. It implies an awareness of current ICTs, selective adoption of new ICTs for oneself and the organization, and technical competence in using those ICTs selected" (Van Wart et al., 2019, p. 83). Even though e-leadership has been studied for over 20 years (Van Wart et al., 2019), little empirical research is conducted on e-leadership and communication practices.

In this present study, we focus on Finnish e-leaders, because Finland has the highest percentage (60%) of remote workers out of all European countries (Eurofund, 2020). We focus on the IT-industry as they are considered technological leaders with long history of remote work.

Methodology

We apply a phenomenological approach (Thompson et al., 1989), and the data was gathered in autumn 2021 through expert interviews with 32 executive board members from large IT-companies. The data was analyzed using the Gioia method (Gioia et al., 2013).

Preliminary findings

First, e-leaders' increased organizational communication. They re-evaluated their communication practices and invested more resources into digital communication in their company by applying new channels, organizing more meetings, and providing communication training. Secondly, e-leaders' selected the most suitable communication channels based on the complexity of different leadership tasks. According to e-leaders, almost all work tasks and duties were possible to conduct online. Third, e-leaders negotiated shared communication rules for the organization and emphasized having virtual informal social events. Still, e-leaders found it challenging to maintain a sense of community and equal participation via digital communication channels.

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ICS06 - Interpersonal Roles and Goals in Digital Communication Environment

PP 550   "You said it Slackbot!": Team feedback shaped by the participation of a social bot

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The advances in algorithm-based, intelligent technologies have brought additional colors to the tapestry that is team communication in the workplace. What if technology does not only support teamwork (Hancock, et al. 2020), but takes part in it as a nonhuman communicator (see Guzman & Lewis, 2020)?

This study focuses on the integration of a social bot into a team's feedback interaction. Feedback is a crucial part of all teamwork, helping to reach both work-related and interpersonal goals. Feedback is inherently a communicative phenomenon, thus highlighting the importance of not just examining the perceptions, but also the actual communication processes. Here, team feedback is defined as communicative sharing of information regarding actions, events, processes, or behavior related to the team, their task, or team members (Gabelica & Popov, 2020). Social bots (or chatbots) are small, automated programs that mimic human behavior through natural language use and human-like communicative patterns (Wagner et al., 2012). Although online customer service bots are still most widely recognized, there have been recent advancements also in the context of work. This study focuses on Slackbot, a social bot taking part in team conversations on a popular collaboration platform Slack. Slackbot reacts to certain keywords and joins the team chat with its own messages within the conversation.

Data were collected from a Nordic journalistic team actively utilizing Slack as their everyday communication platform. Every team member has their own channel for discussions on their story topics, ongoing projects, and feedback. The channels include 21,061 messages in total. Each channel has a varying number of messages, ranging from 85 to 8,181 unique messages. The actual analyzed dataset was extracted from the raw data by identifying bot-active feedback instances, i.e. communication episodes where a) feedback is provided and b) the Slackbot participates in the discussion.

The initial qualitative iterative analysis reveals four distinctive ways, in which the bot shapes the team's feedback. First, the *bot gives feedback*. These automated messages were focused mostly on the team's tasks and processes. Second, *the team members confirm and support the bot's feedback*. The team members, for example, expressed like-mindedness with the bot regarding its feedback statements (e.g., "I agree with the bot on this"). Third, *the team members elaborated on and continued from the bot's feedback*. In these instances, the bot's comment was continued by a team member. Generally, this was characterized by the team member first reacting to the bot and then including their own take or more concrete piece of feedback. And finally, *the team members gave feedback to the bot and/or evaluated the bot's statements*. These instances were often negatively framed and connected to the bot's inability to understand contextual cues. Thus, pushing the team members to comment on the bot's messages and evaluate the need to re-configure some of its responses.

Overall, the initial findings shed light on the intricacies of human-machine communication in the context of team interaction. Further theoretical and practical implications will be discussed during the presentation.

Interpersonal Communication and Social Interaction

PP 551   Spinning interactional plates: exploring multicommunication in the pre-post space of Facebook

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Multicommunication is a form of multitasking which involves engaging in two or more interactional activities simultaneously and is linked to declining quality and reduced performance within our communication (Haddington, Keisanen, Mondada and Nevile, 2014). Technological features of mediated communication, such as persistent text and compartmentalisation, make multicommunication more practical yet scholars have still questioned whether the quality of our interactions can be upheld when intoloctors split their interpersonal engagement (Baron, 2008). This paper addresses this concern by asking whether interactional techniques are still employed by multicommunicators in mediated contexts and whether interactional quality is reduced under such circumstances.

Previous research on multicommunication has addressed these questions in non, or semi, compartmentalised settings. This refers to contexts where the interlocutors involved are potentially aware that their partner is engaged in more than one interaction. Multicommunication that occurs within textually mediated spaces, like Facebook, is different as textual interactions here are compartmentalised. This means interactions are contained to separate threads with interactants being unaware of what is occurring outside of their specific thread boundaries. Multicommunication therefore goes from something that is performative and in need of management within the course of an interaction to something that is managed 'behind the screen'. It is this element of multicommunication that has received considerably less scholarly attention: the organisation of multicommunication between overlapping conversations instead of within. With the 'behind the screen' or pre-post space, of interactional work being noted as a consequential (Ditchfield, 2020) this paper addresses this gap by drawing on the Goffmanian concept of 'participatory roles' arguing that multicommunicators take on the role of a 'stage manager' to organise and move between the multiple ongoing encounters, or performances, that they are involved in.

This paper presents real time Facebook interactions recorded using screen capture software. It draws on micro analytic approaches such as conversation analysis to reveal how Facebook users work to simplify their interactions when moving between various threads of conversation. Despite this, multicommunicators continue to preserve interactional complexity. This paper therefore argues against claims that multicommunicating symbolises a decline in interactional quality instead arguing that although simplification techniques are indeed applied, interactions themselves are not simplified.

PP 552   Phubbed and curious: Electronic partner surveillance in response to partner phubbing and the mediating role of perceived partner responsiveness and anxiety

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Partner phubbing (_Pphubbing_) concerns the act of ignoring a partner during an interaction with them by paying attention to the mobile phone (Chotpitayasunondh & Douglas, 2016; Ugur & Koc, 2015). In previous research, Pphubbing has been associated with several negative relationship outcomes, such as relationship dissatisfaction (e.g., Krasnova et al., 2016). In this study, we propose that another consequence of Pphubbing may be that the partner who is being phubbed (i.e., phubbee) engages in electronic partner surveillance (_EPS_; Tokunaga, 2011) behaviours to check on their partner's online activities and to cope with uncertainty about their partner's commitment. Thus, we hypothesize that there is a direct relationship between the experience of Pphubbing and EPS by the phubbee. Additionally, we argue that this relationship is mediated through two factors, namely perceived partner responsiveness and feelings of anxiety in the phubbee. Although no previous research has investigated the association between partner responsiveness and EPS, it is likely that tendencies to engage in EPS will increase when a partner is less responsive and does not make the other feel validated. We expect that this is particularly the case if the lower partner responsiveness leads to feelings of anxiety in the phubbee. To cope with these feelings and to reduce uncertainty about their partner's commitment and activities, the phubbee may resort to online partner surveillance strategies.

To test our hypotheses, we collected data via online survey among an adult convenience sample in Belgium (n = 346; M_{age} = 40.5 years; 75.7% female). Mediation analyses were performed with Hayes' PROCESS Macro (Model 6 for chained mediation with two mediators; Hayes, 2013). Our analyses revealed that a direct relationship exists

between Pphubbing and EPS, meaning that people who experienced being ignored by their partner because their partner was paying attention to their phone were more likely to engage in electronic partner surveillance behaviours. Additionally, we found that this relationship between Pphubbing and EPS can (partially) be explained through the combined mediation of perceived partner responsiveness and anxiety. Specifically, we found that Pphubbing decreases the perceived partner responsiveness, which in turn increases anxiety in the phubbee. Consequently, the phubbee resorts to partner surveillance to cope with these feelings and to decrease uncertainty. Our findings imply that research and practice related to digital intrusion within romantic relationships should consider the co-occurrence of various harmful digital behaviours within people's relationships, as well as (the interplay between) intra- and interpersonal factors in trying to explain the occurrence and impact of these behaviours.

ICS06 - Interpersonal Roles and Goals in Digital Communication Environment

PP 553 Forums, Facebook and food – how insights into digital interpersonal communication can transform food waste reduction campaigns

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Digital interpersonal communication has become entangled with our offline lives and nowhere more so than with food. From photos of cooking triumphs posted on Instagram, recipes shared on among friends on WhatsApp and tips for good places to eat out posted on Tripadvisor, for many of us what happens in our 'offline' lives in relation to food and our online interactions have become closely connected.

At the same time, despite food waste reduction campaigns across Europe, levels of food waste within households remain stubbornly high. On average, each person in the EU throws away 173kg food each year (Stenmark et al., 2016), 2.5 times the average person's body weight. The research presented here looks at what we can learn from digital interpersonal communication in relation to food to make future food waste reduction campaigns more effective. It has implications for governments, charities and other organisations seeking to encourage householders to throw less food away, to make our food consumption and production more sustainable.

Interviews were conducted with parents in the UK who use online personal media in relation to food to explore how it informs what happens in their kitchens. Households with children produce more waste than other household types (Hebrok and Boks, 2017), so reducing food waste in these homes would be a particularly effective way to address the food waste problem.

Social Practice Theory is used in this research to consider how domestic food practices shape online interpersonal communication and how interpersonal communication shapes domestic food practices, a recursive relationship between online and offline action. Practice theory is increasingly being used in the study of environment-related issues, avoiding the individualisation of responsibilities and enabling an exploration of how practices are socially prescribed. The data suggest that parents predominantly use online interpersonal communication as they seek to meet the socially-defined demands of food provisioning practices in family homes, such as feeding children healthy 'proper' food, when facing challenges such as a lack of time and children's fussy eating. It also shows that online parenting communities provide parents with context-specific advice and inspiration on meeting the demands of food provisioning practices.

The study highlights how top-down generic messaging fails to resonate with today's consumers who are able to access context-specific advice and guidance through interpersonal communication. But it also points to new opportunities presented by the flatter communication hierarchies that exist online and the new types of influencers in relation to food.

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■ **IIC01 - Content and perception of international and intercultural media communication**

PP 639 Comparing Mediated Publics Across Contexts: The Lego Approach

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In the past decade, many scholars highlighted limitations of the largely acknowledged theoretical framework of Hallin and Mancini (2004) for comparing media systems in the digital era (Brüggemann et al. 2014, Sparks 2008). The nature of these limitations is twofold: (1) media institutions exist today in a constant state of flux, with new environments, formats, media professions and norms emerging regularly (Mellado 2020); (2) interrelations between media and politics have become more complex with the global recession of democracies (Diamond 2015) and new societal cleavages, which challenge some basic assumptions of Hallin's and Mancini's framework. In addition to this, the dilemma of applying the theory to non-democracies so far could not be solved (Hallin and Mancini, 2014).

Building on theoretical approaches of Florian Toepfl (2020) and Robert Asen (2002), I suggest using the multiple publics concept as a tool that can be calibrated to consider socio-political, organizational and individual layers of communication context. I propose a theoretical approach, which is not based on a pre-set typology and is thus more suitable for adjusting comparative research to the fluid nature of today's media landscapes. It can be described as a Lego approach, as it offers researchers a number of basic components (like Lego bricks), which can be put together according to a research goal. Each mediated public is comprised of three elements (1) environment; (2) participants; (3) discursive practices (Toepfl 2020). The publics can be delineated on different levels of analysis, macro (national/transnational), meso (organisational) and micro (individual), depending on a research focus. I argue that abandoning the media-systems-approach and considering the three elements of mediated publics will help contextualizing comparative media research and allow comparison across most different contexts.

I suggest comparative research designs within the approach of multiple publics. For instance, a researcher could compare the role of YouTube and TV as environments for political journalism. One could compare issues (*discursive practices*) in the most popular political news channels created by journalists (*participants*) in these *environments* in different political settings. The interrelations of these three elements give birth to different types of publics, which however cannot be described once and for all. A national as well as transnational media environment is a composition of a large number of mediated publics. The absence of a preset typology in the presented approach is a limitation and a benefit at once, as it gives researchers on the one hand orientation for exploring mediated communication across contexts, and on the other hand the needed flexibility for analyzing today's media realm.

■ **IIC01 - Content and perception of international and intercultural media communication**

PP 640 Examining Irish CVR-based humanitarian communications: Towards a trans-disciplinary analytical framework

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Over the past two decades, our understanding of humanitarian communication has been enriched by critical studies employing discourse analysis of humanitarian messages as well as through studies of audience reception of them. Collectively this body of work has shown how not only can humanitarian communications often reinforce stereotypes and biases about the people whose human rights they advocate for, but that the calls to action from intended audiences embedded in such messages often subvert the very ideas of human solidarity and empathy that they were meant to convey.

Against this backdrop, CVR (Cinematic Virtual Reality / 360 Video) technology used in humanitarian communication promised greater empathy, (tele)presence and immersion in the lives of others. Greater agency for the viewer was also claimed via possible independent choice of gaze inherent in this medium because a certain ceding of authorial control of the frame is embedded in the form. But these early hypes and hopes around the ability of CVR to be a vehicle of empathy for audiences in humanitarian communication is also giving way to a more critical understanding of the ethical and moral dilemmas that this new medium's (in)ability to immersively mediate distant suffering has brought.

Since 2007 Dóchas, the Irish NGDO sector's umbrella body, has maintained and periodically revised a set of codes outlining best practices for its member organisations to steer away from stereotypes and biases in their humanitarian communication as part of its broader effort to decolonise the sector's practices. Nonetheless, the most recent comprehensive review of this code and its uptake in the sector in Ireland, shows that Irish humanitarian communication discourses remain problematic (Dillon, 2021).

The existing Dóchas code, or the recent review, do not mention the potentials or pitfalls of the CVR medium in this context even though a number of Irish NGDOs such as Concern and Goal have commissioned work using this medium over the last few years. We address this gap by providing analyses of a representative sample of CVR-based humanitarian communications produced by the Irish NGDO sector till date.

For this analysis, we draw upon existing critical frameworks such as 'improper distance' in CVR-based humanitarian communication (Nash, 2017) but also seek to merge existing forms of critical discourse analysis of CVR artefacts with a set of multimodal analytical tools of the artefacts which take into account their visual and aural compositions. We critically examine the co-presence strategies and agentic potentials embedded in the artefact through the way space, proxemics and movement are deployed in them and how interactivity is embedded or not in the artefact.

Through the findings of our analysis, it is our aim to inform the review process of the set of codes of good practice of representing Others in Irish humanitarian communications that will hopefully be undertaken in the near future. Our broader objective is to pilot and further develop a trans-disciplinary, multi-modal analytical framework to inform future investigations of CVR-based humanitarian communication.

IIC01 - Content and perception of international and intercultural media communication

PP 641 Resolving or intensifying crisis? Examining public perceptions of crisis public diplomacy in foreign and domestic contexts

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This paper focuses on public diplomacy efforts during crises that involve multiple, transboundary, and often hostile publics. Traditionally, public diplomacy is employed to resolve crises (Zaharna, 2004) and bring about understanding from foreign publics (Pamment, 2012). Conversely, some existing studies point to a new style of public diplomacy that intentionally causes and intensifies crises for the purpose of strengthening the support among the domestic public while alienating the foreign public (e.g., Putnam, 1988; Zaharna, 2004). The present study addresses this new type of public diplomacy and the tension between the public's perceptions of crisis public diplomacy in foreign and domestic contexts. As a particular case in point, it examines China's so-called wolf-warrior diplomacy, characterised by a more aggressive combat form of public diplomacy (Zhu, 2020), undertaken during the Chinese ambassador Gui Congyou's office in Sweden between 2017 and 2021.

The tension between China and Sweden escalated during Gui's office time. The study contrasts public perceptions in Sweden and China by investigating the news media coverage on Gui's public diplomacy efforts during crises. A qualitative content analysis (Mayring, 2004) is employed to examine news articles in order to understand the following three research questions: 1) What type of crisis events emerged in Chinese public diplomacy efforts in Sweden? 2) How were the crisis events negotiated in the opinion pages of Swedish and Chinese newspapers? 3) Which unintended consequences can be identified as a result of the public diplomacy effort and its elaboration in the public in both countries?

The findings illuminate tensions between the wolf-warrior diplomacy discourse and the discourse in news media in Sweden and China. More specifically, two types of crises, explicit and implicit, are identified. First, the wolf-warrior style of public diplomacy explicitly addresses crisis events, which are less conflictual, but related to Chinese domestic interest. Second, implicit crisis, emerge in news media opinion pages and interviews, which concern ideological differences between the countries. These tensions are more difficult to reconcile as they are embedded in historical political tensions. In conclusion, the study advances the understanding of crisis public diplomacy by shedding light on communication efforts that intensify crisis to attract domestic support instead of winning the hearts and minds of international publics.

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■ **IIC01 - Content and perception of international and intercultural media communication**

PP 642   Western media representations of Nigeria in the context of organized terrorism

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Many scholars have deduced that Africa has received unfair and biased media coverage over the years from the western media. More specifically on Nigeria, Ekeanyawu (2008), Malaolu (2014), and Adegbola (2018) believe that the western media reported the country in a predominantly negative light. The analysis will seek to explore the in-depth meaning of the language of the relevant texts; how such language is employed and its effects as an agent of communication; and its impact on people and society.

This study uses a case study critical discourse analytic approach to compare coverage of the Boko Haram insurgency in North-Western Nigeria during a critical discourse moment – the abduction of the Chibok girls in April 2014. This case received a lot of media coverage both domestically and internationally. The news website coverage of the abduction of the girls in popular western media outlets (The Guardian and CNN) will be analyzed along with its contributions to the perception of Nigeria and the continent at large.

Sabido's (2019) postcolonial critical discourse analysis approach to critical discourse analysis will be used for qualitative (thematic content analysis) and quantitative (using sketch engine) analysis of the language used in selected articles to detect "the ways in which postcolonial power relations are discursively reproduced" in the news reports. Various components of the language, the connotations, and contexts in which they were used will be explored and examined.

Although the research is still in its very early stages, I will be presenting relevant data along with historical contextual information from media sources on the kind of news articles that permeated the media between April 2014 and March 2018. This timeframe is chosen because it was during this period that some of the girls were released and 2018 was a major milestone as a good number of the girls were recorded to have been recovered over the four-year period.

■ **IIC01 - Content and perception of international and intercultural media communication**

PP 643   Sino-Swiss Relations at Crossroads? A Transnational Comparative Framing Analysis between Switzerland and China (2013–2021)

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Switzerland has always played a unique role in Europe by keeping its relationship with China strategically and neutrally over the past decades. However, as a semi-direct democratic federal republic and the hub of international organizations, Switzerland also demonstrates high-standard overarching principles of respecting human rights, protecting environmental sustainability, and promoting global peace and development. Therefore, the growing Chinese influence on the Swiss economy and its potential to restructure the orientation of Swiss foreign policy provokes increasing concerns among political parties within the Swiss Federal Council and the public. Studies about the development of the bilateral relations between the two countries mostly fall in the fields of international politics, public diplomacy, and international relations. There is a significant lack of knowledge from a media and communication perspective, ignoring most of the circulated narratives were generated from the mainstream media. Such confronting narratives from the two mediated realities stir domestic political pressure, set the agenda for public debates, and entail risks for investment decisions and industrial activities.

This paper is thus designed to understand how the media discussion about China was developed within the Swiss border in recent years and how the Chinese media reflect upon the Swiss engagement and role-shift. Two leading mainstream news outlets in Switzerland (*Neue Zürcher Zeitung*) and China (*China Daily*) are chosen for the analysis. Three case studies are selected as the key events that represent the most significant milestones of Sino-Swiss relations: 1) the entry into force of the Free Trade Agreement in 2014; 2) the signing of MOU for BRI cooperation in 2019, and 3) the adoption of China Strategy in Switzerland in 2021. By introducing geopolitical frame into the generic frame categories and adding economy-driven frame into domestic frame categories based on the current framing pool from Transcultural Comparative Framing Model (TCFM), the study discussed how the two newspapers shared the same focus by frequency while differing each other in the contextual discourse through argumentation. Besides a clear dominance of both newspapers' economic and political actors and related frames, the study found

a clear orientation of more presence of ideology-driven and political-position-driven frames on both newspapers—*NZZ* in particular—since the Sino-US trade conflict. The early focus on bilateral (economic) relations from the two newspapers also shifted to positioning Switzerland in the (geopolitical) matrix closely connecting Brussels and Washington since 2019. The study calls for the inclusion of more cultural notions and transcultural frames in future research in international news production and transnational comparative framing analysis.

IIC02 - Monitoring Media Change: Concepts and Cases

PN 174 Media monitoring potentiality in 14 European countries: Risks and opportunities

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Social acceleration has been a catalyst for rapid changes concerning the communication scapes of European societies. Democratic societies need deliberation, but what kind of communication cultures are supported by different stakeholders and structural possibilities? The aim of this introductory contribution is to conceptualize and analyse the risks and possibilities concerning the monitoring potentiality of the performance and normative regulation of news media (journalism), media usage patterns and competencies of different actors who influence the news and communication culture of societies. Until now, however, there is no holistic approach to analyse media-related risks and opportunities. The contribution will therefore develop a novel conceptual approach that enables focusing on relationships between news production and consumption as well as contextual factors related to normative regulation and media literacy. The monitoring potential is related to various stakeholders who gather data on media and media usage, transform the data into knowledge and use this knowledge for media policy. What interests and values are served by which stakeholders and how does this actual monitoring serve the media policy in different European countries? What is the role and resources of media researchers? These research questions will be answered with the help of an extensive literature review and a comparative analysis of the monitoring potentiality of 14 European countries, based on original case studies that offer a synthetic review of the 'media-related risks and opportunities discourse' in the studies on media transformations and innovations. The contribution will, thus, broaden the theoretical understanding of risks and opportunities for deliberative communication and fill a knowledge gap by synchronising existing dispersed studies and data into a concept that enables evaluating risks and opportunities for deliberative communication from a transnational perspective. At the same time, it will offer a first inventory of available monitoring instruments in different communication cultures across Europe.

IIC02 - Monitoring Media Change: Concepts and Cases

PN 175 Media accountability: Global trends and European monitoring capabilities

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The concept of media accountability has long been analysed with a focus on Western or European democracies and on instruments developed in these countries. Even in Europe, comparative research has so far mostly highlighted the situation at singular points in time, sometimes limited to few instruments. To broaden the view on the topic, this paper follows a two-step approach: In a first step, it highlights trends in media accountability from a global perspective in order to develop a comprehensive framework of instruments and their interplay in different social settings. In a second step, building on this framework, monitoring capabilities for media accountability in 14 European countries are being evaluated. The analysis of global trends in the field is based on a study of 44 countries across world regions and political regime types. Findings show that the concept of media accountability has a 'limited capability to travel', as observed by Voltmer (2012) for media systems in general. Existing literature (e.g., Puppis, 2007) has described media governance as a continuum, from media regulation, to co-regulation, to professional self-regulation. However, this 'liberal' model, developed against the backdrop of established press freedom in Anglo-Saxon and Western European countries, does not accommodate the nuanced phenomena of media accountability our study has portrayed. Instead, we find 'media councils' in countries with the tightest media control – clearly examples of 'media capture' (Mungiu-Pippidi, 2013; Coskun, 2020). We find media accountability instruments which are maintained by foreign actors, as media markets are too weak to sustain local initiatives. Co-regulatory practices and statutory councils are more common, but pose a risk of being exploited for political purposes in countries marked by patrimonialism and clientelism. Several Post-Soviet country reports show that if media accountability systems do not mature, there is a considerable risk of falling back into a state of media regulation. Traditional liberal models may also no longer fit to explain changing media ecosystems in Western countries. The findings described

above have also structured the study of monitoring capabilities in Austria, Bulgaria, Croatia, the Czech Republic, Estonia, Germany, Greece, Hungary, Italy, Latvia, Poland, Romania, Slovakia, and Sweden. Beyond the status quo, the capability to monitor changes and trends over time has been of particular interest. A general observation is that even in countries with relatively well-developed monitoring and research structures, much of the available literature is focusing on normative questions, and available data is not necessarily comparable longitudinally or cross-nationally. International efforts like the MediaAcT project or handbooks of media accountability (Eberwein, Fengler & Karmasin, 2018; Fengler, Eberwein & Karmasin, 2022) have inspired key publications in a number of countries, but are rarely followed up by a continuous monitoring of developments in the field. Several cases describe a common reason for monitoring deficits: Weak professional culture among journalists leads to ineffective and often neglected media accountability measures, which in turn limits research funding activity and funding opportunities.

■ IIC02 - Monitoring Media Change: Concepts and Cases

PN 176   Trust in journalists among the public as an indicator of deliberative culture: The case of Italy

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Media trust is one of the most debated issues in political communication. Nevertheless, it represents a concept that has required continuous refinement from a methodological and empirical point of view (Strömbäck et al., 2020). In the contemporary high choice political information environment (Van Aelst et al., 2017), characterised by the construction of highly personalised media experiences (Castro et al., 2021), it is even more crucial to understand how trust changes with respect to citizens' media repertoires. This contribution aims to study a neglected issue regarding media trust: trust that people maintain toward journalists (i.e. those that are professionally trained to gather, process, and distribute information of public relevance). However, the overall scenario has been rapidly changed and a wide variety of other actors, professional and non-professional, including citizens themselves, perform similar actions within increasingly crowded information ecologies (Lewis, 2012; Carlson & Lewis, 2015). In such a context, the study aims to answer the following questions: (1) How much do citizens trust journalists? and (2) How do their media consumption repertoires influence their perceptions? Considering trust in journalists makes it possible to capture citizens' judgements regarding the ability of the journalistic professional system to still perform a public service in contemporary societies. The study presents the results of a CAWI survey to a representative sample (n = 1563) of the Italian population of Internet users in the age range 18–74, interviewed in the second half of May 2020. This was a crucial context to study trust in journalists because the first mass lock-down following the COVID-19 pandemic just ended, then citizens needed to find information and to develop new (or consolidate old) relationships of trust with information sources (Scaglioni & Sfardini, 2021). At the same time, the cacophony of voices, as well as the centrality assumed in the communication space by doctors, scientists, and others non-journalistic actors, has created a context capable of significantly impacting trust patterns in the traditional "expert mediators" of information. This research considers trust in journalists as an indicator of potential deliberative communication. The higher the trust, the more citizens feel as aware and informed participants of the public debate. The ways how the determinants of this trust operate indicate what are the risks that hinder the realization of the deliberative communication and the opportunities that are reserved for it. The main results emerging from the estimated multivariate models show that there is a negative correlation between the use of social media for information on matters of public importance and trust in journalists. In addition, those who use politicians' accounts as a privileged source of information on social media have lower trust in journalists. Among other issues, these results pose one of the most frequent questions concerning political communication, i.e. which role social media are playing within the political communication environment.

■ IIC02 - Monitoring Media Change: Concepts and Cases

PN 177   Challenges of deliberative communication in the Bulgarian media ecosystem

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Contemporary societies are undergoing significant transformations which correlate with the dynamic developments of the information and communication technologies. Today these transformations are being catalysed by the intensity of the media ecosystem, encompassing all actors and factors whose interaction allows the media to function and to fulfil their role in society. It combines the mission of the traditional media with the potential of the blogosphere.

social networks and mobile communications. Situated in the context of globalisation processes, the media themselves are undergoing multi-layered transformations. Using PEST analysis, the paper examines the political, economic, social and technological challenges to the Bulgarian media ecosystem within the framework of deliberative communication. For the proper functioning of the contemporary media ecosystem, a number of political issues of the basic pillars of Europe's audiovisual model are becoming increasingly important, such as: freedom of expression and access to information; pluralism of opinions and variety of content; professional standards and journalistic ethics; transparency of ownership and accountability to the audiences; protection of underage and vulnerable social groups; cooperation between regulation, self-regulation and co-regulation; the expansion of social media, etc. The sustainability of these principles is a decisive factor for the democratic functioning of the country's human-centred societal developments. In contemporary times, the media and telecommunications sectors are among the industries that feel the strongest economic effects of the digital transformation. Internationalisation of economy and convergence of modern communications favour the prevalence of multi-sector and multinational corporations. At the same time, the globality and uniformity of the Information Society are dissolving into the separatism of glocality. Today, transformations in the communication environment are catalysed by the social impacts, which also lead to a paradigm shift in the media – from mass media channels to individual media services. A virtual online mosaic culture has been created which, due to its interactive nature, acts as integrating while having alienating and restrictive effects on people, destroying their 'live' communication. This phenomenon is significant to understanding such phenomena as information overload and digital fatigue that consumers are facing. The technological factors are the most active among those elements, affecting the construction rate and the functioning of the contemporary global information society. Therefore, media, information and digital literacy skills acquire additional importance in today's intercultural dialogue in the communication environment. The ICT's developments are so intense that it is difficult to define whether because of technological and economic convergence the media sector will evolve to the ever-increasing deregulation in favour of the market or to the serving of the public interest. Some of the findings of the study have been disseminated to policy makers, media managers, and academia.

IIC02 - Monitoring Media Change: Concepts and Cases

PN 178   Media and communication research in smaller countries in Europe

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Big and small states are equal in respect of functioning as comprehensive entities – they all need state apparatuses, the ability to provide services for citizens, the capacity to protect themselves, and appropriate media systems to guarantee a deliberative communication space for the democratic processes. Nevertheless, the resources of smaller countries can be limited and this can have an impact on the performance of their functions. Small states deserve special attention. Not only can the development of media systems in smaller countries have specific implications, like Puppis (2009) suggests, their self-reflecting capacity manifested as institutionalised media research can have limitations deriving from their smallness, too. "Smallness" is a relational concept. For our contribution, we will define it broadly – based not mainly on the GDP per capita, but on the actual and perceived size of the population as well. Perceptions of smallness can also derive from the neighbouring of giant same-language countries (Meier & Trappel, 1992). We will compare the monitoring and research capabilities of media developments in four small countries in Europe that represent contrasting historical backgrounds as well as different types of media systems: Austria, Croatia, Estonia, and Latvia. We will use the data collected for a case study of a large-scale H2020 project – a comparative research initiative that intends to highlight risks and opportunities for deliberative communication in the European media landscape. In the course of this case study, researchers from the participating countries conducted an extensive review of available academic publications and additional data sources in the fields of media regulation and accountability, journalism, media usage, and media-related competencies. The aim of our comparative analysis is to identify factors that can have an impact on the monitoring and research capabilities of smaller countries. It will answer the following questions: What are the research interests of academic media studies in these countries? Is the research oriented toward national society or more broadly? How is academic research integrated into the international research community? At what stage is the research in respect of institutionalisation of communication as a scientific discipline? The results of the analysis will not only broaden the ongoing debate about comparative media systems research, but also offer valuable insights for media managers and policy-makers in smaller (European) countries.

International and Intercultural Communication

PP 834 **Foreign correspondents and the cosmopolis: Theoretical reflections on cosmopolitanism in the international and intercultural news production process**

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This literature-based work-in-progress paper intends to delineate issues around the cosmopolitan perspectives of foreign correspondents while trying to shed light on the question of why the worldview of those potential 'globetrotter[s], with a cosmopolitan mind and a significant amount of cultural baggage' (Beliveau et al., 2011: 299) might be of significance in the international and intercultural news production process.

How can we understand cosmopolitanism? In its broadest sense, cosmopolitanism can be identified as a 'philosophical worldview' (Gizatova et al., 2017: 27), embracing 'a sense of belonging to a global community' (Brüggemann et al., 2013: 362). Rantanen (2005: 258) emphasised that the cosmopolitan model is 'about being equal and different at the same time.' However, this does not imply there are no longer differences between 'us and them'; they still exist but are 'no longer necessarily exclusive' (Rantanen, 2005: 258). As one of cosmopolitanism's essential features, Brüggemann et al. (2013: 362) considered openness to diverse cultures and the 'appreciation of cultural diversity'.

So why do foreign correspondents' (potential cosmopolitan) worldviews matter? Cross-border communication technologies have transformed our world into 'a single place' (Robertson, 1992: 6). Although we live in this interconnected world, foreign correspondents play a crucial role in communicating world affairs as they provide us with representations of distant places, people and events which we would not be able to see, hear and experience ourselves. Therefore, correspondents should be sensitive to how to report differences (Hannerz, 2007: 305). Hannerz argued that due to their intercultural position, foreign correspondents hold a 'global civic responsibility' (Hannerz, 2007: 301) and should favour 'more inclusive arrangements of compassion, human rights, risk management, solidarity, and peacefulness' (Hannerz, 2007: 301). Their reporting may potentially cultivate cosmopolitanism in audiences and foster 'some sense of belonging in the world' (Hannerz, 2007: 307).

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PP 835 **From Paris to Berlin: The Discursive Construction of Transnational Roles and Practices in the Franco-German Journalistic Milieu**

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The proposed contribution explores the Franco-German journalistic milieu as a unique, transnational structure and hitherto largely neglected research interest in communication studies (Averbeck-Lietz et al., 2019). It investigates which patterns of performance and role perceptions shape journalistic actors from France and Germany and whether and to what extent Franco-German transnationality can be identity-forming in this context.

The eventful history of the _couple franco-allemand_ is characterized by a shared culture of hatred, reconciliation, and remembrance, from which a close political, economic, and social transnationality has grown. Actors in the milieu of Franco-German journalism, such as foreign correspondents, bilingual university programs explicitly focused on Franco-German journalism, and collective actors like the transnational television channel ARTE, have made an

important contribution to this over the decades. This contribution reports on a research project that challenges these very actors to *rethink their own impact* on the reconciliation of once deeply hostile nations.

The presentation approaches the issue from a transnational perspective and focuses on journalists' working conditions in both countries and the discursive construction of journalistic practices and roles (Hanitzsch & Vos, 2017). The latter ones emerge discursively and on multiple levels (normative, cognitive, practised, and narrative). Therefore, journalistic roles and practices should not be examined in isolation, but should be interpreted as part of a holistic structure. Following Hepp (2012), nations are understood as reference points rather than self-contained units of comparison.

The study is based on qualitative interviews with more than 40 actors in the Franco-German journalism milieu and it finds that transnationality plays an important role there. These actors consider themselves to be "explainers" and intercultural "translators" of the other country. They feel committed to the ideal of Franco-German friendship, but they do not consider themselves as activists. Preliminary results show that despite globalization, the national specificities of journalists' working conditions remain different. For example, the interviewees perceive French politicians as less accessible and political communication as more one-sided and hierarchical than in Germany which is in line with previous research (Baloge & Hubé, 2018).

On an abstract level, the paper problematises the difficulties of transnational (empirical) research. In addition to methodological and theoretical challenges such as multilingualism and equivalence, the research project must overcome structural obstacles, such as the lack of a Franco-German research milieu, transnational data sets and the lack of a common nomenclature in journalism research in both countries. This calls for intercultural sensitivity, to which the study aims to contribute. Finally, it shows how the current COVID-19 pandemic poses a challenge to intercultural research in particular.

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IIC03 - Cultural images, roles and constructions in media production and public perception

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PP 836   Rethinking the impact of culture on a country's social image in international communication

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Globalization has a strong impact on the international communication of nation states and the challenges they have to face. In line with Beck's (1992) theoretical assumptions about today's risk society, we are confronted with problems largely made by ourselves and nation-states are judged by their governance of international challenges such as global warming, populism or migration, affecting different cultures around the world. Countries need to take social responsibility.

To date however, there is little research on the use and perception of countries' international social responsibility communication. Previous research on social responsibility communication focuses mainly on companies, is strongly western-centered, and does not consider for cultural differences. However, some studies indicate that different cultures give different weight to social commitment of organizations (Crane et al., 2014), including nation states.

In this study, we want to analyze (RQ1) how strongly the perception of a country is defined by its social dimension and (RQ2) if cultures are giving different importance to global issues in country evaluation.

In collaboration with the Federal Department of Foreign Affairs of Switzerland (FDFA, Presence Switzerland), an international survey on the Swiss country image was conducted in 17 countries (N = 500 for each country) in three timeframes, namely fall 2016, 2018, and 2020. The country image is operationalized as a five-dimensional attitudinal construct, including a functional, a normative, a cultural and a natural dimension. To compare different cultural groups, we base ourselves on the culture dimensions and clusters defined by Hofstede (2001) and the Globe Study by Chhokar et al. (2004).

Thanks to a regression analysis and a variance-based approach on structural equation modelling, we show that in the past years, the normative dimension of the country image is getting more importance all over the cultures,

supporting the idea of one globalized world. At the same time, first results indicate that various normative issues have different impact on the country image, depending on the various culture clusters.

The study thereby discusses the impact of culture in today's globalized world and in country image research and may give valuable insights on how to address country social responsibility in international communication. Thereby, researchers but also practitioners are encouraged to open up for different cultural perspectives in their work.

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IIC03 - Cultural images, roles and constructions in media production and public perception

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PP 837 **Imaginaries of Artificial Intelligence: Industry Stakeholders' Communicative Construction of AI in China, Germany and the US**

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Artificial intelligence (AI) is considered a key technology in contemporary societies. Political and economic stakeholders in many countries have mobilized considerable resources to its development, particularly in China, Germany and the US. At the same time, the technology has been the object of extensive public debates. These public debates have been criticized for using the concept of AI vaguely and inconsistently, for over-hyping its promise, and for oscillating between naive hopes and dystopian fears. This indicates the fundamental interpretative flexibility of broad technologies such as AI: Their development and societal integration is contextual, shaped by political, economic and sociocultural interests, and subject to discursive negotiations in public arenas. These public debates are crucially important. Here, the "sociotechnical imaginaries" (2015), i.e. the societal understandings of the possibilities, potentials and risks embedded in certain technologies, are co-constructed. These imaginaries play an important role in influencing how societies deal with emerging key technologies like AI.

Therefore, we investigate in this paper how major stakeholders shape public imaginaries about AI technologies and their implications across China, Germany, and the US. Recent research has identified a strong dominance of industry representatives in media reporting about AI (Brennen et al 2018, Zeng et al 2020), and, at the same time, remarkably different imaginaries in the national AI strategies in these countries reflecting their cultural, political, and economic differences (Bareis and Katzenbach 2021). It still remains unclear, though, in which ways major industry stakeholders effectively impact national agendas and public imaginaries of AI technologies by pushing their own favorable imaginaries and future visions into the public sphere. We investigate this through a comparative discourse analysis of corporate stakeholder communications, reports, industry analysis, and social media presence from major AI companies in the three countries. In the analysis, we particularly seek to understand the similarities and differences in their visions for AI's future, and how a globalized market negotiates political tensions and cultural differences in the context of such emerging technologies with potential impact beyond national borders. This intervention on tech industry's future visions and their influence on public imaginaries of AI through communication research is instrumental in ensuring AI's socially beneficial development.

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IIC03 - Cultural images, roles and constructions in media production and public perception

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PP 838   **Resonance in intercultural encounters: perspectives for communication in pluralised societies**

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Living together in pluralised societies raises new questions for communication studies, as intercultural experiences no longer belong to specific groups of mobile individuals, but are part of everyday live. In my PhD project, I am concerned with the lines of differentiation and potentials for understanding in a society that has become increasingly diverse as a result of migration processes, taking Austria as an example. While the concepts of intercultural competence and dialogue have contributed significantly to understanding the cultural dimensions of social interaction, they are limited when being applied to more complex sociocultural realities. The so-called post-positivist paradigm (Holliday/MacDonald 2020) often goes hand in hand with a dichotomising concept of culture, neo-essentialist attributions of cultural difference to 'the others' (Ferri 2018), and a depoliticised perspective on current problems (Phipps 2014).

Based on this critique, I outline an approach to intercultural communication as an intersectional, co-constructive and subject-constituting social practice (Ahmed 2000; Nakayama/Martin 2014). I argue that these communication processes are 'successful' when _resonances_ emerge. Resonance, as a relationship mode of mutual affection, refers to experiences of self-efficacy, intrinsic interest and emotional connections (Rosa 2021) and can be understood both in terms of long-term relationships and in terms of fleeting forms of meaningful association (Miller 2015). Resonance, here, serves as a non-essentialist criterion for intersubjective experiences that are not to be equated with 'harmony' or 'integration', but include dissonance and conflict. The analytical power of resonance comes from its focus on the affective potential of interaction (Slaby/Scheve 2019) rather than solely on the rational acquisition of cultural knowledge.

Building on these theoretical foundations, I will discuss a methodological approach to focus groups that aims to capture the dynamics of interculturality in heterogeneous contexts. I will present first insights into my work with four focus groups, conducted off- and online, each consisting of six to nine individuals of different age, gender, education and migration history. Thereby, three levels of resonance are addressed: 1) the observable level of encounter or interaction and the affective dynamics and emotional articulations, 2) social relations of recognition and the possibilities of speaking addressed in the discussion, and 3) individual reflections of the experiences in the discussion that are examined in follow-up individual interviews. In my presentation, I aim to reflect on these three aspects of resonance and discuss the potentials this methodological approach holds for researching intercultural experiences by drawing on first insights and examples of the data.

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TWG – Journalism and Communication Education

PP 235 **Rethinking the societal impact of journalism education: an analysis of focus group discussions about building resilience to trauma among journalism students**

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Journalism education is at crossroads in the 21st century facing a number of serious challenges that threaten its legitimacy in society, such as a crisis in trust, perceived 'elitism' and bias. Journalism practice is also affected by increasing threats to the physical, online and emotional safety of journalists. The coronavirus pandemic has shown journalism's great value to societies but also its vulnerabilities. These vulnerabilities demand journalism educators to urgently rethink how they teach journalism and to respond by adapting their pedagogy. Educators have a duty to society to equip students not just with news production skills but also with resilience to cope with the persistent problem of emotional work-related stress and worsening mental health. Previous studies have shown that an increasing number of journalists who report on traumatising events in their day-to-day practice are disclosing personal histories of emotional and psychological trauma. Evidence shows that many journalism courses are not sufficiently preparing students for the risks associated with exposure to traumatic stressors as part of their work (Specht & Tsilman, 2018). This raises concern about a possible failure of duty of care by journalism educators in not offering enough opportunities for students to develop skills which may reduce risk to their personal and professional wellbeing and prepare them for careers in journalism.

This paper examines the perspectives of journalism educators and journalism practitioners about embedding trauma informed literacy in journalism curricula in different educational and cultural settings. Trauma informed literacy refers to an awareness of the potential effects of trauma and adaptive coping mechanisms (Seely, 2020). The study addresses the following research questions: how do journalism educators perceive their role in building resilience to work-related trauma among journalism students and how do journalists understand trauma literacy, and how it should be taught.

The authors present empirically grounded evidence derived from two focus group discussions with six practising journalists and 14 journalism educators in four regions of the world (North America, Asia, sub-Saharan Africa, and Western Europe) conducted in November 2021. The qualitative data was analysed using thematic analysis. Our findings show a common understanding between journalists and journalism educators of the risks that arise from exposure to critical and potentially traumatizing events, and of the need to reduce this risk by embedding trauma informed literacy in journalism curricula irrespective of educational, political and social context. The findings suggest a number of core topics which can form the foundation of trauma courses while addressing criticism from previous studies that there is a lack of consistency regarding the content of such courses. We argue that these findings will provide a template for building resilience to trauma among future journalists, thereby demonstrating the societal impact of journalism education.

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PP 236 **Theoretical knowledge and self-regulative integration of knowledges in the speech of research university students of journalism**

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It is impossible to imagine journalism programmes without emphases on journalists as seekers, constructors, and distributors of knowledge. Yet which conceptual understanding of knowledge should inform tertiary curricula is a contested question. This presentation addresses the topic through an empirical study conducted in journalism programmes at two Finnish research universities. As all university degrees in Finland, journalism degrees contain extensive research modules. In contrast to most degrees, journalism curricula also contain extensive modules of journalistic work. The presentation investigates the implications of this combination to students' conceptions of knowledge. Two frameworks inform the study throughout: powerful knowledge, emphasizing the coherent

theoretical knowledge structure (Muller & Young 2019; Ashwin 2020), and integrative knowledge (Tynjälä et al 2020; Quincy et al 2017), stressing the self-regulative integration of diverse knowledges in professional practice.

The material consists of 14 student interviews conducted at the end of the interviewees' BA or MA studies in 2020. The 19 hours 25 minutes long material was transcribed as verbatim and pseudonymized, resulting in a 212-page-long transcription. The study used Situational Analysis (Clarke 2005) to understand the students' conceptions as *situated* in the interwoven fabric in which the students live, study, work as journalists, and reflect upon their pasts and futures. The method supported the analyst to construct students' conceptions across their rather informal speech. The entire interview material was coded in the ATLAS.ti software to analyze the three areas of theoretical knowledge, integration of knowledges, and self-regulation in the students' speech.

Preliminary results show across all three addressed elements that the students' relation to theoretical knowledge is the weakest among the analyzed areas. Yet the preliminary results also show strong integration between scientific thinking and journalistic practice in the interviewees' speech. The research university studies seem to have provided the students with an understanding of the nature of scientific knowledge construction. This seems to have changed the way they evaluate journalistic knowledge construction, advancing their capability to self-regulate their own journalistic action.

The interviewees' rather weak relation to theoretical knowledge calls for serious consideration, suggesting that the analyzed programmes may comply to the journalistic labour market at the expense of the primary commission of research universities. At the same time, the preliminary results raise a question whether the combination of research and journalistic practice in the students' lives contributes to an unusually successful integrative approach to thinking and knowledge.

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JCE01 - Rethink the Classroom - Teaching Experiences

PP 237   The strategic alliance between professional journalism and academia through investigative reporting

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In this paper proposal we aim to detail the crossroads between professional journalism and academia as a step forward to rebuild journalism.

Recent signals from both academia and journalism reflect their dependence on the market. While journalism courses try to address the ephemeral needs of the profession by preparing students to deal with the news of the day (Robins, 2002), there is simultaneously a growing divestment in the newsroom. As Barbie Zelizer claims (2017), journalism has reached "its point of exhaustion", thus concluding that it is time to work on its rebirth, urging us to set academic courses that defy imagination. But the discussion on the way journalism is taught is still a heated debate, mainly focused on the everlasting theory vs. practice discussion (Reese, 1999; Deuze, 2005), while others suggest that the university itself should play a stronger role in the development of journalism education (Weiss, Joyce, Saldaña, & Alves, 2017).

Academia and professional journalism, apart from sporadic contact, have been however living apart (Coelho, 2015; Dickson, 2000; Deuze, 2005; Meditsch, 2004; Zelizer, 2004). We therefore argue for a need to establish a "strategic alliance" between these two entities, rooted in valuing the specificities of both poles and seizing the best of both worlds. Downie Jr. and Schudson (2009) have also identified collaborative reporting networks, built upon bridges of dialogue between academia and professional journalism, as one of the models that would enhance the process of rebuilding journalism.

In this paper we intend to present two investigative reporting projects as case studies that are precisely based in this "strategic alliance" between professional journalism and academia and that will be the basis for the creation of a consortium of investigative reporters and academics. The first project (Grande Ilusão) investigated the growth of the far right in Europe and the emerging signs in Portugal; the series of five episodes was aired between January

and April 2021 in the Portuguese commercial tv channel SIC. The second project (Testa de Ferro), still ongoing, investigates the close connections between a well-known real estate promoter (and ex-president of a major soccer club) and one of the biggest private banks in Portugal (BES).

Both projects were funded by journalism grants from a Portuguese foundation and were rooted in a partnership between a journalism / communication course from a Portuguese university and a television station. Both projects associated professional journalists, journalism professors, undergraduate and master's degree students, presenting an innovative approach to journalism and media education programs, built upon bridges of dialogue between academia and professional journalism and also collaborative journalism.

Based on these successful previous experiences, our next step will consist in creating a consortium of investigative reporters and academics in Portugal, with a potential knowledge transfer to other national contexts, aiming to not only safeguard investigative reporting in the country (exploring collaborative work between investigative journalists, sharing expertise and resources), but also to offer a locus of training for journalism students.

JCE01 - Rethink the Classroom - Teaching Experiences

PP 238   Back to basic or learn for life? Four scenarios for teaching journalism in 2030

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Over the past decades, journalism has been subject to significant change under the influence of social, technological and economic developments. Not only has media consumption changed drastically, but technological possibilities have also developed countless new forms of journalism. Traditional jobs at newsrooms are disappearing while the freelancing, entrepreneurial and more engaged journalist is becoming more and more common. All these developments have significant consequences for journalism education.

At the same time, there are major developments in (higher) education. There is a growing need for flexibility and personalised learning routes, to make education adaptive to a changing society and economy (Bolhuis et al, 2020). Students are increasingly given the opportunity to map their own path. Another development is lifelong learning. In an era where jobs are disappearing and new functions and roles are upcoming, it is important to provide knowledge, skills, values and understanding to adapt and innovate in ever-changing society (Laal & Salamati, 2012; Park & Kim, 2020). How to prepare future journalists for a field in which permanent change is the new normal (Newton, 2012)?

Journalism education is gradually responding to these developments, but research is still quite fragmented, focusing either on skills, behavior or innovative teaching. This study is combining the world of journalism and education by systematically collecting opinions and views of experts from the broad field of journalism and (journalism) education through the methodology of scenario planning (Varum &Melo, 2010). This was done in several rounds, based on surveys and expert meetings. To be able to make the most impact, we selected 50 different experts: journalism educators, journalism practice involved in education and innovative educationalists.

In the first round, we used a survey to define the most important questions of the future of journalism education (Brady, 2015). On what topics did the experts want to have an answer? In the second round, we combined our literature study and the questions to define themes. In small heterogenous sessions the experts defined trends within these themes. They determined which ones were certain and uncertain. In the third round, we organised expert panels to select the most uncertain trends and co-create potential scenarios.

Many questions are related to two uncertainties: who is in charge of the learning process and for what role should journalists be educated? In other words: how flexible should education be? Is it important that students can make their own choices or is it better to hold on to a structured curriculum? And what is the role of the journalist in the future? Is he completely independent or should he be more engaged?

These two dominant uncertainties resulted in four scenarios for journalism education in the near future. Each scenario differs in the professional role of the journalist, the organisation of teaching, the skills, knowledge and attitude that are taught and the interaction with the public. With this study we want contribute to a structured debate on the future of journalism education.

TWG – Journalism and Communication Education

PP 345   Student active learning in a workshop format: Effects and impact

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How can the workshop format be optimized for teaching and learning journalism in higher education? What are the short-term and long-term benefits of implementing workshops as pivotal learning arenas in Journalism Studies? In this paper we investigate effects and impact of the "Workshop as a learning arena" project at a Norwegian university. In this paper we investigate effects and impact of the project "Workshop as a learning arena", which was carried out over a three year period at a Norwegian university. Within an action research paradigm, the project was designed as an experiental learning approach (Dewey 1938, Kolb 1984) in which small groups of students and educators engaged in shared learning experiments rooted in the four steps of the experiental learning cycle: concrete experience, reflective observation, abstract conceptualization, and active experimentation. The aim of the initial project was to find out how workshops could be developed into flexible, interactive, and creative meeting places to ensure mutual learning engagement and further professional growth among both students and educators. In European newsrooms, collaboration has become the new normal, and the quest for learning collaborative skills in higher education are on the rise as well, particularly in Journalism and Communication Studies. Moreover, in these shifting times, many students experienced that investing in a journalism career meant investing in an unknown professional fate. While the future might appear uncertain and boundless to many students, we wanted to experiment with a format that reduced student feelings of overwhelm, while at the same time was closely related to potential future collaborative practices. We defined workshops as an intensive, interactive, and problem-focused forum where participants actively join forces to identify, analyze and find solutions to a predefined challenge. Any workshop served as a time-limited teaching program. The pilot project was first explored by a dozen educators and more than hundred media students in seven courses at the university. Based on collected data: observations, surveys, focus groups and existing literature, the project resulted in a six-stage workshop model, tailored for student-active learning on undergraduate and graduate levels in higher education. The workshop model has served as a door opener to more collaboration and a greater degree of pedagogical transparency among educators, and among educators and students. The wider impact of the workshop model approach will be discussed within an educational creativity perspective, with a focus on implications for work processes in media organizations as well as in in teaching and learning journalism in academia.

PP 346   Journalism education and the "new normal" – Learning experiences from internship through online collaborative tools

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Digital tools for journalistic workflow and collaboration have become a larger part of the skill repertoire of journalists (Robinson, Lewis, & Carlson, 2019). The pandemic has boosted this development, as many news media were forced to work through tools allowing remote e-work during lockdown (García-Avilés, 2021; Quandt & Wahl-Jorgensen, 2021). Journalism education programs across the world are discussing how to learn from it and speculate how the post-pandemic work environment will look like in the long run. One of the ongoing discourses questions to what degree this state of emergency will continue and become the "new normal" (Raetzsch, Ngomba, Olivera, From, & Bødker, 2021). Despite internship play a highly important role in journalism education and is considered the most important and valuable experience by the students, workplace learning has for long been a lacuna in journalism studies. Within studies on workplace learning, perspectives on learning experiences have been repressed on behalf of occupational and structural perspectives (Jaakkola, 2019).

Based on 39 interviews with journalism students doing their internships during the pandemic, this paper discusses their perceived learning experiences and how journalism educations should prepare students for workplace learning in newsrooms characterized by this "new normal" and far beyond the traditional understanding of a newsroom. By doing this we want to discuss how the learning prerequisites through internship might change and how educations can approach this.

Through interviews we found that dealing with digital journalistic work environments goes far beyond technical skill sets. We identify a dissonance between the students' prior expectations and their actual experiences doing

their internships partly through remote digital work collaboration. The students cope well with the basic journalistic competences and the technical skills needed for online collaboration tools but have trouble dealing with human relational communication through these tools. This indicates that integration or socialization of newcomers into a workplace culture is more difficult and alienating through digital collaborative tools alone. The lack of pre-existing relationship at the workplace make internship through digital means harder. Digital internships, therefore, represents a second layer of remoteness for the student – not only dealing with being an apprentice, but also not being physical present in the work environment. To better prepare students for a possible "new normal", we argue that including online digital collaborative spaces as part of the journalism programs practice would create a safer learning environment and may help adjusting their expectations.

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JCE02 - Rethink Education - Impact of Journalism and Communication Education

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PP 347 **Expanding the horizons of future media and communication professionals by implementing the principles of visual literacy pedagogies in the university**

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Today, the high volume of information is mediated to us visually. Images are produced, reproduced, and remixed, displayed and shared on an enormous scale, serving as a source of knowledge and entertainment, and helping to maintain contact over distance through in-app communication and in social media. Interpreting and creating images and thinking in terms of images are essential skills to engage in a visually-oriented society. Metros and Woolsey (2006, p. 80) urged higher education to develop a "systematic institutional approach" for supporting students' visual literacy (VL), while Elkins (2008) argues that since knowledge about images is such essential teaching, it should be included in the basic, common curricula for the first-year students in all disciplines.

VL can be developed in a variety of ways, but it is rarely taught as a stand-alone university course. Having its roots in the United States, VL is rarely present in teaching media, journalism, and communication in the European universities.

In this presentation, I provide an overview of the main principles of VL and suggest the most effective VL pedagogies. Alike traditional literacy, VL is best learned through systematic practice. Thus, even if the course does not prioritize VL, I suggest including as many as possible visual activities in the classroom and beyond. I also propose twisting the focus from *teaching VL* toward *developing students' skills in VL*, and thus, helping students become visually competent media and communication professionals.

Understanding VL as a set of skills, systematized into categories (Kędra, 2018) or standards (ACRL, 2011) can help us to formulate the learning objectives the most relevant to teaching a unit or a course that includes training in VL.

I suggest choosing from the following, skill-based, learning objectives:

· Students demonstrate critical understanding of visual culture and the role of visual communication in daily life.

· Students can conduct basic interpretation of the visual, situating an image in its cultural, social, and historical contexts. Students comprehend visually mediated information in charts, infographics, news photographs, videos, etc.

· Students are able to search, find and select needed images and visual media effectively and efficiently.

· Students are able to plan, design and create or produce intended visual communication, meaningful images and visual media.

· Students know how to use images ethically.

In some cases, and without the institutional support and recognition of VL as important learning, it might be difficult to move forward with VL education. Therefore, it is crucial to focus on the development of students' VL skills through activities and assignments, which can be implemented in any course. Some examples of such activities, targeted for students in media and communication, I introduce in my presentation. The everyday encounters with images are not sufficient condition for becoming visually literate, and so, well-planned VL training is essential.

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JCE02 - Rethink Education - Impact of Journalism and Communication Education

PP 348 **Data visualizations and analysis in the context of data journalism (training): reflection and implications for onboarding concepts**

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Not only has there been a growing use of data visualizations in journalism (Kennedy et al., 2021), but also the prominent role of data journalism, data visualization as well as critical aspects concerning data (Quandt & Wahl-Jorgensen, 2021) has been revealed by the Covid19-pandemic. Yet, to uncover and present the hidden aspects in data or to explain complex matters impactfully to the public, it is crucial for (data) journalists to successfully analyze, interpret, and comprehend complex data (visualizations) and to take full advantage of their tools at hand. Despite the interest of data journalists in acquiring data analysis and data visualization skills (Heravi & Lorenz, 2020), they often lack the time and have to teach themselves. In the ongoing Austrian research project "Self-Explanatory Visual Analytics for Data-Driven Insight Discovery", we have been exploring the concept of onboarding as an innovative self-learning method connected to tools already in use. Onboarding is understood as "the process of supporting users on how to read, interpret, and extract information of visual representations of data" (Stoiber et al., 2019).

We study needs, tasks, and goals in data journalism (training) focusing on tools and familiarity with visualizations and data analysis. Drawing on document analysis, ten qualitative interviews with data journalism trainers, and an online survey directed at data journalists conducted in 2020/2021, this article first shows experiences in data journalism (training) as well as approaches and challenges concerning the acquisition of the respective skills. Furthermore, it translates the insights from our research to derive and reflect on the implications for the design of appropriate onboarding concepts that actively support (future) data journalists in interpreting visualizations and analytics.

The results so far point out a great variety of needs interrelated with the tasks and goals in training and practice. Those depend on the experience and usage concerning both visualizations and data analysis, although visualizations are described as easier to learn. The diversity of the field itself and the manifold practices, data, and tools with numerous possible problems along the workflow can be seen as the main issue for the development of beneficial, data and context-sensitive onboarding methods. All in all, we have found a spectrum ranging from very specific and complex tasks to simple examples, thus showing that an integration of onboarding into tools is a demanding task.

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PP 349   Data journalism as "terra incognita": the road to innovation and upskilling in a cooperative-owned media company

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This article investigates how data journalism projects are approached within a cooperatively owned newspaper company. The rapid growth in popularity of data journalism is shaping traditional newsrooms' culture and workforce (Kosterich & Weber, 2018). Journalists are increasingly asked to work with data and new technologies (ibid.), and non-traditional actors or "in-betweeners" of journalism are becoming central to the reporting work, contributing knowledge, skills, and production patterns (Ahva, 2017). This transition appears to be more difficult for non-traditional media companies which struggle to sustain data journalism on a large scale (Stalph & Borges-Rey, 2018). In cooperative-owned companies — which differ from traditional ones by their social involvement and adhesion to the market (Siapera & Papadopoulou, 2016) — lack of resources can make data journalism difficult to implement. However, their flexible work structure also allows for creative forms of cooperation to emerge (Hermida & Young, 2019) and for reporters to experiment independently with computer enhanced methods and innovative digital strategies. The purpose of this study is to focus on the strategies that journalists adopt when working with data stories at a small media cooperative. Using action research methods, I joined a newly formed data journalism team at die tageszeitung, a German daily newspaper that is in part cooperatively owned by its readers. By supporting the team in developing static and interactive data visualizations (Gershon & Card, 1998) for the purpose of storytelling (Segel & Heer, 2010), one data story was produced on the topic of development funds. The data collected through this one year of research originate from a combination of in-depth interviews, field annotations, and written records. Results are analyzed through an epistemological lens to explore how data journalism is produced, legitimized, and stabilized as a recurring practice in a cooperative-owned newsroom. Findings highlight the challenges of carrying out data journalism, both on a personal and organizational level. Results show that journalists without formal training struggle to initially legitimize their claims and find the process of working with data stressful and daunting. This observation resonates with what has been found by Appelgren and Nygren (2014): data journalism needs extensive experience and it is perceived as a unique set of skills difficult to master (p. 399). Newcomers balance their self-perceived lack of experience by relying on their professional network and colleagues. Additionally, results highlight the unstable nature of innovation: gained experience can be lost, if not consolidated in the newsroom culture. Especially for data journalism, consolidation requires a great deal of resources. To this extent, cooperation with academia can play a stabilizing and sourceful role, by providing external support, resources and opportunities.

PN 001   The Matrix of Media Culture in Central and Eastern Europe

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While media scholars have gone a long way in identifying the structures and outcomes of democratic reforms in Central and Eastern Europe (CEE), the concept of media culture has been primarily used as a context for socio-political relations (Dobek-Ostrowska, 2019; Bajomi-Lázár, 2020) or journalism culture research (Lauk, 2008). At the same time, the weakness of media accountability, high level of political parallelism, or the region's inability to adapt to Western media traditions (Hallin and Mancini, 2012; Castro Herrero, 2017) has not fully engaged in understanding collective memories, bureaucratic mindsets and other forms of the cultural path-dependencies (Mihelj and Huxtable, 2018; Peruško et al., 2020). What's also missing is media culture understood via the organisational cultural artefacts and informal relationships (afterwork culture, community creation), which have implications on the current state-of-the art, including recent adaptation gaps between the media and creative/high technology industries (Głowacki, 2020). To fully understand the Central and Eastern European media, we argue that one needs to look outside the box and related institutions and systems. This chapter introduces the Matrix of Media Culture – a multilayered analytical prism to identify a wide range of methodologies and approaches that can serve as a reference for studying the current and future CEE transformations. Through critical findings from the ongoing book project ("Media Culture in Central and Eastern Europe: Beyond Institutions and Systems" – forthcoming 2022), the Matrix of Media Culture addresses highly interwoven connections between pasts, presents, and futures, which are further juxtaposed with the societal, organisational and individual lenses of the cultural analysis. Looking at a set of tensions between cultural path-dependencies and ends, we aim to identify emerging topics with potential implications for studying the CEE media via people, values, and processes. On the surface, the Matrix of Media Culture evidences a set of cultural path-dependencies, which at the level of corporate culture corresponds with internal power struggles, a hierarchy of management and structural rigidity – critical barriers for the CEE media adaptation and change. There is also a noticeable generational shift and the blend of old and new working patterns, supported by the societal clash of values alongside organisational tensions between risk-averse vs change-ready. Moreover, the Matrix of Media Culture offers a unique space for examining post-soviet and post-industrial artefacts. For example, this study highlights the cultural importance of collective nostalgia for post-industrial and vintage symbols in arts, technology and furniture. We argue that cultural examination of media's workplace design (meeting rooms, kitchens, coffee places, cantinas, and so on) can further advance our knowledge of media and people's attitudes towards innovation and change. A call for more culturally inclusive and fluid research approaches in the form of Matrix comes together with the potential of exploring new areas and methodologies with more ethnographic research involving workplace design, organisational rituals and post-industrial architecture. We hope that the analytical framework presented in this paper will serve as a reference point for raising the importance of media culture in other regions and countries.

PN 002   The Socio-cultural Turn in the Analysis of Disinformation: Insights from Lithuania

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This paper reviews 'culture' as a self-organizing component of a complex social system (Swidler, 1986). The proposed analysis follows the principle that democratic well-being and social sustainability need to be studied in concrete, real-life practices relevant to generating social meanings and individual views of daily democracy. The core focus here is on COVID-19 related disinformation campaigns in Lithuania addressed in the EU funded DIGIRES project (Supporting Collaborative Partnerships for Digital Resilience and Capacity Building in the Times of Disinfodemic, Contract Number: LC-01682259). The relevance of disinformation topics to Lithuania is determined by at least two crucial factors. Russia's expansion, whose geopolitical and military expression is ideologically underpinned by various propaganda claims and images, and cultural and political changes in Western societies. By taking Lithuania as a study case, this paper explores the transforming ecosystem of information and knowledge production by looking at a wide array of diverse actors (from journalists, experts, citizens and 'elves', to propagandists and even non-human agents and bots) competing to influence their narrative through mediated and unmediated practices. DIGIRES project builds a theoretical base for COVID-19 disinformation analysis on recent concepts of mediated communications ecosystems (Van Aelst et al., 2017; Shah et al., 2017) and intensifying polarization/fragmentation

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(Post 2019: Gutsche and Hess 2020) which show that communication nowadays includes more and more different types of actors (humans, trolls, machines) who consume, produce, and disseminate a wide array of heterogeneous content (Andrejevic 2020; Miller 2020). The core proposition here is that disinformation needs to be viewed as both – a 'socio-technological phenomenon' and a 'socio-cultural process'. Combatting disinformation with technology is essential; but to be sufficient, as this paper proposes, the technological means need to be supplemented with the analysis of social and cultural specificities of the context, and perceptions of those communicating. Hence, it is asked: What, specifically, makes an influx of disinformation into a problem of such a grand scale in all contemporary societies, and, also, in Lithuania? How information abundance and related social changes are perceived, and what are its implications for dialogue in contemporary societies? The paper concludes that 'culture' is an active player in all social intersections and interactions – including the distribution of factual information and fake narratives – hence media and communication disciplines need to discover and further develop their own reactions to 'culture'.

JOS01 - The Matrix of Media Culture: Central and Eastern Europe Beyond Institutions and Systems

PN 003   De–differentiation Through Media Culture: Serbia and Montenegro

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Hallin and Mancini's Comparing Media Systems overcame the significant obstacle in Four Theories of the Press and started a new wave in media systems research. Siebert, Peterson and Schramm (SPS) offered a philosophical treatise on the "ideologies" of the press, while Hallin and Mancini were interested in structural and historical links between media and political systems. Subsequently, CEE systems were treated as liberal–polarized–pluralist combinations, but CEE scholars found the three grounded models unable to grasp the reality of the post-socialist conditions. They did not want to go back to SPS or stay with the new triad, but they also did not focus on the relationship of the media to an economic system. Hallin and Mancini (2004: 81) introduced the concept of de–differentiation, defined as media "collapsed into the market… and into the system of political power", but this remained a neglected part of Comparing Media Systems. Media cultures approach is positioned between highly theoretical SPS and more empirical, but still idealist, Hallin and Mancini's models. Media cultures are patterns of ideas and practices that construct the lives of the people, their "vision of modernity", the relationship between state and society, structured by specific notions of space and time (Mihelj and Huxtable 2018). The spatial dimension consists of the private and public sphere and the realm of transnational exchange. I have added Raymond Williams' (1975) country-city contrast, which is one of the ways to critically introduce de-differentiation to the media cultures approach. First, we can register how processes of globalization or commercialization affect media cultures. Second, we can examine modernity as a contradictory phenomenon and media culture as a contested terrain (Kellner 1995). Dimension of time is understood as an ideological engagement with past, present, and future that can have consequences for the extent and quality of media culture's circulation of religious or national ideas that can lead to progressivism or populism. The Serbian and Montenegrin case study showed the de-differentiated relationship between state, media and market at the heart of its media cultures. While both are engaging with the pre-WWII bourgeois modernity and even the Middle ages to exclude the socialist era and propose nationally charged historical narratives, Montenegro's media culture is still closely connected with a particular "socialist" imaginary in a symbiotic relationship with contemporary neoliberal nationalist politics. In Serbia, country-city contrast is stuck between the notions of rural backwardness and corrupted city, while this conflict is practically non-existent in Montenegro. On the other hand, Serbia is more conflict-ridden in the realms of gender, environment and transnational exchange (East vs West). At the same time, multi-ethnic Montenegro post-secular conflicts rooted in traditional identities seem to be on the rise. Even though Serbia and Montenegro's socio-economic structures and media systems seem to be very similar, they differentiate in the realm of media culture, especially the most historically contextualized cultural patterns like the circulation of religious and national ideas, country-city contrast and relationship to the socialist era.

JOS01 - The Matrix of Media Culture: Central and Eastern Europe Beyond Institutions and Systems

PN 004   Estonian Journalism Culture from the Perspective of Journalistic Human Capital

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The three decades after the fall of the Berlin wall saw a tremendous expansion of Central and Eastern European (CEE) media markets, an overall economic crisis, globalisation of the internet, the appearance of social media and global platforms, and the current news media crisis. Journalism researchers have had an opportunity to investigate the transformations of the CEE media and journalism in real-time, as in a laboratory. While focusing on

the implications of political, economic, and social conditions on journalists' perceptions about their profession, on the quality and contexts of performance of journalists and their career perspectives, journalists' agency concerning all these aspects has not received much attention. In our paper, we argue that agency is a crucial aspect in examining the quality and sustainability of journalism and journalism culture. Therefore, we suggest an agency approach that departs from the concept of journalistic human capital (JHC) – the human resource of journalism – that has a critical impact on the way journalism is functioning in a democratic society. Examining the qualities of the professional journalistic workforce, this approach makes it possible to reveal and explain various unique conditions and traits of journalism cultures in different countries, simultaneously considering journalism's universal functions, characteristics, and values. Taking Estonia as a case, we ask: What characterises the journalistic human capital and its potential to shape journalism culture in a country, which in the past 30 years has experienced drastic and rapid changes in all fields of life? We introduce a JHC assessment model, which can be applied for detecting the quality and sustainability of the journalistic workforce, and consequently – sustainability of journalism cultures. The model is based on six indicators: access and entry to the journalistic job market; career paths; working conditions; labour contracts; coaching and feedback about professional performance; and reasons of exit from the job or journalism sector. The Estonian example confirms that these indicators reflect the potential of journalists' agency to influence the way journalism is conducted in a country. Various factors related to JHC, e.g., the uncertainty of working conditions, missing tradition of coaching and constructive feedback, as well as the low level of education and high labour force turnover in the regional and local news media do not stimulate journalists' agency. As a general framework, the small media market and journalistic community shape the sum and substance of Estonian journalism and journalism culture.

JOS01 - The Matrix of Media Culture: Central and Eastern Europe Beyond Institutions and Systems

PN 005   Culture in the Bulgarian Media Transformations: Media and Legal Culture

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Media culture and legal culture should support democratic culture also interact with one another. While media culture expands the regulative potential of the legal culture through its communication power, legal culture strengthens the rule of law values in media culture and lends stability and effectiveness to media regulation and governance. Together with the analysis of the interplay of legal and media culture the presentation will also trace the formation of the media legal culture as a facet of the legal culture; it will refer to the Bulgarian media and legal cultures in the period of transition from totalitarian rule to democracy as an example. Among other interpretative contexts we can contemplate the democratic changes in Bulgaria and their bearing on the society through the perspective of the formation of the laws related to the media passed during the years of turbulent fluxes. While media culture is construed as media institutional culture and represents the core of legal media culture, media journalistic culture is linked to the journalistic profession and develops predominantly as self-regulatory culture relying on codes of professional behaviour and ethics. Political majorities in Bulgaria have always strived to take advantage of the media and the public service media and purposefully influenced the content of the legal acts to their benefit. The passivity of civil society at the expense of the super activity of media owners facilitated such conduct. Among other reasons the understanding that one should not trust the law and strengthen the rule of law principle produced additional adverse effects in this respect. Media culture represented predominantly by journalistic culture and legal culture have been at odds for a long time. The close ties between the media and politics during the years of democratic transition, the impossibility to entrench a consistent practice of decommunization at least in the media sphere and the perverted understanding of the role of law as a restriction and not a guarantee of freedom prevail in society and among journalists. Thus legal instruments have not been effective media regulatory mechanisms responding to fundamental principles. They have failed to embed respect for such values like freedom of expression, pluralism and media independence in society.

JOS02 - The global challenges of Public Service Media and the next 100 years

PN 006   It's all about the money – challenges of funding PSM in Great Britain and Ireland

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2022 marks the centenary of the founding of the BBC and the birth of public service broadcasting. Although this is a time to celebrate, today the BBC and public service media generally confront a tide of rising political populism and

crucially one in which the issues of funding and visibility in a crowded multi-platform environment raise immense challenges. In Great Britain tensions between a Conservative government and the BBC have led to threats to withdraw the current licence-fee funding model when the BBC charter is renewed in 2027. Right-wing politicians claim that the BBC could be funded instead by subscription – but that fails to explain how a large-scale international news service, could be supported, and continue to exist. In Ireland the Director General of Raidió Teilifís Éireann (RTÉ) Dee Forbes recently told the Committee of Public Accounts that the national broadcaster "cannot continue to deliver its remit for the people of Ireland" unless its financing is addressed. At present €65 million is lost every year through licence fee evasion. Forbes also pointed out that 90% of the population turned to RTÉ for information and 76% trust it. Despite a multiplicity of outlets, PSM is more vital than ever in the current media ecology. It is duty bound to appeal to the whole of a nation and is thereby able to counter growing fragmentation and polarisation, dispel false narratives and offer a source of trustworthy news. Millions still rely on the BBC as their primary source of news and entertainment and its reach and influence in a global world continues to have great political and diplomatic significance. However, there is a growing sense that PSM both in the UK and in countries such as Ireland needs to invent different ways of funding. It is difficult to see a long- term future for a model based on ownership of a TV set in a multi-platform world. Furthermore, the licence fee as it operates is regressive and increasingly hard to collect. Younger generations are less likely to own TV sets and to acknowledge that they ought to pay for PSM content consumed in other ways. Some countries have embraced other models of funding PSM – such as a household levy – which are worth examining. Coincidentally no country relies on subscription, which would be far more expensive and provide only a shadow of current services. Whilst funding from general taxation involves the danger of state interference. This presentation will demonstrate that PSM remain a cornerstone of a civilised democratic citizenship in both Great Britain and Ireland – offering a foundation of shared news, the ability to hold power to account and an abundance of cultural assets. However, it also argues that for PSM to survive in a healthy form, we need to assess alternative models of funding from a licence fee tied to ownership of a TV set. A model that embraces fairness, universality, and independence.

JOS02 - The global challenges of Public Service Media and the next 100 years

PN 007   Public service media and their funding: Predictors of willingness to pay in three European countries

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Public service media (PSM) in Europe are in a privileged funding situation compared to private sector media: They are usually mainly funded by public revenues, mostly licence fees. This is based on the argumentation that they are merit goods (e.g., Holtz-Bacha, 2015, p. 38). Merit goods are not provided by supply and market demand because what they produce is socially desirable, often expensive to produce and consumers do not pay enough for their worth (Ali, 2016). At the same time, the funding through a licence fee model is meant to provide as much independence from the market and the state as possible (Mazzone, 2019). Consequently, on the one hand, PSM need to worry less about business models than private sector media. But on the other hand, recent public debates in several European countries have shown that PSMs' public funding is not taken for granted by all political parties anymore but has become a topic of controversial discussion (Holtz-Bacha, 2020; ANONYMIZED, 2020), most recently for the BBC in the United Kingdom (UK). Against this background, this paper analyses – based on an international comparative sample for three European countries – how the idea of PSM as a merit good and paying for public service news relates to various factors: these include paying for media services (without PSM), PSM media use and performance evaluation, political interest, interest in news and demographics. The study is based on an online survey, representative of age and gender, in France, Germany, and the UK (N = 3,000; 1,000 in each country) in September 2019. Each of the countries represents a different Western media system with varying conditions (Brüggemann et al., 2014; Hallin & Mancini, 2004). Also, while in all three countries PSM are funded by a licence-fee, the public revenues per capita vary considerably between them. The findings show that across the three countries most respondents support the idea of PSM and don't think that they are dispensable. However, if respondents could determine the sum of the licence-fee themselves, it would be clearly less than it is, underlying the argument of a merit good. Regression analyses showed that PSM performance evaluation and the factor concerning whether respondents think that state or government dictates what PSM should report are having a significant impact on the support for PSM and the willingness to pay for it, the last with a negative impact. Interestingly, the support for PSM and the willingness to pay for it was higher in Germany than in France or the UK. Asked for alternatives in funding, most respondents across all countries rejected a tax for PSM (like, e.g., in Finland). In Germany, pay on demand received the highest support of all alternative forms of funding, while in the UK and France, most respondents preferred advertisement funding like the commercial players – both contradicting the logic of a merit good. The insights are relevant to understand which factors are driving and which are hindering the willingness to pay for this merit good.

Journalism Studies

PN 008   Declining Doordarshan?: India's public broadcaster in the age of infotainment

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Since India opened its airwaves to private companies in the 1990s, the country's public broadcaster, Doordarshan, which until then had a monopoly on broadcasting, has witnessed steady decline in audience share in a fiercely competitive and crowded media space. The world's second largest terrestrial television network today is increasingly marginalized, though its original remit of providing public service news and analysis remains intact. The paper suggests that, as elsewhere in the world, the rise and routinization of a market-driven journalistic agenda has severely undermined the public service ethos of broadcast media. Given that India has more than 400 dedicated TV news channels – unmatched by any other country – the dominant trend is towards infotainment, characterized by a symbiotic relationship between the news and new forms of current affairs and factual entertainment genres. In such a media ecology, the paper argues, the proliferation of news outlets and the growing competition for audiences and advertising revenue is undermining public interest journalism as the televisual communication is overwhelmed with entertainment-oriented material, drawing on Bollywood, India's film industry. This is happening, the paper suggests, at a time when interest in television news is waning as an increasingly large number of audiences opt for online news sources and user-generated content contributing to a tabloid approach to broadcast journalism where journalists and news managers privilege sensationalist coverage, even employing dubious practices to gather and manipulate information to maximise the audience. The paper will illustrate this with the example of the coverage of the 2020 suicide of a popular Bollywood actor Sushant Singh Rajput in the leading private TV news channels and contrast these with the coverage of Doordarshan news. The paper notes that while the lowering of the threshold of taste and decorum in covering the suicide by most of the news networks and thus compromising of ethical and professional standards of journalism, reflected a disturbing trend, the state broadcaster provided a sober coverage of a controversial death of a young and talented actor, underlining the importance of public service news providers. Finally, the paper explores the key implications of such broadcasting for development-related communication, in a country where despite many developmental achievements nearly 25 per cent of the population – more than 300 million people – remain illiterate, especially relevant during the period of a global pandemic.

PN 009   Reimagining American Public Media: A Systemic Approach to the Journalism Crisis?

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As the local journalism crisis continues apace in the US – with news deserts expanding across the country and commercial print media outlets in various stages of structural collapse – the market is increasingly unable to support the quantity and quality of news media that democratic society requires. One potential alternative to the failing commercial media model worth further exploration is the already-existing public broadcasting system. The current American public media system includes more than 1,400 public radio and television stations across the country, many of which are locally owned and operated. Furthermore, many of these stations already serve as a source of local news and information in their communities – especially in rural areas not well-served by broadband internet – and the public media system itself enjoys uniquely high levels of trust among its audience. However, bolstering public media's local reporting capacity as a potential remedy to the local journalism crisis thus far has been given inadequate attention. Even so, various logistical, political, financial and cultural constraints present impediments to the system's provision of local journalism. Traditionally, much of the system's emphasis has been on national programming – as well as cultural fare, such as jazz and classical music – and less on the production and distribution of local news. There are also vast resource disparities between stations across the system, particularly when it comes to the capacity to produce original local journalism. While a handful of well-resourced stations have entire newsrooms of reporters and editors dedicated to producing local news in their respective locales, other smaller stations have only one news director – or, in many cases, do not employ any journalists at all. Moreover, local news is often assumed to be the province of print media and commercial broadcasting. For many Americans, it seems counter-intuitive that public media would step into the vacuum being created by a receding newspaper industry. Our study begins to ascertain what it would require to reimagine and revitalize American public media so that it can address the growing local news crisis. Drawing from interview data and a political economic analysis of the American public broadcasting system, we examine how public media could be restructured to better serve local information needs. We argue that, despite its constraints, an expanded public investment in the system – and

specifically in its ability to provide local journalism – presents a compelling pathway to a more sustainable future for local news. Indeed, in many ways this reinvestment would enable the system to actualize a key part of its founding mission: to guarantee all members of society access to the informational content that a commercial system was unlikely to ever provide.

JOS03 - Changing Perspectives: Scrutinizing innovation's place within journalism

PN 027   The strategic reinvention of digital journalistic storytelling: a long term perspective

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This paper argues that discourse on journalistic innovation too easily buys into the idea of innovation as a panacea for the issues journalism is struggling with. The focus on innovation is overly forward looking, and "flattens context so that certain formulations appear novel and desirable" (Creech & Nadler, 2018: 187; cf. Carlson & Lewis, 2019). Moreover, the emphasis on the opportunities of new technologies in relation to promising commercial business models have portrayed the current challenges journalism faces as "merely technical and elid[ing] persistent epistemological and philosophical conflict between journalism and the technology industries." (Creech & Nadler, 2018: 187; Posetti, 2017). Through a longitudinal analysis of the discussion about the innovative nature of new storytelling forms, specifically focused on the relation between new technologies and changing professional practices, this paper aims to tease out how innovation is strategically used by journalistic actors and organizations so that they can standtand out from the crowd by emphasizing change over continuity (Carlson & Usher, 2016). From the onset of the new millennium, narrative journalism and technological storytelling tools met with increasing attention and interest from the perspective on innovation as a way of safeguarding journalism's future. Although they have a much longer history (Harbers, 2015), in the digital age narrative forms of journalism have been reinvented in the light of the digital age and the affordance of technological storytelling tools such as VR (Vázques-Herrero & De Haan, 2022). Throughout this period, different narrative forms and digital tools have been presented as holding the innovative potential to appeal to and (re)engage a new generation of news consumers (Van Krieken, 2018; Neveu, 2014; Goutier et al., 2021). By zooming in on this discussion from a long-term perspective, this paper illustrates the strategic nature of innovation discourse and reveals the complexity of journalistic innovation as shaped and constrained by new technological opportunities and professional conceptions about journalism (cf. Witschge & Harbers, 2018). For this purpose, a qualitative content analysis will be conducted of all articles on journalistic innovation in relation to storytelling tools, practices, and forms published in the Dutch trade magazine De Journalist (later titled Villamedia) since 1990, as well as articles published on the website of the Dutch Journalism Fund (Stimuleringsfonds voor de Journalistiek) since 2011, when the website was launched. This content analysis will inventory which ideas, tools and initiatives with regard to journalistic storytelling were discussed, and trace what aspects are considered innovative and why. Ultimately, by focusing on storytelling as one specific innovation strand, this paper elucidates how ideas about journalism and storytelling and how to implement them are branded as 'novel', but also build on previous conceptions and practices, thus showing how journalistic innovation is actually a long-term and path-dependent process.

JOS03 - Changing Perspectives: Scrutinizing innovation's place within journalism

PN 028   Audiences: The discursive power of an emerging change agent

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Journalism contends with multiple actors in an effort to maintain its societal legitimacy, fending off new and potentially disruptive entrants to its field, a field that consists of its own rules and logics (Benson and Neveu 2005). Aside from a broad range of new journalistic actors (Eldridge 2018), audiences with their unprecedented ability to express their expectations of journalists through various feedback mechanisms (e.g. social media, web analytics) have also become regular guests within the journalistic field. As such, they have emerged as a potential change agent to journalism's established ways of thinking and doing. In this struggle, a key way in which journalists have attempted to maintain societal authority and legitimacy has been through their shared, collective discourse on journalistic roles (Hanitzsch and Vos 2018). It is through discourse that roles become formalized as institutional norms (Vos 2016). Following this argument that journalism is a discursive institution, this paper suggests that audiences' growing ability to express their expectations of journalists – by endorsing or challenging journalists' roles and practices – offers them discursive power within the journalistic field to propel or hinder ongoing change and innovation. Drawing also on role theory (Biddle 1979), the paper suggests journalism innovation can happen in the constant role-expectation

negotiation between journalists and audiences. In this process of negotiation, journalists and audiences engage in different ways of 'conforming' to changing roles and expectations. Depending on where the impetus to conform is coming from, including when change is first introduced or requested, actors may respond by merely 'complying' – reluctantly accepting change due to external pressures or imposition, while at the same time resisting it. For example, this would see audiences witnessing and engaging with journalism's innovation efforts while at the same time critiquing these as obscuring journalism's more traditional roles. However, over time, as journalists and audiences embrace change as worthy and valuable to journalism, compliance arguably becomes internally 'consistent' with one's expectations of self and others. That is, innovation, for example, becomes consistent with journalists' own (changing) roles and audiences' expectations of journalists. Drawing on this conceptual framework, and based on empirical findings from interviews with journalists and focus groups with audiences, this paper argues that audiences have become a discursive force within the reciprocal process of role-expectation negotiation. Audiences are able to both demand and resist change and innovation. This invites us to see innovation as an undertaking not only of single actors or groups (e.g. journalists/journalism innovating), but also as a consequence of interaction and negotiation between actors, including audiences.

JOS03 - Changing Perspectives: Scrutinizing innovation's place within journalism

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PN 029   Metrics-generated visibility? Between cross-media news prominence and audience engagement

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Audience analytics have been widely embraced by news media, and as with all emergent technologies, they have had an effect on journalists' news work and how newsrooms innovate in the production and distribution of news (Lamot & Paulussen, 2019). The rapid adoption of these innovations have raised concerns on how metrics-driven decision-making might prompt a "dumbing down" of news (Hanusch, 2017; Tandoc & Thomas, 2014). However, there has been little content-analytical work that examines the actual impact of shifting journalistic practices influenced by analytics on news content and its distribution across platforms. This study provides a large-scale analysis of whether and how audience analytics affect the cross-media prominence and visibility of news items. A content analysis was conducted of all news stories published online in four consecutive weeks in January 2020 on five major Belgian news outlets (N = 10,579). We computationally collected all news website articles, their publication date, news outlet and length. Subsequently, these articles were scrutinized for their presence across different channels of the news outlet (Facebook, Twitter and newsletters) and manually coded on a range of other factors such as story placement on the website (above/below the fold) and lifespan of the news article that all amount to the "cross media prominence" of the news article". The study's findings show that there is a significant correlation between these variables and audience engagement, and that cross-media news prominence is influenced by topics, article types and actors mentioned in the news. The findings lead us to discuss how gatekeeping decisions in newsrooms are shaped by the changing technological infrastructure that journalists rely on, and the innovation efforts that bring these about.

JOS03 - Changing Perspectives: Scrutinizing innovation's place within journalism

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PN 030   Current Organizational Innovations in Journalism

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In recent years, research on innovation in journalism has focused primarily on technological developments, evolving platform environments, genres and content, and media companies' new business models (e.g., Buschow & Suhr, 2022; Belair-Gagnon & Steinke, 2020; García-Avilés, 2021). The renewal of organizational structures and processes has predominantly been examined in the context of legacy media organizations and their newsrooms (Buschow & Suhr, 2022). However, the profound changes in digital journalism fuel the rise of new media organizations that differ in many ways from traditional actors such as conventional newsrooms (Alexander, 2015). In the light of this recent emergence of a multitude and variety of new organizational forms of newswork and even fundamentally new types of organizations in the journalistic field, it is striking that these organizational innovations have not yet been given sufficient attention by journalism studies. To address this research gap, our paper draws on organization theory (e.g., Padgett & Powell, 2012; Scott, 2014) and recent empirical work from journalism studies, with the aim to outline three key organizational developments in the field:1. For some time now, news start-ups have been emerging worldwide, which are defined as having no formal affiliation with traditional news organizations and aiming to be perceived as journalistic by their peers (Deuze & Witschge, 2020; Wagemans et al., 2016). In Europe, these include

start-ups as diverse as El Diario in Spain, Krautreporter in Germany, Mediapart in France, and Zetland in Denmark. Regardless of whether they are launched for-profit or not-for-profit, many of these organizations aim to counteract widespread cost cutting tendencies in legacy media outlets and preserve quality in journalism (Buschow, 2018; Konieczna, 2018).2. Some of these news start-ups provide identical or similar journalistic content compared to the traditional newsroom, however, they are utilizing alternative procedures and structures of production. For example, new ventures in platform environments such as YouTube, Instagram, or TikTok use organizational designs that are specifically geared towards producing journalistic content for these media platforms. These new organizational forms of newswork respond to the situation that the traditional newsroom's cost structure is no longer viable under the economic conditions of digital news, where revenue opportunities have fallen sharply compared to the print newspaper business (Buschow & Suhr, 2022). 3. Not least, remarkable novel types of media organizations have emerged recently which are taking on new activities, functional roles, and responsibilities in the journalistic field, and thus differ significantly from conventional media organizations. Such organizational innovations, e.g., field repair organizations such as ProPublica or field advancement organizations such as the Tiny News Collective (Buschow, Suhr & Serger, 2022; Konieczna, 2018), are neither comparable to traditional media companies such as publishers or broadcasters, nor to traditional news agencies or wire services, but nevertheless contribute significantly to the field. Applying the lens of organization studies for understanding journalistic change, our paper adds another category of novelty to innovation research in journalism, expanding our understanding of media organization, and in this way enriches communication studies' theory building in the field of digital journalism organization.

JOS03 - Changing Perspectives: Scrutinizing innovation's place within journalism

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PN 031   An ontogenetic approach: Reconciling field and institutional encounters with innovation and change

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This paper makes central a challenge in our field, as scholars and journalists alike try to balance embracing a journalism that benefits from its legacy status, while touting its innovative inclinations towards novelty and change. Practically, within initiatives emerging out of newsrooms, the changes journalists see in their audiences, technologies, and business models are imagined as pressures, to which relief comes via innovation. Innovation is then put forward as a way to carry on with 'noble' journalistic traditions, reflected in studies asking whether such innovation will help the journalism that came before it 'survive' (c.f. García-Avilés, 2021; Hermida & Young, 2021). At a conceptual level, however, discussions of change and innovation dance gingerly around either admitting a waning centrality of a dominant vision of journalism and its socio-informative function, or clinging to a particular idea of journalistic institutions that no longer convinces large portions of the populace (Toff, et al. 2021). To some extent, this has allowed change to become a spectre against which innovation is a particular bulwark (Kyriakidou & Garcia-Blanco, 2021). By drawing on various threads of scholarship which deal tangentially with dynamics of change, this paper makes change central to our thinking about journalism as something shaped by socialization forces which, in fact, insist upon change. Taking inspiration from Kitchin's (2017: 18) critical reading of algorithms, this paper adopts ontogeneity to see journalism, itself, as continuously being "edited, revised, deleted and restarted, shared with others, passing through multiple iterations stretched out over time and space", and always coming into being. This approach offers a way to navigate tensions between dominant ways of thinking about journalism as either an institution or field. While these theories have been reconciled in moments as complementary (Benson, 2006; Reese, 2021), there remain contradictions when using either to address the homogeneity that emerges when journalists (and scholars) speak of journalism as a stable force, and the heterogeneity we see when journalists (and scholars) proclaim innovation as a sign of journalism's resilience in the face of crisis. Neither, on its own, offers a framework for grappling with the change/innovation balance journalism is trying to strike. Borrowing from Kitchin (2017: 21) this paper argues we can see journalism as something "emergent and constantly unfolding" in a way that considers journalism's status as somehow both enduring, and constantly up for revision. Through ontogeneity, we can see journalism as morphologically distinct – we know what it is – but also contextual, as new entrants, formats, modes of delivery, and business models force us to ask 'wait, is that journalism, too?' in the face of each new change. It addresses where innovating in journalism can be seen positively, as a process of "constantly unfolding", while remaining critical when innovation emerges as a quick, reactive response to change. It also allows us to examine how change prompts journalism's efforts to regain its socio-informative footing, particularly in the face of exogenous forces that prompt journalism to adapt, adjust, and re-establish itself. Always in a state of becoming.

JOS04 - Actors and Actants

PP 102 From objects of journalism to journalism of objects? A multi-case study on boundary work, civic technology design, and empowerment of journalists and citizens

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Journalism has always been shaped by various technological objects and has adopted new technologies to serve its public mandate. Object-oriented journalism studies (Anderson & De Maeyer, 2015; Rodgers, 2015; Steensen, 2018) is acknowledging this connection, with Internet of Things (IoT) technologies emerging as a ubiquitous resource in people's daily lives. "Journalism of Things" (JoT) is a trend in digital journalism bringing together digitally connected objects and open innovation practices to tell new kinds of stories about pressing social, technological, and political issues. Journalists here develop new civic technologies (Baack, 2015; Schrock, 2018) and gain new data-based information as a basis for journalistic stories and communication. This presentation illustrates a research project on JoT's practices with the analytical lenses of boundary work (Carlson & Lewis, 2019; Usher, 2018) and objects of journalism (Anderson & De Maeyer, 2015; Moran & Usher, 2021). Three case studies conducted between 2019 and 2021 on award-winning journalism projects in Germany include semi-structured interviews with journalists, analyses of media articles, web applications and non-public documents, and observations of public journalistic events. A phase model is developed from comparative, actor-and process-oriented research on nationally acclaimed JoT projects.

JoT can be seen in line with a history of journalism seeking for factual knowledge and objective truth (Anderson, 2018), while novel practices of technology design and data usage in journalism warrant questions of transforming competences and new entrants in journalism (Usher, 2016). JoT is an advancement of sensor journalism as it overcomes many of its recognised pitfalls (D'Ignazio & Zuckerman, 2017; Schmitz Weiss, 2016), for example, by applying co-creation techniques (Aitamurto, 2013; Brynskov et al., 2018; Ruoslahti, 2020). Collecting data allows journalists to gain an independent empirical authority on their stories and assert journalistic independence in collaborations with other experts. News and story production in JoT frameworks tend to be related to longer commitments to particular issues, relating journalism to forms of political activism.

The research shows that collaborative modes, modalities of technology design, and community engagement exemplify crucial negotiations over boundaries and how journalistic practices remain relevant to citizens and news audiences. Throughout four identified phases of journalistic production, blurred boundaries become apparent when co-creative teams use scientific practices to deal with matters of common concern while activating and mobilizing communities from the audience. Such participation *of* audiences creates the added value *for* audiences and the broader society through the intervention of journalists.

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JOS04 - Actors and Actants

PP 103 Interdependent and entangled. The case of journalism's influence on Mozilla

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The idea that journalism exists as a more or less autonomous professional field that is changing because it is increasingly becoming permeable towards 'outsiders' is widespread in journalism studies (Örnebring and Karlsson 2020). This can be illustrated by the numerous conceptual frameworks developed to describe the relationship between journalists and 'others', like 'interlopers' (Eldridge II 2019) or 'intralopers' (Holton and Belair-Gagnon 2018).

Researching how digital journalism is changing due to the influence of online non-journalistic actors is important, but doing so exclusively (or primarily) takes a reductionist view of the much more complex interdependencies between journalism and other actors. When it comes to journalism's influence on others, we typically think of audience research or the dynamics between journalistic reporting and political actors or PR. To understand journalism's role in society, we argue that we should broadly ask how journalistic practices and related imaginaries about journalism influence all kinds of actors that make up today's digital news ecology.

To illustrate the value of this approach, we explore how imaginaries about journalism influence the practices and identity of Mozilla, an organization best known for the development of the web browser Firefox. Mozilla is currently in a phase where possible collaborations with, or support of journalism is actively explored. We argue that this exploration is shaped by how Mozilla imagines journalism, making it an interesting case study for our purpose.

Theoretically, we combine two conceptual frameworks. First, we follow the non-functionalist and process-oriented figurational approach outlined by Couldry and Hepp (2017). Figurations describe relations of interdependence based on interlocking practices and shared meanings between disparate actors. Second, we adopt an institutional logics approach (Thornton, Ocasio, and Lounsbury, 2012) to investigate the connections between individual agency, cognitive processes, and socially constructed institutional practices and power structures as guiding logics of journalism and peripheral online organizations. We thus consider Mozilla's interrelatedness with journalism as fluctuating and continuously changing over time. Our aim is to show that interdependencies between journalism and Mozilla emerge around practices and are guided by their individual institutional logics.

Inspired by Yin (2018), we used a qualitative case study approach relying on a wide range of sources (in-depth interviews, self-identifying documents, blog posts and project homepages). Interviewees were selected based on their role in Mozilla projects with clear connections to journalism. Our questions focused on exploring the relevance of the project for Mozilla, whether there were direct collaborations with journalists, and how particular imaginaries about journalism shaped the project.

Our findings suggest that studying how particular imaginaries about digital journalism influence non-journalists can help illuminate journalism's role in today's digital news ecology beyond its 'democratic function' (Zelizer 2012). Importantly, they show sources of journalistic stability rather than change. In our case study, Mozilla is pushing journalism in a direction that supports its values, which suggest a fairly traditional idea of journalism. Findings like these can help develop a more nuanced understanding of the digital transformation as a process that both challenges and reinforces 'traditional' practices and identities.

JOS04 - Actors and Actants

PP 104 Building Databases Through Crowdsourcing: Motivations and Perceptions of Engaging an Open Data Community during the COVID-19 Pandemic

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Globally, data journalism has demonstrated its importance during the COVID-19 pandemic. The figures regarding infections, deaths, and vaccinations have been at the core of news media coverage during the health crisis. However, having access to the official data was not easy in many countries. In Brazil, data journalists frequently pointed at irregularities and inconsistencies in the data provided by the Health Ministry, the highest authority responsible for dealing with the pandemic (Open Knowledge Brasil 2021).

The government led by President Jair Bolsonaro did not seem to rely on detailed data to tackle the pandemic crisis (Lupien et al. 2021; Teixeira and Martins 2021), hampering citizens and local authorities from comprehending the pandemic's actual state (Gehrke and Benetti 2021). Given that there was no reliable and accurate data from the Federal Government, regional authorities were responsible for publishing the most precise figure on their local websites. During this "data blackout," the open data initiative Brasil.io, coordinated by a hacker activist, gathered about 40 volunteers to collect and monitor COVID-19 data daily across the country to overcome this situation. This crowdsourced effort divided people into the 27 administrative regions of Brazil to get information on infections and deaths, taking government bodies' responsibilities (Brabham 2008; Howe 2008). Each individual followed the same methodology to get the number of infections and deaths of COVID-19. Volunteers collected and verified data through a double-blind review process, reproducing the academic approach.

Thus, Brasil.io has become the first and foremost information source of Brazil's COVID-19 death toll and infection rate. Given the importance and particularity of this case, this study aims to uncover the motivations and perceptions of dozens of volunteers engaged in this crowdsourcing activity. Drawing upon a crowdsourcing (Brabham 2008; Howe 2008) and data journalism (Anderson 2018; Hermida and Young 2019; Borges-Rey 2019) literature, our study addresses the following questions: What were the motivations and perceptions that made these volunteers

participate in this project?; How engaged were these volunteers in data journalism practices and surrounding activities, such as accessing documentation and methodologies?; After the period as a volunteer, how did these volunteers deepen their knowledge about data journalism and open data?

To answer these questions, we relied on a mix-methods approach. First, we collected data via a questionnaire with open-ended questions and closed-ended ones sent to these voluntary crowdsourcing activity participants, which allowed us to understand their involvement, interests, motivations, and opinions in the project and about open data. Second, we will conduct one-on-one interviews with some participants during Q2 2022 to get a deeper understand about their experiences with open data and get valuable perspectives into their roles and their involvement with data journalism and in this project. Preliminary results show several motivations to get involved in this project. Still, there is common sense that the Federal government's ineptitude in handling the crisis was a strong motivator. To conclude, we reflect on the role of this project and the potential contributions that it had on the country, journalism and open data practices, and the academic scholarship.

■ **JOS04 - Actors and Actants**

PP 105   Fact-checking of visual disinformation and deepfakes – An actor-network theory approach

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This study investigates the role of deepfake technology in journalism taking an actor-network theory perspective (Latour, 2007). Accordingly, we consider deepfakes a novel 'actant' that causes changes in a network of 'actors' that deal with mis- and disinformation on a daily basis: Fact-checking. We suggest that because deepfakes are difficult to authenticate, their impact can first and foremost be observed amongst those attributed with the task of their verification (López-Marcos & Vicente-Fernández, 2021). Based on interviews with experts in fact-checking (N = 15) we seek to answer the following questions:

1. _How do fact-checkers adapt their work routines to deepfakes in terms of (1) detection techniques, and (2) countermeasures?_
2. _What dangers do fact-checkers identify in connection with deepfakes for (1) journalism and (2) news audiences?_

Fact-checkers can either function as 'intrapreneurs' or 'entrepreneurs', depending on whether they are working within a media outlet or for an independent organisation (Singer, 2018). We identify a third important actor in the fact-checking network: Cyber security experts are increasingly involved, as they are familiar with the necessary digital tools to identify more challenging formats such as deepfakes.

A semi-structured interview guide was developed, slightly adapted for each type of fact-checker respectively. The first block aims to gain detailed insights to their practices regarding two main incentives: Detection techniques (human-based, technology-based) and countermeasures (training, education, media literacy). In a second question block, experts are asked to assess deepfakes' impact. To get them thinking about this complex question, they are prompted by two contrary vignettes in the form of news headlines – one warning of deepfakes' threatening potential and one trivialising their impact. Here, we call on their expert knowledge to identify potential dangers for other media actors (journalists) as well as audiences.

By investigating the interconnectedness of deepfakes (= actants) and various types of fact-checkers (=actors) (Latour, 2007), we provide an evidence-based assessment of the way this new technology is changing journalistic activities. Our preliminary findings show that fact-checking processes are only changing to some extent, while political deepfakes are treated as a future, not acute problem. In addition, fact-checkers point to other forms of visual disinformation such as decontextualised videos and images which they consider more dangerous, as they are more prevalent and easier to produce. In sum, this study provides insights into how fact-checkers tackle visual disinformation, estimates potential threats realistically and reveals deficits in dealing with manipulated images.

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Journalism Studies

PP 106   Journalism | Audience: One relation, many relationships

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The journalism-audience relationship has become a central topic of journalism research, we even talk of an "audience turn" (Costera Meijer, 2020). In fact, however, the audience has always been part of journalism (research). This is because the journalism-audience relationship represents a "unity of a difference" (Luhmann, 2012: 104) whose two sides develop their identity in relation to each other, while the character of the relationship emerges 'in-between' (Seyfert, 2019). We express this through the notion "journalism | audience" in order to express the unity of this relationship and at the same time, with the vertical bar, the difference of the two elements. In doing so, we are guided by a simple theoretical premise, i.e. the modeling of this relationship as a social relationship of journalism and its audience, characterised by mutual perceptions and expectations (Scholl, 2004; Loosen & Schmidt, 2012) and by increasingly differentiated relationship practices.

We apply this relational approach to investigate how the relationship between journalists and their audience(s) is evolving in a profoundly changing media environment and how this affects journalists' work and output. Empirically, we reconstruct the view of the journalists' side of the relationship, based on 41 in-depth interviews in different organisational contexts (established media and startups; TV, radio, print, online, incl. podcasts, newsletters, Instagram, etc.; general news and special interest media).

The interviews showed that journalists tend not to have 'monogamous' relationships with their audience: instead, they differentiate, albeit to varying degrees, between multiple parts of their audience to whom they ascribe distinct roles and to whom they relate performing different relationship practices guided by varying normative-cognitive orientations or frames of relevance.

Based on this, we are currently developing a typology of audience-relationships that, so far, comprises ten distinct forms of audience-relationships:

1. Monitoring/optimising relationship to quantified 'aggregate';
2. Distantly serving relationship to general public as citizens or customers;
3. Nurturing relationship to community;
4. Trust-building/-maintaining relationship to 'knowledge carriers';
5. Issue-oriented relationship to discussion partners;
6. Avoiding relationship to 'trolls';
7. Stressful coping-centred relationship to haters;
8. Cultivated relationship to fans;
9. Ignoring (non-)relationship to invisible audience;
10. Limitedly supporting relationship to help-seekers.

Further interviews will follow until we reach theoretical saturation.

The different audience relationships a journalist maintains characterise his/her individual repertoire of audience relationships. Across cases, we find that some respondents have similar relationship repertoires which signify the different 'relationship types' that journalists can be.

Against this background, we suggest to distinguish theoretically between relation and relationship: at this systemic level, we speak of the functional relation between journalism as a social system or field and its audience, i.e. between journalistic performance roles and audience roles. Below this systemic level (which does not mean: less important), we can empirically identify various relationships at the organisational level (of newsrooms) and at the individual level of journalists and their interactions with different parts of their audiences.

In a final step, we show how different audience-relationships affect what topics and stories journalists select and how they provide them, which, in turn, has consequences for the constitution particular issue and group publics as well as the general 'polity public'.

Journalism Studies

PP 107   What drives changing news use over time?: A longitudinal study of the informational practices and preferences of young adults

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An 'audience turn' has swept across journalism studies over the past decade (Swart, Groot-Kormelink, Costera Meijer & Broersma, 2022), with scholars and journalists alike uncovering how people are being news consumers in a transformative, digital age. Accompanying this has been an increasing tendency to investigate consumption through the notion of repertoires (e.g., AuthorsA&B, 2018; Edgerly, 2015; Yuan, 2011), a framework that conceptualizes news use not as discrete choices but as cross-media practices that form relational ensembles based upon demographic, technological, and contextual factors (Hasebrink & Hepp, 2017). This paper contributes to this literature by analysing the composition and transformations of news and information repertoires among 24 young adults, aged 18–24, adopting a longitudinal format that meets the same group of young adults at two temporal conjunctures, first in 2019, with follow-up fieldwork in 2021. The paper finds that life stage factors, emotional responses, normative assessments, and the materiality of media platforms and devices played decisive—at times reinforcing—roles in shaping changing preferences over time.

In a digital era that sees the emergence of a hybrid 'media manifold', with boundless (Couldry & Hepp, 2016) – often individually-targeted (Holtzhausen 2016) – options to encounter and engage with public affairs, private affairs, entertainment, and everything in between, the question becomes how people navigate this manifold to orient themselves in everyday life. While analytics offer some important insights in this regard, the sensemaking practices around people's engagement are impossible to fully capture with digital tools (AuthorA, 2020). Accordingly, this paper conducts an iterative research encounter consisting of a Q-sorting exercise, think-aloud protocols, and semi-structured interviews to map participants' current cross-media repertoires and elicit reflections about news practices and preferences. In doing so, it considers changes across diverse platforms and technologies – digital and analog – as well as diverse informational genres that make up participants' media repertoires. Responses were transcribed in NVivo and analyzed with a thematic content analysis, where lexical indices of change, such as past tense verbs (i.e., started, began, stopped) and semantically relevant lexemes (i.e., suddenly, recently), were used to identify passages related to change. These, in turn, were held up against the first and second iterations of the media card sorting exercise, which were presented to participants to reflect on their stated changing preferences over the two-year period.

The study finds four drivers of repertoire change. Externally, change is driven by 1) biographical and 2) material factors, which impact when and through what means orientation takes place. For instance, the expansion of time spent in the domestic space of the home brought about by COVID-lockdowns impacted both the timescales in which orientation could take place and relative affordances of media technologies. Such influences are balanced against internalized factors, specifically 3) normative beliefs about news values; and 4) emotional preferences surrounding news use. Crucially, this study's findings have significant civic implications in terms of what happens when news fatigue sets in, how this relates to changing assessments and sentiments of worthwhile patterns of use, and how individual life stage changes shape informational needs.

PP 108   News use before, during and after crises: Towards a typology of temporality in news experiences

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This paper analyzes how news use changes in conjunction with evolving societal crisis situations, asking how news experiences fluctuate in shifting conditions of turmoil. We draw on three qualitative interview studies to develop a typology that considers different cases and dimensions, contributing to debates in journalism studies on news avoidance (Skovsgaard and Andersen 2019) and evolving news repertoires (Peters and Schrøder 2018).

As recently observed in the COVID-19 pandemic, news consumption increases in acute crisis, calling for rapid orientation in abundant information environments. Several studies have documented intensified news use when COVID-19 spread (Aelst et al. 2021; Mihelj et al. 2021; Newman et al. 2021), but also that the early news spike was followed by overload and avoidance (Broersma and Swart 2021; Ytre-Arne and Moe 2021). These patterns illustrate that not only levels of news use, but also its functions and deeper meanings, fluctuate over time. We

advance this discussion by developing an empirically grounded typology of how experiences with news change in conjunction with societal crisis events.

Our theoretical framework combines recent works on transforming news repertoires (Vandenplas et al. 2021) with classic and new scholarship on informational and ritual communication (Carey 1975, Moe et al. 2019, Groot Kormelink and Gunnewiek 2021). We draw on three interview studies with news audiences on temporally divergent crises: a sudden disruptive political event (N = 50), the ongoing COVID-19 pandemic (N = 12), and the open-ended climate crisis (N = 14). All studies are conducted between 2016 and 2020 in Norway, with varied informant samples and a cross-media approach. Findings indicate that proximity/distance and engagement/avoidance are key dimensions that fluctuate over time, and that crises lacking endpoints of regained stability are particularly difficult to navigate.

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JOS05 - Audiences and their habits

PP 109 **Reflect my world or I won't read it. Audience expectations of Czech public service media and their connection with political preferences**

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Public Service Media (PSM) across Europe have been in recent years under great pressure, especially by populist politicians. The situation in the Czech Republic is no exception. Populist politicians accuse public service media of denying them enough space to express themselves, of favoring other political parties, failing to portray reality, and of framing news with liberal values (Sehl, 2020).

Simultaneously, people with populist attitudes prefer media that reflect the populist vision of society based on dividing people into "ordinary citizens" and "corrupt elites and dangerous minorities" (Hameleers et al., 2017; Fawzi & Krämer, 2021). This creates pressure on public service media because they are supposed to foster social cohesion and integration (Just, 2020) and yet they, because of that, inherently cannot fulfill populist voters' expectations.

A number of studies look at audience expectations from the media (Vos, Eichholz, & Karaliova, 2019; Willnat, Weaver, and Wilhoit, 2017). However, only one of them focuses particularly on public service media (Asano et al., 2021). Moreover, there is no study that addresses the expectations from public service media and takes into account the political preferences of their audience members. Furthermore, the research on audiences' expectations has been mostly quantitative, except for one recent qualitative study (Karlsson & Clerwall, 2019). Therefore, the aim of this study is to fill this research gap and use a qualitative approach to find out what expectations the public has of public service media.

The study will be based on 6 focus groups. Each focus group will be composed of either voters of Czech populist parties or voters of non-populist parties or non-voters. The classification of the participants into these three types stems from an assumption that the participants' expectations regarding public service media will differ in line with their political preferences, which could cause fundamental disagreement among respondents and thus undermine a safe environment for expressing opinions. Preliminary results of the analysis should be available at the conference.

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JOS05 - Audiences and their habits

PP 110   Making space for news: how young people organize their home screens to form and sustain news habits on the smartphone

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The smartphone facilitates many novel habits for audiences for finding, consuming and engaging with news and journalism. Central to such routines is the home screen, allowing users to set up a tailored system of shortcuts and widgets that supports quick and easy access to current affairs. In addition, push notifications can be turned on for monitoring breaking news around specific topics or from certain titles more passively. Such anchor points are vital in shaping and sustaining regular exposure to news, in particular for young people. For them, the smartphone has become pivotal for how they orient themselves to the world. Previous research has emphasized the importance of habits such as checking cycles for people's mobile news use. However, why young news users organize their mobile news environments in a particular manner, and how such structures affect their news habits, remains largely unexplored.

This paper analyzes how Dutch young smartphone users aged 16–25 ($N = 215$) actively carve out spaces for news on their smartphone and how these customized contexts facilitate and sustain their habits of news use. Previous research suggests that context stability is less relevant for forming media habits than for other habits. However, we reconceptualize the relationship between habit formation and context stability, arguing that the smartphone – through the organization of the home screen itself – provides the stable context that is crucial for habit formation. Moreover, we consider the role of automaticity and embodied knowledge in the formation of news habits on the smartphone. Previous studies have shown that by operating their smartphones, users intuitively develop understandings of such technologies work. However, such ethnographic work has primarily focused on the smartphone's social and entertainment functions, neglecting how embodied forms of knowing contribute to young people's news habits.

Using the walk-through method, think-aloud protocols and in-depth (video) interviews, we explore how young news users optimize their mobile news environments in ways that form and sustain their everyday news habits. First, we observed how participants physically navigated through their phones, explaining how they had organized their mobile devices by grouping sets of apps, enabling push notifications or arranging widgets. Second, we watched as these users scrolled through their three most important apps for news, while thinking aloud about their experiences. Finally, respondents reflected on the position of their smartphone within their overall news repertoire.

Overall, we find that users actively exercise their agency by organizing their home screens and smartphone settings in a way that both sustains and shapes their habits for everyday news use. This provides the intra-media context stability for habit formation that interrelates with their everyday life contexts. Additionally, pre-installed aggregators widgets (such as Google News) and other pre-designed digital artefacts invite particular news practices. Consequently, the configuration of these interfaces and users' ability to physically navigate and adjust them play a vital role in fostering sustainable news habits. Hence, we argue that work around mobile news habits should incorporate such sensory and material dimensions, to fully comprehend contemporary practices and experiences of news use.

Journalism Studies

PP 196 Media innovation beyond perimeter walls: a multilevel theory of innovation processes

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The concept of media innovation has been gaining increasing attention from scholars of different fields, such as journalism studies, media policy and media management, over the last twenty years (Belair-Gagnon, 2020; Garcia-Aviles, 2021). Despite this surge of attention, most scholars engaging with conceptualizations of media innovation claim that the available theoretical frameworks are typically underdeveloped (Storsul & Krumsvik, 2013; Bleyen et. al, 2013, Dogruel, 2013, Garcia-Aviles, 2021). Looking at the existing body of research, it is evident that scholars have mostly dedicated considerable efforts to dissecting the concept of media innovation, rather than unifying it. Dogruel (2013) identifies two main tracks of research, one that understands media innovation research as the study of external influence factors threatening media structures and another one that focuses on determining which media products are innovative. She also identifies (2015) a third stream: the innovation processes as carried out by media organizations. These three research streams clearly respond to very different questions that can hardly be addressed under one unique theoretical framework.

This paper invites to position media innovation research on innovation processes, as these take place at multiple levels (the medium level, addressing media companies, and the micro level, addressing human actors) and are thus a useful object of research to develop a holistic conceptualization of media innovation. Building on Garcia-Aviles' categorization of innovation journalism research (2021), on the medium level, existing theoretical frameworks tend to focus either on business-related aspects (Dogruel, 2015) or on the use of technology (Schimtz-Weiss, 2012). At the micro-level, several scholars (Schmitz Weiss & Domingo, 2010; Steensen, 2014; Westlund and Lewis, 2014; 2015), have nurtured a flourishing research stream on the individual human agents of innovation, as well as on the interplay between human and nonhuman actors. Despite individual media practitioners and media companies are clearly two interconnected entities whose perimeters are blurring into each other, current frameworks of media innovation do not capture them as such.

To address this theoretical gap, and introduce a novel comprehensive account of how innovation processes impact on companies structures, this paper aims at answering the following main research question: ,how can the existing understanding of media innovation be extended to formulate a theoretical framework that captures innovation processes happening in news media at both micro and medium level?'

At a methodological level, this research will build on a critical literature review of the main peer-reviewed papers and books dealing with media innovation in news media, with focus on research produced as of 2000, to narrow down the scope to innovation in the context of digitalization of news media.

As a result of this research, several existing theoretical constructs, such as Interactive Learning Culture (Porcu et al., 2020), Community of practices (Weiss & Domingo, 2010), Practice Perspective (Steensen, 2014) and Newsroom a-centricity Deuze & Witschge, 2018) will be critically reviewed. Lastly, they will be complemented with novel insights and integrated into an original framework useful to fully capture innovation processes resulting from the blurring relationship between agencies (human actors) and structures (media companies).

PP 197 The transformation of the journalistic profession: (Re-)defining the skills of future journalists for algorithmic newsrooms

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The increasing implementation of artificial intelligence technologies and automation in public communication does not only entail innovative developments and new forms of journalism — such as "hybrid journalism" (Diakopoulos 2019) — but also leads to a continuous transformation in the structures and workflows of newsrooms, as journalists are confronted with emerging fields of action and responsibilities that consequently require a reconsideration of the acquisition of journalistic skills. Previous studies mainly focus on journalists' perception of automated journalism, their attitudes towards this emerging form of journalism, and their role in hybrid newsrooms, while the journalistic skills required in algorithmic newsrooms are only marginally addressed. Furthermore, despite having a vital impact on the journalistic workflow and thus also shaping the job profiles of journalists, organisational structures and conditions of journalistic actions are barely included in these studies.

In this regard, drawing on the structuration theory (Giddens 1984), the purpose of this study is to identify as a first step the challenges faced by journalists in algorithmic newsrooms and later to explore which (new) journalistic skills can be developed for journalists against the background of organisational structures in order to ensure effective human-machine interactions. To reflect on and (re-)define the required expertise for future journalists, structured in-depth interviews were conducted in 2021 with 13 journalists involved in the process of algorithm-driven news making at Turkish media organisations. A thematic analysis according to Braun and Clarke (2016) was carried out to identify and categorise common patterns of interpretation with regard to journalistic abilities.

The results of the study indicate that emerging technologies imply the acquisition of a combination of knowledge-based journalism capabilities (Donsbach 2014), such as subject expertise, practical skills for collecting, creating and distributing news, journalistic ethics knowledge and media literacy, and algorithmic thinking skills as a new dimension to supplement traditional journalistic skills in order to understand how algorithms function and interact with algorithmic systems so as to ensure lasting competitiveness in socio-technical work environments.

The study concludes by stating that artificial intelligence technologies should not be a black box for journalists and summarising the implications for journalistic education and vocational training to enhance the professional skills of future journalists in algorithm-driven newsrooms.

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JOS06 - Future and innovation

PP 198   "There's a Cap": An examination of knowledge-based collaboration in platform-fact-checking partnerships

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Cross-sector partnerships–meaning the voluntary participation of stakeholders around shared interests, as opposed to solely contractual participation where relationships are based on exchanges of services for one and another–is an important feature of contemporary work practices in knowledge production activities. Fact-checking, as an emerging journalistic field, is a particularly productive arena for examining journalistic knowledge practices in the context of cross-sector partnerships, especially given that platform partnerships constitute a large part of the revenue of these news publishers and fact-checkers revenue streams. Cross-industry partnerships–especially a journalism relying on a set of external actors to their sustainability–also constitute a helpful terrain to understand how various socio-technical arrangements yield knowledge-based practices around particular social issues. This paper explores how platforms, news publishers, and fact-checkers describe the trade-offs they make in formal partnerships to counter misinformation. It uses a knowledge-based view (KBV) approach (Grant 2013) to show how computer-mediated collaborative practices shape, modify, and bolster the actions of social actors towards the solving of different social problems. This approach helps us understand how different actors discursively express "developing their knowledge-based practices to fit the affordances of digital media platforms" (Westlund & Ekström, 2018, p. 1; see also Westlund, Krumsvik and Lewis, 2020). We look at the tradeoffs actors make in those practices, meaning the ways social actors talk about negotiating resources, capabilities, expertise, and epistemologies within those cross-sector partnerships with the goal to fight misinformation. This paper uses 43 in-depth semi-structured qualitative interviews with platform representatives, fact-checkers, and news publishers from North America, Europe, Africa, South America, and Asia. As a research team we also have participated in fact-checking events and observation of their work; conducted interviews with four start-ups and four government representatives; and did a separate analysis of tech that fact-checkers and journalists use in their work. We show that (a) resources, capabilities, and expertise as well as (b) epistemological constructs (routine tasks, credibility, and newsworthiness) constitute key aspects of these partnerships. Together, they contribute to the shaping of knowledge of what it means to fight misinformation through these partnerships (e.g., focuses on debunking, hub practices, resource allocation inequities), and ultimately what types of misinformation matters for the public. This study also points to a major problem in the misinformation field, namely coordination (technical, as to how to integrate different efforts by multiple people) and cooperation (different organizations have different goals).

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JOS06 - Future and innovation

PP 199   **Innovating newsrooms with AI. Nordic media executives on organisational and strategic challenges of AI development**

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In the journalistic field, the development of AI is still in an initial phase. There is a great deal of interest and understanding that the new technology offers many opportunities, but the right skills are lacking and there is a reluctance to invest scarce resources in uncertain innovation projects. Nevertheless, the development and implementation of machine learning in newsroom settings gradually brings a complete set of unfamiliar prerequisites to the stage: new actors, values, works flows and professional boundaries. A central challenge to management is therefore to ensure organizational forms for innovation so that fundamental journalistic values may be shaped and enacted in the automation processes of news work. Much research indicates that collaboration and shared knowledge are crucial to create such settings.

Although there is a growing body of research on AI in journalism the organisational and strategic perspective is yet to be expanded. As a contribution to that, this paper provides an exploratory mapping of the perceptions of media executives actively engaged in implementing AI in Nordic media houses. The analysis is focused on three key aspects: 1) organisational knowledge and AI maturity, 2) AI strategies, and 3) collaborations in AI innovations.

Empirical support is drawn from the Nordic Survey Study of AI in journalism, sent to an exclusive selection of 128 media executives, developers, and strategists in four Nordic countries in 2021. With a 41% response rate, the survey offers a unique cross-sectional insight to applications and perceptions of AI. The analysis is framed by organisational theory and a socio-technological approach centering the human experience of technological advances.

The results show that although most Nordic news media have already introduced some form of AI, there is yet a widespread feeling of lagging behind compared to other industries. The respondents consider technology as a tool to strengthen and expand human capabilities and reject notions that AI will "take over" decisions from human journalists and editors. Regarding leadership, strategy, and collaboration the result indicates room for business improvement. The respondents often experience a lack of drive and knowledge among management, and that there are no explicit strategies. They believe that they work in a good collaborative climate, but that there is an unfamiliarity with cross-cutting projects in many organizations that may hinder successful implementation of AI.

JOS07 - Across journalism bounderies

PP 211   **Extending the professional borders or keeping status quo? – Union membership as boundary work**

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Journalism as a profession is in a state of flux, experiencing challenges that impact on both journalistic professional work and the institution of journalism (Peters & Broersma 2013, 2017, Eide et al, 2016, Mathisen, 2022). According to Carlson and Lewis (2015, p. 3), "Journalism is not a solid, stable thing, but a constantly shifting denotation". Disruption and changes within the profession also propagate boundary disputes. This study will shed light on boundary work in the making, with the debate concerning membership rules within the Norwegian Union of Journalists as a case.

Brief background: In 2020, a committee within the Norwegian Union of Journalists raised two proposals: 1) to change the unions name to the Media Association, thereby removing the words journalist, and 2) to extend the rules of membership, to include those who work with content marketing. The proposal generate both protest and support, among others expressed through a range of debate articles in the specialized press *Journalisten* and

Medier24. The final decision will be made at the convention spring 2023. Towards the convention, the union will facilitate a broad internal process.

In this paper, we will analyse the ongoing debate, aiming to understand how boundary struggles might shed light upon the professional identity of journalists. The research question asked is *What kind of arguments and viewpoints are brought forth in the debate about membership rules in the Norwegian Union of Journalists, and which positions emerge?*

The empirical data contains qualitative text analysis of debate articles in *Journalisten* and *Medier24,* and qualitative interviews with essential actors within the Norwegian Union of journalists. The preliminary findings of the text analysis suggest two main positions: One the one hand, a struggle to protect the pure professional identity, values and integrity. On the other hand, arguments regarding union power, size and impact, and that journalism as practice in the digital media landscape involves a wide range of competencies.

The study will contribute to our understanding of the shifting boundaries of journalism, and how changes in external framework also impact upon internal professional identity. Further, it will bring essential knowledge about how boundary struggles are conducted, as well as how the existing landscape of journalism slides and develops. Being a democratic-corporatist media system with high professionalism among journalists (Hallin and Mancini 2009), with high union density in general and among journalists in special, Norway constitute an interesting media context to explore. Theoretically, the study will be anchored in the sociology of profession, with jurisdiction, boundary work and professional identity as vital concepts.

JOS07 - Across journalism bounderies

PP 212   Is liveblogging a genre? Routines for realizing credibility in discourse community of livebloggers

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Started as a format to cover football matches, liveblogs are increasingly used to cover breaking news events and ongoing developments, like COVID-19, sports or politics (Thorsen & Jackson, 2018). The format is characterized by its temporary version of truth, fragmented narrative in a continuous process of covering (breaking) news, and epistemic challenges regarding factuality under immediate circumstances (Matheson & Wahl-Jorgensen, 2020). Liveblogs are both very popular and regarded as credible by news consumers and journalists alike. They might be a journalistic genre.

To frame liveblogs in terms of genre is highly relevant: genre theory explains that authors use imperative symbolic actions to create effects of reality and truth. That is, genre helps explain (and understand) why liveblogs are, despite their epistemic challenges, evaluated as credible for journalists and public alike (Swales, 1990; Frow, 2015). Previous content analysis of nine different live blogs shows manifest and stable routines and conventions for two such imperative symbolic actions: source selection and attribution practices (anonymous, forthcoming). Based on these results, it seems plausible that liveblogs are a genre. However, we do not know which routines and conventions are used by makers of liveblogs themselves – the livebloggers, so to speak.

Therefore, this study analyses the so-called discourse community of liveblogs. The concept of discourse community is based on a social view of writing, meaning that members of a community follow routines and conventions to produce discourse, pursuing a shared communicative purpose (Beaufort, 1997). These routines and conventions are constitutive for the community and, at the same time, line-up discourse with public expectations. Consequently, liveblogs possibly are a genre because they possibly are 'done' in a prescribed way by a community of livebloggers.

To find possible discourse communities of livebloggers we conducted eight semi-structured interviews with experienced livebloggers by the three biggest online platforms in the Netherlands in 2021, following an interview protocol. We analyzed the interviews using Atlas.ti.

Results suggest that journalist covering events in liveblogs do not only have technical skills and expertise regarding the event they cover, but also organizational skills to follow-up questions in the organization (checking, validating, content) and are often an equivalent partner for the editorial staff to weigh impact and factuality of information (gatekeeping). Journalists working for liveblogs are not starters or interns, as often assumed, but are experienced journalists with organizational klout. Moreover, journalists covering liveblogs claim, acquire and justify knowledge in similar ways.

Taken together, our findings indicate evidence for a discourse community of livebloggers, with members following routines and conventions for sourcing and evaluating events under immediate circumstances. These discourse community provides further evidence for the generic status of liveblogs, and with this understanding of genre, our understanding of effects of credibility to take place. If, as the present study suggest, the genre of liveblogs has effects

of credibility, then there is a need for research that explores the public reception of liveblogs' credibility to finalize the generic status of liveblogs. This study will be conducted soon.

JOS07 - Across journalism bounderies

PP 213 News logic, routines and constraints in the UK, Sweden and Greece

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This paper discusses similarities and differences in the way journalists in the UK, Sweden and Greece (countries of varying journalistic cultures) select the news. Research questions concerned: (1) perceived vs actual mission of journalism; (2) constraints in fulfilling the mission; (3) connection between mission and criteria of newsworthiness; (4) logic of assigning degrees of newsworthiness. Based on quantitative and qualitative data (survey via questionnaire and focus groups), established theoretical assertions are questioned and alternative interpretations are suggested. The paper primarily examines the ways 'news values' are 'read' by many researching and theorising in the field of journalism studies.

Empirical findings recognise 'news values' of the 'classic' works (Galtung and Ruge, 1965; Harcup and O'Neill, 2001) as revised by various authors (Willig, 2013; Harcup and O'Neill, 2017; Bednarek, 2018). Very importantly, however, findings also show that newsworthiness is distinct from 'publishability', a concept introduced by this paper. Factors parallel to news values are at play, making newsworthy stories being ignored and not-so-newsworthy ones being given prominence. These dynamics are exercised from inside the newsroom (management, peer) or outside of it (economic actors, institutional sources). Self-censorship is added, as journalists avoid challenging dominant socio-cultural views of their audience, or they constrain themselves, knowing their limits within the system.

While similarities in the three countries support the distinction between newsworthiness and 'publishability', differences observed lead to sketching profiles of British, Swedish and Greek journalists. Professional ethics enjoy a higher degree of success in Sweden, compared to the UK and – even more – Greece. In the latter, things are far from ideal with respect to the ability of journalism to serve truth, democracy, the citizenry or humanistic ideals. Keeping good relations with news sources is an impediment to reporting truthfully in Greece and the UK, as is advocating specific political ideas or having to serve the media owner's non-journalistic imperatives.

Peer influence, leading journalists to develop a conformist attitude, is strongly observed in Greece and the UK. A strict distinction between facts and their interpretations dominates British journalism, while Swedish journalists underline that the media environment is becoming increasingly commercialised and precarious, thus undermining their – historically highly valued – professional autonomy. Additionally, pressure from social actors of the fields of politics and the economy is exercised on journalists, the result being that the composition and perspective of news, especially political ones, are co-shaped by journalists and powerful – external to the newsroom – factors.

A contribution of this paper can be resolving two misunderstandings adopted in some journalism studies literature: (1) as 'news values' often appear as an instrument of universal application, it is implied that journalism is practised in similar ways across countries; (2) the lists of 'news values' are accepted as a tool of news selection, while – as many authors have shown (Rosengren, 1974; Westerståhl and Johansson, 1994; Staab, 1990; Allern, 2002) and the present project re-confirms – they are mainly a tool of news construction. Findings of this research demonstrate that the above two claims have to be treated with caution.

JOS07 - Across journalism bounderies

PP 214 Immersive storytelling: Overrated hype or the future of journalism?

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Journalism is currently facing enormous transformation processes. The increasing importance of online media and the declining willingness to pay (WTP) for journalistic content challenge traditional financing models, which is reflected by decreases in subscriptions, sales, and advertising revenue (Nielsen, 2016). To keep the financial basis of journalism solid, it is important to generate new sources of income and to make paid content more attractive. The use of Virtual Reality (VR) technology in journalistic contexts ('immersive journalism') offers innovative ways of reporting and provides a unique immersive experience of stories that is highly attractive to users (Soler-Adillon & Sora, 2018). Since production costs of VR content have dropped significantly in recent years, immersive storytelling is considered a promising opportunity for journalism, helping to reach new target groups and to increase WTP (Sirkkuren & Uskali, 2019).

Against this background, the current study investigates in how far the application of VR technology in journalism can make content more attractive and can increase WTP. Further, we aim to examine factors that could play a role for WTP and recommendation intentions. In detail, we assume that the use of VR technology increases feelings of presence, empathy, appreciation, and awe (i.e. being amazed/impressed by media content; Possler, Klimmit & Raney, 2018), which, in turn, are expected to be positively related to WTP and recommendation intentions.

We conducted a laboratory experiment with 73 participants (64.9% female, mean age: 28) that were randomly assigned to one of three conditions. A 360-documentary (produced by the German broadcaster WDR) on the 2015 terror attacks in Paris served as stimulus material. Group 1 viewed the original 360-video using an Oculus Rift VR system, group 2 viewed a 'flat' version of the video on a computer screen, and group 3 viewed an article version (based on a transcript and screenshots of the documentary).

Preliminary results indicate that participants that watched the VR stimulus were more willing to pay for the content and also showed stronger recommendation intentions. Further, the VR version induced higher levels of presence, appreciation, and awe; and these variables were all positively correlated with WTP and recommendation intentions. We think that these are promising results, supporting the idea that VR technology could open up new opportunities for journalism and might help to attract more consumers and to increase revenues.

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■ **JOS07 - Across journalism bounderies**

PP 215 **Knock, Knock! The far-right is at the door. A comparative study of mainstreaming attempts amongst Scandinavian far-right alternative media**

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The present paper analyses why antagonistic, far-right alternative media actors seek insider status. Alternative media is characterized by its oppositional position towards the mainstream (Holt et al., 2019). Simultaneously, the boundaries between alternative and professional media are not clear-cut, and some alternative media actors engage in mainstreaming. Due to the ideological position, antagonistic approach, and semi-professional practices of far-right alternative media, such attempts are often perceived as an act of provocation by established media actors and lead to controversy and conflict in the field.

Inspired by theoretical approaches on journalistic boundaries and journalism as a strategic action field (Carlson, 2017), this paper zooms in on the evaluations, motivations, strategies, and skills of far-right alternative media in Scandinavia. Based on in-depth interviews with editors of far-right alternative media (2019-ongoing), the paper analyses how these controversial and unpredictable actors position themselves vis-à-vis the journalistic institution. We explore if, how and why particular alternative actors choose to 'mainstream' in the three countries, and what they aim to achieve.

The paper finds that, although mainstreaming is contested among the far-right media actors and their audiences, access *to journalisms' symbolic resources* (such as professionalism, journalistic authority or legitimacy), or *material resources* (such as visibility, press subsidies, accreditation to press conferences, press lounges in public institutions, official sources, etc.) or less noble motives such as *destruction or sabotage* of the professional field (seeking insider status to undermine, weaken or obstruct institutional processes and unity), are key drivers. Second, it finds that alternative media actors i) seek to take advantage of the often-implicit boundaries of the journalistic institution by identifying opportunities in existing laws, policy documents and institutional mandates; ii) mobilizing support for their initiative by referring to collective frames (such as freedom of speech, media diversity etc.), and iii) questioning and criticizing professional journalistic practices and news content to mark professional authority while systematically undermining the professional authority of established news media. To what extent far-right alternative media succeed with direct and indirect strategies, depend on their social skills, and professional insights. Third, the ideological position and degree of deviance in far-right alternative media differs, ranging from critical to extreme position. The

paper finds that the least radical players (with larger audiences, more impact and visibility) are more likely to seek insider status.

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JOS08 - Constructive journalism

PP 216 Clarifying constructive journalism through a systematic literature review: The emergence of new normative role or the continuation of journalism's core values?

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From a democratic theory point of view, it is assumed that journalism should comprehensively inform citizens about relevant issues in order to enable them to form political opinions and participate in the democratic process (Schulz, 2011). The almost unremitting presence of news and information, however, often leads to news avoidance, partly due to negative and conflict-oriented reporting (Skoovsgard & Andersen, 2019). In response to an increasingly fatigued audience, *constructive journalism* has, since the mid-2010s, emerged as a solutions- and future-oriented approach to reporting that attempts to paint a *holistic* picture of the world to counteract a *negative news bias* (Lough & McIntyre, 2021). It aligns with other approaches that claim to redefine journalism's social responsibilities, emphasising its societal impact and encourage for civic participation (e.g., *transformative journalisms*, Brüggemann et al., 2021). Such "X Journalisms" (Loosen et al., 2020) refer to journalism types that emphasize particular social functions or normative orientations at a higher level.

At this level, the study examines constructive journalism as a *reporting style*. This theoretical framework refers to journalists' observation and description strategies as a complexity-reducing exercise (Weischenberg, 2001). Reporting styles differ in their relation to reality, and this is reflected in journalistic roles, editorial routines, media content, audience relationships, and their expectations (Meier, 2019). So it becomes clear that the *idea* of journalism has evolved beyond the "communication of facts" as practiced by *information journalism*, giving rise to complementary reporting styles, such as *investigative* and *constructive journalism* (ibid). New demands require new roles that bring about the development of novel reporting styles, refiguring journalism in parallel with societal change.

This study examines research on constructive journalism to characterise it as a reporting style and identify which social challenges it actually addresses. It presents an assessment of a systematic literature review of English research articles that deal with constructive journalism, published before December 2021 (N = 95). Its category system brings together the addressed challenges society (and media) face in this century with the theories and redefinitions of journalism used to characterise constructive journalism as a reporting style.

Preliminary findings reveal that many studies make limited use of theoretical approaches and instead focus on reviewing "the state of research". The most frequently cited approaches are positive psychology, news value theory, framing, and journalistic roles. Researchers often emphasize the ways in which constructive reporting embodies *traditional* journalism and performs its core functions in its demonstration of balanced reporting, the identification of problems *and* the development of solutions. For some, however, constructive journalism represents a more radical reconfiguration of journalistic practice that is actively adapting to the changes of its time. Many articles define constructive journalism as a new normativity made up of "active journalists" (Bro, 2018) aware of and motivated by a sense of social responsibility embodied in the practice, and a motivation to participate in the democratic process and catalyse social change. Following the logic of reporting styles, in research constructive journalism reflects a deep connection with its audience, resource-intensive routines, and its relation to reality that differs from other journalistic concepts.

Journalism Studies

PP 217   Constructive journalism – applying deliberative norms to handle online incivility

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The aim of this study is to investigate how journalists may use deliberative norms to promote a positive dialogue with their audience and deal with incivil user-generated content. It contributes to the field by adding to recently published works linking deliberative theory to journalistic practices (Masullo et al., 2020).

According to normative deliberative theory, participants in a democratically sustainable discussion should adhere to certain norms, such as inclusion, quality, reciprocity argumentation, sincerity, and respect (Fiskhin, 2011). While such norms illustrate a theoretical ideal, empirical studies have illustrated the benefits of including for instance moderating actors and discussion rules when striving for a more deliberative discussion climate (Strandberg et al., 2019).

Studies linking deliberative theory to journalism have shown that such approaches may be beneficial in for instance online moderation of negative user-generated comments. Masullo et al. (2020) and Ziegele and Jost (2020) showed that applying strategies where journalists outspokenly aim to engage with or choose specific response styles when approaching incivil commenters may improve discussion quality. Stroud et al. (2015) found that establishing a relation between users and moderators matters – they proposed that involving a recognizable journalist rather than an unidentified moderator will promote a deliberative discussion climate.

The study presents results from semi-structured interviews with two subtypes of media workers from regional media organizations in Finland. In 2021 six interviews were conducted with personnel in charge of media organizations' online strategies. In 2022 additional interviews will be conducted with 12–14 news journalists directly involved in production of online media content and handling of audience-produced comments. The interviews focus on how practices reminiscent of deliberative norms are used in the journalist-audience online interaction today, and on the relevance of developing new deliberative practices.

The study is expected to provide deeper understanding about how journalists in regional contexts can apply deliberative norms in their work with online user-generated content. It will also contribute with results on whether deliberative strategies are experienced as something relevant for journalism, or if every day work practices or issues such as vast workloads limit the perceived usefulness of such norms.

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PP 218   (Re-)Viewing of journalistic roles: mapping the relational constructions in journalism studies

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For decades, empirical journalism research has drawn on the – meanwhile _classical_ – concept of journalistic roles, whose history of ideas and operationalisations traces the changing nature of journalism in practice, theory, and research. Although research in this vein "demonstrates a high degree of continuity" (Loosen et al., 2020, p. 1745), there exists a multitude of inconsistent labels and concepts to describe and interpret journalistic roles.

The communicator-centred construct is now used not only on the part of "the journalists", but also to investigate specific niches in the field, actors beyond journalism, or civic and audience expectations. Thus, we can safely

theorise roles as *boundary objects* that are "specific to the context of identity construction" (Simpson & Carroll, 2008, p. 36) in dynamic, relational processes. The constructed identity of "me as a / the journalist" is composed of various personally meaningful role facets – on the part of both journalism researchers and those being researched.

We take a closer look at empirical studies regarding journalistic roles: the research question(s) asked, the theoretical and methodological conceptualisations, the role items used and the references made, the results and interpretations, and gaps in research that have been identified – within different cultural, social, and political contexts. We considered only English-language journal articles (also early access), book chapters, or proceedings papers. This enables us to trace the ways in which over 200 publications, so far, have contributed to developing and (re)thinking the concept of journalistic roles. The review follows a chronological approach, allowing us to illustrate what the dominant constructions are and have been and to group the literature accordingly to visualise the structure of the research field.

We discovered the core of the concept to be very stable – with some variations in detail, which depended on the focus of the study. Individual studies examine between 8 and 34 role items. The studies reviewed show an overall tendency toward adopting traditional constructions: Fifty years ago, Johnstone et al. (1972) developed a first item battery based on Cohen (1963) which has since been adopted by numerous researchers and repeatedly supplemented by additional role items, prominent examples are Weaver et al. (2019) and Hanitzsch et al. (2019).

Changes in journalistic roles have not yet really found their way into conceptualisations – in terms of qualitative, empirically-based operationalisations. Rather, they operate more on a descriptive level, corresponding researchers' preliminary, theoretical considerations. Most studies adopt a western perspective and focus on traditional news journalists' roles.

Moreover, we observe that most of the studies analysed are quantitative and we know little about how roles are understood, which points to a dearth of qualitative work. Furthermore, a great deal of previous research on audience expectations also adopts, relatively unreflectively, journalistic role conceptions once designed for professional actors in the field.

Our analysis leads to an integrated overview of different role conceptions as they have been considered over time with a view to contribute to a relational understanding of journalism's (changing) role in society. Finally, we identify relevant research gaps and illustrate implications for future research.

JOS08 - Constructive journalism

PP 219   Teaching Old Watchdogs New Tricks? Implementing Constructive Journalism in the Routinized Newsroom

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An increasing number of people actively avoid news because they find it overly negative, depressing, or untrustworthy (e.g., Kalogeropoulos, 2017). This has led to voices suggesting that constructive journalism offers a potential alternative (e.g., Gyldensted, 2015; Haagerup, 2017). By focusing less on negative news stories and more on solutions and positive, engaging, and inspirational news stories, this type of journalism aims at providing a more balanced and contextualized view of the world. While research on the topic is still limited, experimental studies indicate that constructive journalism holds a potential for increasing people's efficacy and appreciation of the news (McIntyre, 2019).

If these effects are to be viable, constructive journalism must be successfully implemented into daily journalistic practice. This is a challenge, however, as the focus on constructive elements prompts a potential clash with journalists' fundamental professional values that over time have become highly routinized in the daily journalistic practice (Shoemaker & Reese, 2014). In general, journalists strongly adhere to a watchdog role that focuses on malfunctions in society leading to a routinized emphasis on negative rather than constructive or positive elements of society (e.g., Soroka, 2014). The emphasis on solutions in constructive journalism has also sparked criticism by journalists, as this practice is seen as a sort of activism that violates the objectivity norm.

This potential clash with established professional values questions to which extent constructive journalism can be implemented in the highly routinized daily journalistic practice in traditional newsrooms. However, despite being a fundamental precondition for the claimed effects of constructive journalism, the question how constructive reporting can be implemented into daily practice has been left unanswered by extant research.

The case of the Danish regional television station TV 2 Funen is well-suited for exploring this question. First, while most other legacy news media that engage in constructive journalism have confined this type of journalism to specific segments or beats in their organization, TV 2 Funen aims to implement a constructive journalism mindset in the entire newsroom. Second, TV 2 Funen provided access to collect survey responses of all journalistic employees

(n≈55) and qualitative interviews with news editors and journalists at different beats at the beginning as well as two years into the project.

This data provides a fine-grained and longitudinal picture of how journalists respond to the change. Results show that the implementation of constructive journalism on the one hand *resonates* with the journalists who generally acknowledge that the challenges the news media are facing call for changes. On the other hand, constructive journalism also sparks *resistance*, particularly among the journalists who adhere most strongly to the critical watch-dog role. These findings indicate that to successfully integrate constructive journalism into established journalistic routines it is crucial to leave room for critical reporting on malfunctions in society in combination with a focus on more constructive and solution-oriented news stories. Thus, the study illustrates that building a bridge to existing professional values is crucial for the successful implementation of fundamental changes in traditional news organizations.

JOS09 - Local media, local journalism

PP 297   Time to re-think impact – Local journalism after the COVID-19 outbreak

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Local journalism is valued primarily for serving local audience. Nevertheless, local journalism does not only cater to the local audience; there is a national interest towards verified information from "distant" regions, all the more so in an emergency. The impact of local journalism must be re-thought in the information disorder era. The emergency also brings out the necessity of having professional newsrooms in the regions with up-to-date equipment and training to reach wider audiences. However, local media's overall problematic economic situation has led to poor working and salary conditions in the regions; in turn, journalists desert the area or the profession itself. Fewer journalists cover the area; analyze political communication and decision-making, making the region vulnerable to corruption.

Our research aimed to analyze how local newsrooms and journalists managed with COVID-19 outbreak in their region and their role as mediators of information in the middle of the emergency, especially as there was more significant demand for information than ever. We were interested in how journalists acted routine-wise using digital tools and platforms. In the middle of our research were two Estonian islands: Hiiumaa and Saaremaa. Saaremaa was where the virus outbreak occurred in Estonia first, leading to isolation from the mainland, Hiiumaa followed their lead as a precaution. There are three newsrooms on the two islands: Hiiu leht (Hiiumaa), Saarte Hääl (Saaremaa) and Meie Maa (Saaremaa). We conducted semi-structured interviews with eight journalists on the islands – two from Hiiumaa and six from Saaremaa. Altogether, around 13 local journalists worked in the region during the breakout.

In light of the collected data, the lack of resources (including human resources) hindered strategical thinking in an emergency and forwarding information to the local audience and the nation. Saaremaa was the first region in Estonia where the virus broke out; any unnecessary movement between the island and mainland was cut, which also meant no national outlets' correspondents could go on the spot. The local journalists witnessed an interest in their reporting increase, especially towards materials published online, as the newspapers only circulate in their regions. As the virus was a new phenomenon, there was an overall interest in any information coming from the outbreak, and journalists enjoyed the attention. On the flip side, local journalism in the regions struggled with the lack of professional journalists, money to hire new staff members, and developments in the newsrooms before the Covid-19 emergency.

Re-thinking local journalism's impact starts with acknowledging its value and role in democracy and the media landscape. If anything, the emergency illustrated the lack of strategic thinking among media companies and Public Broadcasting when cutting the budget for local journalism. From an economic perspective: the problem of not reaching a potential audience stems from the lack of innovation in the newsroom, and trained journalists, which stem from decreasing budget and unappealing salary-workload balance. These conditions feed into creating news deserts. Another point to re-think is the role of Public Broadcasting in local journalism and the failure of correspondent system in an emergency.

Journalism Studies

PP 298   Decoding the automated journalistic experience: an exploratory investigation of local media practitioners' work with automated journalism

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In the UK, automated journalism has started to make its way into local newsrooms (Arias-Robles & Lopez Lopez, 2021), which have been hard hit economically with the exponential expansion of the digital eco-system (Jenkins & Jerónimo, 2021). In this context, automated journalism is being deployed as an additional production avenue to remain competitive (Arias-Robles & Lopez Lopez, 2021), because it allows for structured data to be converted automatically into text with the help of *natural language generation* models (Dörr, 2016), a process that can be scaled.

The increasing use of automation in news production has stimulated discussions on how the craft of journalism might be transforming (Guzman, 2019). Thus far, scholars have explored media practitioners' perceptions of automated journalism in various national and international news production contexts (e.g., Milosavljevic & Vobic, 2019; Thurman & Kunert, 2017). However, the question remains how well this data-focused mode of news production fits the reporting of local news and how practitioners of local journalism perceive and make use of it.

Furthermore, most studies that investigate media practitioners' work with automated journalism focus on how *certain aspects* of journalism are affected by automation for instance, with regards to ethics (Diakopoulos & Koliska, 2017; Montal & Reich, 2017), professional ideology (Milosavljevic & Vobic, 2019), or the work environment (Kim & Kim, 2016). However, research aimed at investigating the transformation of journalism from a *holistic perspective* remains limited and scholars have called for a broader approach to better comprehend the magnitude of the impact automated journalism and to "discern common patterns across news organisations" (Dazon-Chambaud & Cornia, 2021, 1). Therefore, the aim of this project is to investigate how, and which, various dimensions of journalistic work are affected by the implementation of automated journalism to observe the transformation of journalism from a holistic perspective.

To best understand this impact, we conducted a qualitative, semi-structured interview study with 12 media practitioners: 10 interviews with journalists and news editors from a range of local news companies that subscribe to the automated journalism provider *RADAR* (Reporters And Data And Robots), which currently is the largest provider of automatically produced local journalism in the UK (Urbs Media, 2019), and two interviews with RADAR employees. We included a diverse sample of news companies that differs in geographical location, business size, and business model. To aim at a holistic approach, we created an extensive interview guide that touches on various dimensions of journalism and explores the media practitioners' experience of automated journalism through the various lenses of production process, organisational and institutional impact, business impact, ethics, media-audience relationship, and their professional relationship with data.

Automated journalism, and AI in particular, is still in the early stages of being established in newsrooms. However, scholars emphasize that automation is likely to be significant for the transformation of the news media landscape (Diakopoulos, 2019). Therefore, investigating its impact on the real practices of journalism is an important scholarly task.

PP 299   News coverage of the EU in local media: A multiple-case study through different journalistic cultures

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Journalism plays a key role in the public shaping of the European Union, since extant research on communication studies has evidenced that their institutions are seen as distant and bureaucratic (Sarikakis & Kolokytha, 2019). However, to fulfil its democratic function of fostering the exchange of information within the public sphere, journalism should achieve some minimum quality standards.

Although journalistic quality works as a concept that involves several factors, the mistrust on EU performance evaluations makes it relevant to delve into the quality of its news coverage. Moreover, the digital transition reinforced the role of local media as essential nodes for the circulation of news (Napoli et al., 2019), but previous scholarship has paid little attention to their relation to the EU.

Bearing these trends in mind, this research aims to explore the journalistic quality of EU news items in some local media across Europe, defining at the end a code of practice. Our study analyzes the news coverage of the EU at the local press of three European cities: Berlin (Germany), London (United Kingdom) and Seville (Spain). They belong to different journalistic cultures and media systems (Hanusch & Hanitzsch, 2017).

The analysis is performed on a sample of news on European issues, collected over one year (2018–2019). Our research design includes two media outlets for each city. We combine the content analysis from news items (n = 1,093) with ten in-depth interviews with media workers and EU officials. Through the in-depth interviews, we aimed to better understand perspectives from two different sides (journalists and EU institutions). A snowball sampling method is used, applying a thematic analysis.

As results, the main conclusions are the existence of low-quality strategies to report the EU at the local level or the fragmented coverage on EU issues linked to national media systems. Finally, we provide general recommendations for the items analyzed by this study (approach, authorship, content, journalistic genre, and news production). One of the problems is that the perceptions of journalistic quality vary among countries: the professionals' opinion in Germany are more normative rather than in the UK and Spain.

This study contributes to current discussions on the mission of local journalism in a changing digital era, arguing that a high-quality news coverage might ameliorate the democratic accountability of the EU. Therefore, it is needed to go beyond the place-based news (Hess & Waller, 2017). We also offer insightful theoretical findings on the working of the journalistic cultures regarding the notion of quality.

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JOS09 - Local media, local journalism

PP 300 Where theory meets reality: Models of solutions journalism in local UK news

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Of several branches of constructive journalism, solutions journalism (SOJO) has recently emerged as the most popular, being increasingly practiced in newsrooms around the world (McIntyre and Gyldensted 2017). Contrary to problems-oriented mainstream journalism, SOJO aims at neutralizing the negativity bias in traditional news through rigorous, evidence-based and balanced news reporting that focuses on responses to social problems. There is now an established body of literature that evidences the positive impact of SOJO on audience emotions (McIntyre 2020; Baden et al. 2019), engagement with the news (Rice-Oxley 2018; Meier 2018), public knowledge (Curry and Hammonds 2014) and psychological empowerment (Zhao, Jackson and Nguyen 2021).

Such research supports the idea that further integration of SOJO into the newsroom may have both commercial and public service benefits. Yet, we know much less about the conditions under which SOJO is or is not successfully integrated into newsroom practices: especially outside of the most well-resourced national newsrooms (Bro 2019). Nor – despite recent theoretical advances in defining SOJO (McIntyre and Lough 2021) – do we know much about exactly what elements of SOJO are typically present in solutions stories, and their relationship with audience engagement.

In this project, partnered with the Solutions Journalism Network and Newsquest (owner/ publisher of over 120 UK local news brands), we examine these questions. We trained and then mentored 50 UK local journalists in solutions journalism practice, then over the course of one year, these journalists were tasked with producing regular solutions journalism stories.

In this paper, we firstly content analyse the approximately 200 stories that emerged from this project. We code for the elements of SOJO that appear in the story, alongside other aspects of storytelling such as use of evidence, sourcing and topical focus. Second, we combine this with an analysis of audience metadata (e.g. views, shares, comments) for these stories, to determine if certain solutions story elements elicit greater audience engagement.

Finally, in analysing and interpreting these findings, we draw on a dataset of interviews with the 50 local news journalists, 10 editors, 10 mentors and observations of mentors' informal fora.

Early analysis of findings (the project is ongoing) suggest a number of important challenges for this emergent form of journalism. Content analysis findings suggest a fairly minimalist application of SOJO principles prevails, that only meet a few of the SJN's criteria for solutions journalism. In contrast to most experimental and survey findings, audience engagement with SOJO stories is no greater than for news outlets' average story. Interviews with journalists indicated that they saw the merits of SOJO and were keen to embed it in the newsroom, but there remain a number of impediments to such change, such as the crippling workloads and target-led culture that left little capacity for developing solutions-based stories. In advancing the literature, our study outlines models of SOJO that are watered-down by most definitions, but are a pragmatic response to the prevailing conditions of local journalistic work. This offers a point of reflection for what exactly the SOJO movement wants to be.

JOS10 - Journalism and conflicts

PP 319   Professional Barriers to Constructive Journalism Practice: Kenya's Media Reportage of the War on Terror

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This paper investigates Kenyan journalists' reporting experiences focusing on the challenges and dilemmas they encounter in their coverage of conflict and terrorism. Since 2011, Kenya has been participating in the 'war on terror' in Somalia pursuing the Somali- based militant group Alshabaab. Although media coverage of the attacks in Kenya has been informative, the reportage has also been described as problematic – the language used appears to glorify events and sow divisions along religious, ethnic and political lines creating suspicion amongst communities (Media Council of Kenya, 2014). This type of storytelling reflects a 'war on terror' approach, where the focus is on conflict and problems which appears to shape Kenyan's perspectives on terrorism, thus threatening the pathway to peaceful coexistence. However constructive journalism frameworks (such as peace journalism, contextual journalism, solutions journalism and restorative journalism) suggest that media can also be mandated to create an environment that fosters social justice and understanding (McIntyre & Sobel, 2018, Maweu, 2019). News reportage of conflict needs to allow people to engage with problems and potential solutions for them (Hermans & Gyldensted, 2018). Various studies have considered constructive journalism research in conflict (DeJarnette, 2016), development (Rodgers, 2017), democracy (Haagerup, 2018), peace (Galtung & Ruge, 1965; Youngblood, 2017) and immigration (Kovacevic & Perisin, 2018), in Europe and the USA. However, there appears to be little research in constructive journalism on African journalism practices and experiences (Lough & Mcintyre, 2021). Thus, a review of the barriers and opportunities for CJ in Sub-Saharan Africa and the experience particularly with the 'war on terrorism' is necessary. This study reports from interviews conducted in 2021 with practising journalists in Kenya (_n = 18_). The journalists selected were drawn from the leading media houses in Kenya and participants were sought based on their varying career experiences in conflict coverage, terrorism and work in the Kenyan media space. Using thematic analysis via NVivo, the study explores the possibilities that alternative conflict reporting is possible but systemic issues may hinder the potential for constructive journalism practices. The findings indicate that at the professional level, ethics, inadequate training, little remuneration and lack of work benefits interfere with their capacity to implement change. Meanwhile, at the structural level, gender biases, article quotas, a culture of competition and target margins for article submissions continue to undermine responsible storytelling on societal issues. And at the individual level, personal safety and lack of capacity building and training prevent constructive reportage of conflict. The discussion proposes a review of media structures, education and capacity building on conflict reportage to mitigate the current threats of terrorism in Kenya and the region. Further, the aim of this study is to broadly contribute to constructive journalism and case studies from conflict in Africa.

Keywords: _Impact, Journalism practices, Terrorism, Constructive Journalism, Coverage, Interviews, Thematic Analysis, Kenya_

PP 320   **News as an accurate and proportional reflection of reality? A longitudinal study of whether and how media content is influenced by socioeconomic, real-world indicators**

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The world is too complex to be exhaustively represented therefore news audiences are only presented to a fraction of all the phenomena unfolding around the globe. Yet, accurate and proportional representation of reality still remains key in audience expectations (Broersma, 2019) the professional role conception of journalist as an interpretative community (Zelizer, 1993) and the business models of news outlets (Myllylahti & Treadwell, 2021).

Previous studies on the relationship between media content and real-world indicators have mainly focused on economic news due to the availability of indicators. These studies show a moderate relationship between economic indicators and economic news, making scholars argue that news content comprise a partial reflection of economic conditions (Mosley, 1984; Smith, 1988; Goidel & Langley, 1995; Behr & Iyengar, 1985). Focusing on whether migration news is influenced by real world indicators, Lubbers et al. (1998) and Vliegenthart & Boomgaarden (2007) confirms the moderate relationship between real world indicators and media content. However, the investigations of this issue remain limited mainly due to the availability of relevant statistics and the focus on topical prominence, while qualitative aspects of the coverage, such as framing, remain understudied.

The present study revisits the question of whether news constitutes an accurate and proportional reflection of real world indicators. Drawing on a uniquely detailed collection of statistical data, and integrating three frames that tend to dominate migration-related news, security, economic and cultural aspects (Eberl et al., 2018), we integrate into a single design both quantitative and qualitative aspects of news content, assess the impacts of real world developments, and estimate the effects in a longitudinal perspective.

We estimate the direct effects of real-world developments on the quality and quantity of migration coverage in Danish newspapers between 2009–2019. Denmark has been chosen because it has one of the most extensive collection of socio-economic data on migrants. We conducted a computational content analysis (n= 68,917) of the three most distributed Danish national newspapers. We identified indicators for distinct news frames using qualitative frame analysis and implemented them in a rule-based approach, where three dictionaries where constructed accounting for concepts and names associated with each particular threat frame (security, economic, cultural). We collected socio economic data on migration from Statistics Denmark on crime records, unemployment and recipients of social welfare and demographics. We then compare findings by using yearly time series analysis that estimates to what extent changes in visibility and framing respond to real world developments.

Where previous studies have examined the quantitative prominence of topics (Brosius & Esser, 1995) this study considers both qualitative and quantitative aspects of news coverage. Enabled by the detailed collection of socioeconomic data on migrants in Denmark, the study adds a security, economic and cultural perspective and so expands on previous research that have looked at asylum applications and residents permits only (Lubbers et al., 1998; Vliegenthart & Boomgaarden, 2007). By revisiting a somewhat neglected factor more than a decade later, the study contributes with empirical research to ground contemporary discussions about accurate representation in the news.

PP 321   **Journalism, wars, and conflicts: What peace journalism can incorporate from other journalistic concepts**

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The field and practice of journalism have experienced noticeable evolution as a response to shifting socio-cultural and technical dynamics (McNair, 2009), giving rise to several variations of the concept like peace journalism, citizen journalism or constructive journalism. These manifestations of journalism are distinct based upon their applicability within specified contexts, requiring an understanding of their uniqueness and of their practice—independently from one another as well as in unison. This paper aims to contribute to the understanding of how various concepts of journalism can be made fruitful for the concrete case of war and conflict reporting—a contribution even more relevant as the number of wars and violent crises worldwide has recently increased (HIIK, 2021).

Communication scholars have discussed responsibilities (Youngblood, 2016) and the possible benefits associated with effective news reporting in war and conflict situations (Galtung, 2003). However, most of that research explored

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the relationship between journalism and (violent) conflicts from a general perspective and does not consider possible synergies obtained by means of a unified approach that incorporates the various types of journalism.

The paper (1) identifies, based on the literature, concepts pertaining to journalism that can be beneficial in conflict situations more broadly (from societal conflicts to war situations), (2) elaborates their potentials and limitations to (3) systematize them to initiate the discussion on how news reporting in war and conflict situation can benefit from them—separately or in a new combination of these different concepts.

The following concepts were identified as relevant: peace journalism, conflict-sensitive journalism, public journalism, citizen journalism, constructive journalism, and solutions journalism. These types of journalism can contribute to de-escalation (Kempf, 2003; Howard, 2015), empowering of the ordinary (Atton, 2009; Wall, 2015), community-development (Nip, 2006), as well as the highlighting of solutions (McIntyre & Gyldensted, 2017; McIntyre & Lough, 2019) based on their distinct characteristics, therefore warranting a systematic approach towards their practice in conflict-coverage. The paper systematizes these different concepts of journalism according to different levels (nation/country-wide approaches, community-oriented practices restricted to targeted localities), stages (pre-conflict, active conflict, and post-conflict) of conflicts and their reporting and types of interaction (conflict versus cooperation).

Out of the all the concepts identified, peace journalism has been the subject of most scholarly work. Therefore, the paper suggests aspects that peace journalism can incorporate from the other concepts. These include aspects of journalistic training from conflict-sensitive journalism, lessons learnt regarding citizen involvement from public journalism, empowerment (of the local) from citizen journalism, a focus on pragmatism from solutions journalism and to apply positive psychology techniques from constructive journalism to allow for a more wholistic approach of war and conflict coverage. Furthermore, the analysis shows why aspects pertaining to peace journalism or conflict-sensitive journalism are fruitful in the actual conflict-phase, whereas a switch can be made towards incorporating elements from constructive journalism or solutions journalism in the post-conflict phase.

The analysis adds to the discussion how different concepts of journalism as well as a new combination of them can be utilized to reach positive implications for society.

JOS10 - Journalism and conflicts

PP 322   Peace journalism revisited: a postcolonial perspective

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Peace journalism (PJ) first emerged in the 1970s as a normative framework for improving how news media cover conflict. In recent years, the ways in which journalism is being practiced and conceived have continued to evolve and diversify, whilst the study of PJ has somewhat stalled both conceptually and methodologically. This project thus seeks to challenge the notion that PJ should (or indeed could) be the "global standard for reporting conflict" (Lynch, 2013).

Empirically, the paper centres on the legacy newspaper coverage of the 2017 elections and terrorism in Kenya. The aim is to explore how divergent understandings and implementations of peace journalism relate to conceived and enacted journalistic roles among reporters in that country. In order to do so, I propose a qualitative multi-methods approach that combines textual analysis of feature articles, reconstruction interviews with reporters and editors as well as participant observation in two newsrooms.

Incipient findings point towards a dissonance between the roles and values that journalists endorse in the coverage of elections and terrorism and what they actually (can) do. This gap partly relates to the structural constraints that reporters face in their jobs, which include government interference, issues of media ownership and ethnicity. In this setting, the specific understandings and implementations of peace journalism seem to be negotiated on a case-by-case basis, becoming a practice that is on occasion desired and sometimes regarded as counterproductive.

Theoretically, this paper contributes to the scarce (but growing) body of literature that makes the case for an intersection between postcolonial theory with journalism studies (Nothias, 2020). This approach is fruitful for this study in two main ways. First, bringing in a postcolonial perspective allows reflecting on the power structures that delineate Kenya's news media landscape, anchored in international systems, while also drawing attention to the specific constraints to journalistic practice in the country. This in turn allows for a more nuanced analysis of the empirical findings presented above.

Finally, and more generally, postcolonial studies question the structures of academic knowledge production (e.g., Banda, 2008). This helps justify the bottom-up and inductive approach taken in this paper towards a revision of PJ that is based on the experience of practitioners in Kenya, rather than on applying or modifying pre-defined frameworks. It is not about rejecting Western conceptions, but about exploring how notions and discourses mutate

and are differently interpreted in varied settings. In sum, by providing in-depth context into election and terrorism reporting in Kenya, this paper complicates and challenges the notion of PJ as a universal, fixed model.

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JOS10 - Journalism and conflicts

PP 323 Mechanisms and obstacles of journalistic media coverage of (terrorist) violent events

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Germany has been the target of terrorist acts several times in recent years (Heinke & Kron, 2013). Especially in violent events with many victims and fatalities, media interest is high–which, in turn, is the aim of terrorists' actions, whose targets are not primarily the victims on site, but a larger audience in order to intimidate e.g. a government or the public in general (Hoffman, 2006; Morin, 2016). Some observers therefore describe the relationship between media and terrorism as "symbiotic" (Glaab, 2007, p. 13) while others characterize the relationship as more "parasitic" (Schultz, 2017), emphasizing that terrorists deliberately exploit existing mechanisms of the media system. However, e.g. Hoffman (2002, p. 173), states an "almost unbridled willingness" of the mass media to report on terrorism.

Terrorist violent events generally have high news value, which explains why terrorism is reported independently of countries and media outlets (Linder, 2011; Rothenberger, 2020). But the specific reasons and factors influencing this media reporting on violent terrorist events in Germany have so far hardly been examined. The present paper addresses the journalistic news decision in the coverage of those violent events by analyzing the mechanisms, obstacles, and influencing factors on micro, meso, and macro level journalists are confronted with. We conducted nine guideline-based expert interviews with journalists and communication officers from police authorities who have had professional contact with violent terrorist events in recent years. The interviews were conducted face-to-face, either on-site or via established video call services, recorded and subsequently transcribed. The qualitative content analysis was conducted along the suggestions of Kuckartz (2016), which combine different levels of evaluation as well as deductive and inductive approaches in the formation of categories.

Our results show that German journalists deal with terrorism more professionally than they did a few years ago. Still, reporting on violent events can be exceptional and stressful situations. According to their professional self-image, they have to report and educate. But often hardly any necessary information is available. Information sources are often uncertain, and even the police statements in these highly dynamic situations are characterized by snapshots of the operational events. Although both journalistic reporting and police communication target the same groups of audiences, they sometimes pursue different goals. While the journalists primarily aim to satisfy the assumed public interest, the police is primarily interested in influencing the behavior of their recipients, controlling the flow of communication and preventing dysfunctional disinformation. Both journalists and police communication are committed to the two-source method, which is, according to the journalists, in the concrete situation not always assured. The Journalists are aware of the ambivalent role they play but rather emphasize the parasitic character of the relationship. The selection and construction processes in terrorism reporting are a continuous weighing process, whereby most editorial offices have developed certain strategies and routines. The concrete wording of violent incidents is reflected in the editorial offices and discussed quite controversially. At the same time, the attractiveness of the label "terror" for reporting sometimes leads to ethically questionable practices.

JOS11 - Forms of news participation

PP 324 Facebook news engagement during the pandemic – a comparative Scandinavian study

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While initial research into the use of the Internet for news provision and consumption suggested that the diversification of news outlets would serve to raise the quality of information made available to consumers, more recent efforts have suggested a rather different view. Indeed, as "fake news" and hyperpartisan news outlets have enjoyed success in using Facebook to spread their content in a series of countries, there is a need to further assess the ways in different media actors fare online – especially in a comparative setting across countries. Such a claim seems

especially valid, then, in relation to the covid-19 pandemic starting in early 2020. With different news providers seeking to further different agendas about this (and other) event, the study at hand focuses on the three Scandinavian countries – Denmark, Norway and Sweden – and provides empirical insights into the news engagement patterns emanating from the Facebook pages of different news actors (Tabloid, Broadsheet, PSB and Hyperpartisan) in each country. As such, the study seeks to assess the following two-part research question:

How does news engagement during the pandemic differ between:

- Different types of news providers (Tabloid, Broadsheet, PSB and Hyperpartisan)?
- Different countries (Denmark, Norway and Sweden)?

The study makes a clear contribution by presenting a most similar design cross-country comparative approach. Empirically, the study makes use of a combination of computational and qualitative methods to collect and analyze posts from the Facebook pages from a total of 35 news providers across the three countries. Separating posts who mentioned pandemic-related words from those who did not, results indicate that pandemic-related posts were shared more frequently than non-pandemic-related posts across all countries and types of news providers. However, looking more closely into the country-level success of different types of news providers paints a more nuanced picture. Specifically, the Swedish case emerges as somewhat different from the other two. With regards to pandemic-related content, PSB actors emerge as quite successful in Denmark and Norway, but less so in Sweden. For non-pandemic-related content, Swedish hyperpartisan or indeeed "fake news" actors come out on top in terms of having their content engaged with. In Norway and Denmark, such actors do not reach the same position. Qualitative examples of posts are provided and implications are discussed.

JOS11 - Forms of news participation

PP 325 Active involvement or a disrupted experience? How users respond to interactivity in journalistic narratives designed for audience engagement

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Interactive journalistic narratives designed for user activity are created because producers believe that such activity can contribute to audience engagement. However, research shows that news organisations struggle to accurately capture audience engagement in their audience evaluation methods (Nelson, 2018). Moreover, during the production process of interactive narratives, additional insights on users' responses are seldom sought out by producers, as we found in a previous study on the role of users in the process.

Inspired by the assumption that interactivity leads to more engagement, we examine how users experience interactivity and a sense of engagement in journalistic interactive stories. In this context, engagement, or audience engagement, refers to users' willingness to "invest time, attention, and emotion" (Lehmann et al., 2012 164) to create meaning for media texts (Broersma, 2019). Our study aims to grasp this experience and analyse the role of interactivity in users' sense of engagement and their willingness to interact and engage with the narrative.

We propose to approach audience engagement as a user experience involving an active and emotional response to narrative and interactive cues users perceive on their screens (Groot-Kormelink, 2020; Steensen, Ferrer-Conill & Peters, 2020). By emphasising the experiential quality of users' sense of engagement, we position our study in the growing body of literature on the immediate and lived experience of news use (i.e. Boczkowski et al., 2021; Groot Kormelink & Costera Meijer, 2019). With our choice to frame the reception of interactive journalistic narrative as 'experience' we adopt, following Bengtsson and Johansson (2020), a bottom-up approach to and user perspective on audience engagement.

To capture the user experience, we used the *concurrent think-aloud* method. We asked participants ($N = 17$) to verbalise their thoughts and feelings as they interacted with an interactive journalistic narrative (Boren & Ramey, 2000; Groot Kormelink, 2020; van Someren, Barnard & Sandberg, 1994). We recorded, transcribed, and analysed respondents' immediate emotional and active responses to the interactive and narrative cues presented on their screens. The responses captured in the think-aloud sessions were supplemented by structured interviews immediately following the session to substantiate our interpretation of the user's emotional response. This method allowed us to capture the user experience by analysing 1) verbalised thoughts and feelings, 2) corresponding body language and facial expressions and 3) user activity and navigation. By focusing on these three aspects of the experience, we could unravel the role of interactivity in the user experience of narratives designed for audience engagement.

Our findings show that engagement is 1) fleeting and progressive, and 2) depends on interest and personal recognition. Interactive features can contribute to engagement, especially when users can personalise the narrative,

which increases their involvement with the story. However, we also observed that interactivity can prevent users from engaging with the story. If the purpose is unclear and expectations are not met, these interactive features can have the opposite effect and evoke negative emotions in response to the interactive form that will eventually lead to user drop-off. Interacting then becomes laborious as it interrupts the flow.

JOS11 - Forms of news participation

PP 326   How free online news is not a subscription business impediment. An experimental study into the limitations of the zero-price effect in the context of news

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In a context of declining revenues for news publishers, research grew into willingness-to-pay (WTP) for online news, a marginal part of this research focuses on the psychology of the reader (O'Brien et al., 2020). Building on the established 'Zero-price effect' (ZPE) (Shampanier et al., 2007), indicating that free alternatives have an irrationally large demand effect, our previous study showed through an online experiment the ZPE in the context of online news. More specifically, to which degree the presence of a free news offering influences users' WTP and their preferred subscription type, perceived news value and the acceptance of advertising. The results confirmed that in the presence of a free news offering less participants are willing to pay for online news, whereas in the absence of a free subscription option the willingness to pay rises. The number of participants preferring the basic option tripled when it was free and consequently the participants opting the premium package decreased with 80%.

Niemand et al derived that the ZPE rests on two so called "naïve intuitions". Their experimental study established that the ZPE is mediated by intuitions. (Niemand et al., 2019). This study aims to further explore this with an experiment in the context of online news. Specifically, participants are asked to determine the features of a specific subscription and are as such rationally triggered. The hypothesis is that this significantly lowers the ZPE.

The sample for our current online experiment consists of participants aged between 25 and 44. A recruitment bureau[2] handled the interactions with participants (n = 266). The study employed a 2 (cost: free, paid) by 3 (offering type: basic, premium, platinum) mixed design; cost was a between-subjects factor, and offering type was a within-subjects factor.

Participants were offered a 'basic' and 'premium' and 'platinum' subscription package to a fictitious news site "newsonline.be". Pricing levels in the scenario are €0 or €2 for basic and €12 or €14 for the premium package and €22 or €24 for the platinum package. The basic offering contained access to basic articles, a smartphone app and 5 paying articles included, and came with a significant number of advertisements. The platinum offering consisted of unlimited access to paywall content, archived content, a digital newspaper, and it contained no advertisements. The premium offering was created by the participants, deriving features from a list which contained various product features such as "access to the full archive" or "no advertisements". These features are common in the online news marketplace.

As expected, this study shows that the ZPE disappears when participants are asked to apply rational decision making to an online news subscription type. The free vs paid scenario had no influence on the preference for paying subscriptions.

JOS11 - Forms of news participation

PP 327   Why young people do not pay for news: Reconsidering readers' willingness to pay for news in the digital landscape

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This study analyzes why people do not pay for digital news and asks how they access news and information without subscribing to online news services. As news providers have been facing declining advertising revenues and print readership in recent years, pressure increases to find new revenue streams. Accordingly, news professionals and journalism research have paid much attention to peoples' «willingness to pay» for online news. Previous studies and survey data have shown correlation between low such willingness and young age, low income, more extensive use of social media, and lower educational levels (Chyi, 2012; Goyanes, 2014, 2015; Kammer et al., 2015), where especially young people appear as a challenge, much in line with a «culture of free»-orientation to

digital news (Goyanes et al., 2020). Such user patterns have raised concerns about a less informed and engaged citizenry (Benson, 2019; Olsen & Solvoll, 2018). Simultaneously, scholars and news organizations have tended to take the term "willingness to pay" at face value by assuming a close correspondence between payment practices and audiences' interest in engaging with news and public affairs. While recent studies do tell us some about who those not paying for news are (Peters et al., 2021), we know less about how young people meet for-pay news content. As for news professionals, audience metrics draw heavily on existing users that already pay. This has created an implicit understanding of people who do not pay for news without explicitly studying the group in question. This study analyzes the considerations young non-subscribers make when faced with news that requires subscriptions. In a two-part research question, we ask: *How do young people consider the value of subscription-based news and which strategies do they use to access news?* The study employs a qualitative approach to study news users and experiences that are out of reach for news organizations and current audience tracking methods. Drawing on empirical data from two interview rounds and a subscription period combined with media diaries, we investigate how young adult non-subscribers in Norway maneuver between different forms of paid and free news content. We argue that «willingness to pay» is a problematic term to assess people's engagement in news and public affairs. The non-subscribers in our study rely on free quality news sources and have developed a range of creative strategies to access for-pay content and satisfy their information needs. Rather than operating with a rigid distinction between subscribers and non-subscribers, the study argues that motivations and considerations for payment for news can change over time and that lack of paying does not necessarily mean lack of access to for-pay content (Olsen et al., 2020). The paper makes two contributions to the field of journalism studies. Theoretically, we explicate the limitations of the term «willingness to pay». This argument is substantiated through an empirical contribution that, building on a comprehensive three-step data collection, untangles the intricate motivations non-subscribers have for their news use, and demonstrate how they get access to news – free as well as for-pay.

■ **JOS11 - Forms of news participation**

PP 328 Shrinking social spaces? How journalists use filtering practices to manage online negativity

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Social media has upended traditional one-way flows of information from newsrooms, instead opening communication channels and making journalists easily contactable by the public (Hanusch & Tandoc 2019). While there are positive opportunities for audience interaction, social platforms have also brought professional and personal challenges such as abuse and hostility, with journalists among those targeted (Lewis, Zamith & Coddington 2020). Theoretically, we know that users interpret the social media environment through spatial metaphors (Wheatley & Vatnoey, 2020b) and, as is developed in this study, filtering tools and practices such as blocking and limiting direct message capabilities allow journalists to alter such spaces from being *sociopetal* environments (in which open interaction between users is free and facilitated) into *sociofugal* environments (the architecture of which is designed/altered to curtail interaction). While this conceptualisation is useful for exploring everyday users' engineering of their social feeds and timelines, it raises a particularly complex series of questions for journalists, given the public-focused nature of their work and expectations around engagement. This study explores what everyday practices journalists use to restructure their social media interactions to alter the flows of material that would reach them without any filters or profile management in place. Based on semi-structured interviews with 40 high-profile national journalists in Ireland, the study is part of a collaboration with an Irish women's rights NGO, exploring female journalists' online practices and management of public interactions and hostility. While the gendered dimension is important, the findings in this particular paper are relevant across the field for all journalists navigating digital spaces. Interviews are underway and provisional results demonstrate mixed feelings with some platforms favoured over others because of the filtering tools they provide. There is also evidence of professional pragmatism towards maintaining a social media presence, an "obligation" that can seemingly be made more tolerable by journalists asserting control through filtering practices. Underpinning the contributions is evidence of social media fatigue among journalists, as documented previously by Bossio & Holton (2018). The journalists point not simply towards hostility as the problem, but highlight a generally destructive environment in which journalists often still feel obliged to at least performatively participate. As one respondent said: "It's not even 'abuse' that's the main issue, I'm just sick of having general negativity in my mentions anytime I tweet anything." The desire for more control over interactions, coupled with a need to endure a presence in the social media space for professional reasons, can be conceptualized as journalists reasserting autonomy and building boundaries by re-architecting social media from the sociopetal space towards a more closed, restricted sociofugal space.

Journalism Studies

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■ **JOS12 - Disinformation/Misinformation**

PP 398 **Consumption of fake news in social media and mobile instant messaging services: conditioning factors and formulas to combat misinformation**

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Misinformation has become one of the most important problems in modern societies, especially after the health crisis caused by covid-19. According to the Reuters Institute report (2021), the circulation of misinformation through social media and mobile instant messaging services has not stopped growing in recent years. In this context, young people with lower educational levels are the ones who get the most information through these platforms and residents in the Global South are the ones who use them the most to spread misinformation, especially about covid-19. The main goal of this research is to find out what factors influence the reception of misinformation through social media and mobile instant messaging services in the four countries with the highest penetration rate of these digital platforms. To do this, a quantitative approach is used based on the online survey technique, launched through Qualtrics in July 2021 and which was answered by 2,803 citizens residing in Spain, the United States, Brazil and India. The sample has been stratified based on six sociodemographic variables: gender, age, educational level, income level, ideology, and place of residence. The results indicate that the ideology, age, educational level, and incomes of the respondents are determining factors in terms of receiving misinformation through social media and mobile instant messaging services. Thus, young citizens, with university studies, with average incomes and located ideologically in the right-wing are the ones who have received the most misinformation during the last twelve months through these platforms. On the contrary, variables such as the gender or the place of residence of the respondents have no influence. Regarding which is the best formula to combat misinformation, the data indicate how the studies, incomes, ideology, and place of residence of the surveyed determine the type of formula to combat disinformation. Thus, we observe how people ideologically on the right-wing consider that reading news in traditional media, verification agencies or the creation of laws to penalize its dissemination are very reliable re-sources, while those located in the left-wing believes that these formulas are not effective. The only valid formula for all is government action plans. In the same way, people with no or low income and those with little education level do not believe that the problem of misinformation has a solution, while those with a higher incomes and university studies consider verification or the government actions to be especially useful. Finally, it also highlights how residents of Spain and the United States do not believe that it is possible to combat misinformation, while those of India and Brazil believe that there are ways to do so. These findings have allowed us to identify which factors have a greater incidence in the consumption of misinformation through social media and mobile instant messaging services, as well as to identify the possible solutions to combat this problem.

■ **JOS12 - Disinformation/Misinformation**

PP 399 **The good and the bad? Or the bad and the worse? Categorizing alternative media outlets as producers of different types of disinformation in five Western democracies**

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Alternative news media have been repeatedly mentioned as spreaders of disinformation, with a relevant societal impact. However, previous research has hardly addressed the link between alternative media and disinformation at the content level (McDowell-Naylor et al., 2021). Alternative media can be defined by means of a relational approach and their self-positioning as a corrective to the "mainstream" news media (Holt et al., 2019). In this paper,

we argue that criticism of established actors such as news media, may be intertwined with the publication of falsehoods. For instance, "fake news" accusations directed at news media imply that other actors are the actual owner of the "real truth." Previous research further shows that content types can be distinguished (Boberg et al., 2020; Grinberg et al., 2019), such as the publication of reconfigurations (Brennen et al., 2020), inaccuracies to promote a political agenda (Grinberg et al., 2019), or in a sensationalist style (Humprecht, 2019). Against this background, we examine w*hat types of alternative media are emerging based on the amount and forms of published disinformation? (RQ1).*

To do so, we explore the content level of alternative media focusing on disinformation (defined as false or misleading content created with the intention to deceive or manipulate certain target groups, Wardle, 2018) and investigate three dimensions (false facts, ideological bias, misleading style).

Since alternative media work in the journalistic periphery and are defined by their differentiation from established media, their coverage also depends on the media that are present "at the center" of a country's media system (Hallin & Mancini, 2004; Humprecht et al., 2020). How exactly the reporting of alternative media manifests might therefore be influenced by various structural factors, which leads to the second question: *How do alternative media differ across Western democracies based on the amount and forms of published disinformation? (RQ2).*

By conducting a manual content analysis of *N* = 2,228 Facebook-posts published by alternative media from five Western democracies (CH, DE, FR, UK, US) during the early stages of the Covid-19 pandemic (April-June 2020), this study analyzes how prevalent different forms of disinformation are in the five most popular alternative media per country.

Preliminary results indicate that alternative outlets differ within all countries in terms of disinformation: Whereas a first group of outlets publishes in half to in almost all of their posts false facts accompanied by a striking misleading style (i.e., fear-mongering pictures, conspiracy-rhetoric, sensationalism). The content of a second group contains a very rare amount of complete falseness and mainly pushes a partisan biased perspective accompanied by the criticism of outgroups, political opponents, or the government.

Thus, alternative media seem to not equally contribute to the spread of disinformation, at least not in the same way. This cross-national study therefore contributes to the existing research by providing a clearer picture of different types of alternative media as publishers of disinformation, as well as by helping identify further key dimensions of alternative media (Holt et al., 2019) at the content level.

JOS12 - Disinformation/Misinformation

PP 400   The role of SEE mainstream media in the spread of COVID-19 dis/misinformation on Facebook

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In the past years disinformation has been one of the major areas of concern (Kreiss, 2021) and a problem that policymakers, in particular in European Union, have been trying to tackle with various means (Nenadić, 2019). Disinformation is commonly understood as verifiably false or misleading information that is created, presented and disseminated for certain gains or to intentionally deceive the public and may cause public harm. It is intertwined with misinformation, which spreads without a direct malicious intent, but which effects can still be harmful (European Commission, 2021). In order to adequately respond to the problem of dis/misinformation it is crucial to understand how it spreads and by whom. While policies are increasingly focusing on online platforms and their role in amplifying dis/misinformation, they rarely, if at all, address the role of mainstream media. At the same time, scholarly works increasingly warn that mainstream media play a significant role in the spread of inaccurate and misleading information online (Tsfati et al., 2020; Allen et al., 2020; Benkler et al., 2020). The causes for this may be analysed in relation to: (i) the prominence given to the mainstream media in the environment of online platforms through their algorithmic content curation and ranking, and (ii) the media and journalism practice. Dis/misinformation can get into the mainstream media because of the lack of verification, hyper partisan editorial policies, or click-bait strategies, but even when the media cover such stories in order to debunk them, parts of the audience can still retain the wrong information due to their selective exposure and cognitive biases, studies suggest. Furthermore, the journalistic routine of giving voice to various sides of the story – for impartiality – has often been wrongly applied resulting in false balance: giving equal platform to opposing views despite different levels in expertise and evidentiary support (Imundo & Rapp, 2021). In this paper we explore the role of mainstream media in SE Europe (Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Northern Macedonia) in the diffusion of dis/misinformation related to COVID-19 on Facebook. The research was conducted by employing computational methods for collecting and analyzing data from CrowdTangle (Facebook) in the two-year period (January 1, 2020 – December 31, 2021). The main findings show that the overall discussion around COVID-19 was largely driven or supported by linking to

external sources: 79% (N = 762,570) of all posts contained a link. One third of posts with highest interaction (share, comment, like) contained links to the mainstream media. The key purveyors of disinformation used mainstream media to confirm their theories. Such argumentation by purveyors of disinformation achieved wider diffusion than when alternative and other sources were included. In the overall communication about COVID-19 on Facebook, the mainstream media were part of the clusters with disinformation sources and were separate from the clusters of government and other authoritative sources or fact-checking sites. This suggest that the media in this region are rather part of the problem than of the solution, which should also be considered in designing policies to combat disinformation.

JOS12 - Disinformation/Misinformation

PP 401   Journalistic understandings of disinformation

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The circulation of disinformation on online and legacy media has caused fears for its possibility of undermining democratic politics, not only due to the distraction of public agendas by misleading stories but also because of its contribution to political polarization and ultimately the erosion of public trust in the media. Against this backdrop, journalists are called to counter disinformation in ways that enhance their legitimacy, such as fact-checking or transparency initiatives. But how do journalists themselves understand disinformation? And how do these understanding frame and inform their routine professional practices? These are the questions the paper aims at exploring.

The paper draws empirically upon interviews conducted with senior editors and journalists from the UK's major broadcasters, namely BBC, ITV, Channel 4, Channel 5 and Sky News. It will discuss how disinformation was described in these interviews as not a new phenomenon, but as having changed in nature and urgency because of the wider media ecology, notably the proliferation of social media, and changing political culture. On one hand, new technologies have contributed to what journalists described as the 'death of the interview', given that politicians nowadays do not need journalists to reach and communicate with the public. On the other hand, journalists expressed fears about reaching and engaging intellectually and emotionally audiences that largely turn to partisan sources, especially on social media, to get their news. In this context, journalists and editors described their struggles over retaining their mediator role connecting the public to politicians. These struggles are fought with differential resources across different broadcasters and include the provision of fact-checking services, the inclusion of digital news editors and what was described as a 'general alertness' by our interviewees.

Ultimately, research participants constructed disinformation as an existential threat to their public role and legitimacy. As a response to this threat, they try to renew their watchdog role, while rethinking the tools and technological affordances that would allow them to do so. Disinformation can, therefore, be seen as a 'critical incident' in journalism (Tandoc et al., 2019), which invites journalists to reflect on and reconsider the 'hows and whys of journalistic practice' (Zelizer, 1992, 67). There seems to be, however, a paradox in journalists' trying to renew their traditional role through reinforcing conventional practices, while dealing with an informational environment that has been utterly transformed and where the monopoly of journalism in defining what constitutes news has collapsed. The paper will illustrate this underlying tension between tackling disinformation as an external threat linked to social media and the wider changing media ecology, while trying to enhance journalistic legitimacy by reinforcing traditional roles.

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JOS13 - Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics

PN 080   Economic journalists and economic crises: An historical perspective

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The coverage of recent economic crises, and especially the global financial crisis of 2007–8, has come under much criticism. Economic reporting was slow to understand the nature of the crisis, its extent, and what measures might be needed to deal with it; and the same proved true in regard to the economic crisis brought about by the Coronavirus pandemic. Economic journalists appeared stuck in old paradigms that no longer applied. But what are the roots of these attitudes, and why do they continue to shape the structure of economic journalism?

To understand this, it is helpful to look at the origins of modern economic journalism in the 1960s and 1970s, when government macro-economic data first became available in a timely fashion. Modern economic journalism was born during the first great post-war economic crisis in the 1970s, when the collapse of the Bretton Woods system of international economic cooperation and the rise of stagflation signalled the end of the post-war boom. A new generation of journalists rose to prominence by critiquing the Keynesian underpinning of the post-war boom, seeing themselves as far more than reporters but commentators who were playing a central role in creating a new economic paradigm – one implemented by Thatcher in the UK and Reagan in the USA. Income inequality disappeared as a focus of economic policy, with a smaller state and tax cuts seen as a pre-requisite for economic growth. By the 1990s most economic reporters had embraced a broader global economic paradigm – the 'Washington consensus' – which argued that economic liberalism and the opening up of capital markets in both rich and poor countries was the key to economic growth. Despite the Asian financial crisis of 1997–98, this view of the benefits of deregulation of financial markets persisted right up to the global financial crisis – and beyond. The continued adherence of outdated paradigms cannot be attributed to group-think alone; it is also a product of the way economic journalists came to define themselves, as junior partners in forming and explaining economic policy, rather than as investigative journalists looking at the consequences of those policies for ordinary people. It remains to be seen whether the unprecedented challenge of the pandemic will change the nature of economic coverage.

■ **JOS13 - Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics**

PN 081   The roles of economic journalists after the 2008 crisis

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The economic crisis of 2008, like not many other crises of the modern era (perhaps only similar to the 1973 oil crisis), meant that economic, business and financial issues occupied the front pages of the news for a long time, in all types of media. Unlike other financial and business crises, which were timely and focused on specialized topics and audiences, the 2008 crisis was a ‚popular' one. For economic journalism, this situation posed a real challenge, as it has always been, in essence, a rather specialized beat, focused on technical and complex issues, and unable to attract and maintain the interest of the general public on a regular basis. During the crisis, economic journalists had to adapt their practices and their approach to issues in order to effectively reach the entire population, and to contribute to adequately inform citizens about issues that integrated political, economic, business and financial aspects. After the crisis, it is interesting to analyze to what extent economic, financial and business journalists, both in specialized and general media, have incorporated to their ‚specialized soul', and to their commitment to serve economic, business and financial audiences, the necessary objective of effectively reaching all citizens. This is a central theme in research on the nature of economic journalism and the role of economic journalists, with special significance after such a convulsive economic period as the one experienced between 2008 and 2014; and it is also so now, when the crisis of the Covid-19 pandemic is having economic consequences that affect the entire citizenry. Taking the case of Spain as an example, this paper analyzes the results of a survey (n = 82) conducted in 2020 among members of the Spanish Association of Economic Journalists (APIE). The study explores how these news professionals perceive their journalistic role, as well as the main challenges of their profession. The work addresses the fundamental differences perceived in relation to these two aspects between journalists specializing in different topics (economics, business and finance), and between those working in specialized media or mainstream media.

■ **JOS13 - Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics**

PN 082   The framing of economic inequality through the pandemic

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The pandemic highlighted and exacerbated existing economic inequalities, as individuals from lower socio-economic groups, ethnic minorities, and women, were disproportionately impacted compared to others. Oxfam, for instance, were quick to report that the wealthiest top 1 per cent would recoup their lost wealth within the year, while, for the poor, it would take at least a decade. In the UK, the pandemic was a critical juncture for the press, and an opportunity to redress some of the imbalances caused by a decade of austerity policies, a Brexit referendum, and a landslide victory for Conservatives that came to signify the plight of those that had been left behind. This

paper analyses the way the news media in the UK covered the topic of economic inequality through the pandemic, for a full year from when it was first declared a pandemic by WHO in March 2020. We collected a data set of 166 articles from four publications, the Sun, Guardian, Telegraph, and the Financial Times, to analyse the way the discourse was being framed for a range of audiences, from the more expert to the wider public. Economic inequality barely featured in UK tabloid coverage, and the news media superficially probed new economic policies being offered by politicians. Moreover, there were inequalities within the coverage itself, with few women covering the topic, a narrow range of sources framing the debate, and only 10 percent of the articles refer to an individual who is experiencing inequality or hardship themselves. Some more positive developments can be seen in the way the pandemic is framed as an opportunity to use bailouts to build a green economy that is more inclusive and sustainable, arguably paving the way for the climate change priorities that have been top of the news agenda in recent months.

JOS13 - Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics

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PN 083   Finding their bark? Insider's perspectives on changes in economic news journalism since the GFC

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Numerous analyses on the lead up to and aftermath of Great Financial Crisis (GFC) of 2008 highlighted troubling tendencies in how economic discourse was mediated in the period. Critiques centre on a general lack of pluralism in economic news output (Harjuniemi, 2021), manifesting in limited acknowledgement of warning signs in advance of the crash or potential economic solutions for the crisis afterwards (Berry, 2016), while poor fulfilment of the journalistic watchdog role was also highlighted (Starkman 2014). The financial crisis, in essence, resulted in a crisis of the legitimacy of economic journalism, which fed into reduced levels of public trust in mainstream media in general (Fink 2019, Hanitzch et al. 2018). The question of how economic journalism practices and role conceptualisation and performance (Mellado and Van Dalen, 2015) has evolved (if at all) in response to this crisis of legitimacy is pertinent. As we go forward the economic implications of the Covid 19 become clearer and with it, increased media scrutiny on how the vast cost of State pandemic supports should now be distributed. This paper examines how economic and business journalists perceive their roles and considers whether this changed in response to the criticism of their reportage of key facets of the GFC. Crucially, we examine the extent to which on the ground journalists think these changes (if any) will impact the mediation of the current post pandemic economic discourse. Using a media production oriented lens, we apply a qualitative thematic analysis to data gathered from semi-structured interviews with a cross section of Irish, British and German economic journalists and editors who were active during the period and remain active today. Interviews focus on journalism roles and norms, key news production processes, signifiers of newsworthiness, political economic organisational dynamics, perceived strengths and weaknesses in the sector and specifically the sense of changes and continuation in this regard since 2008.

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JOS13 - Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics

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PN 084   Privileged access: How primary definers construct discourses on corporation tax

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Following decades of trade liberalisation, deregulation and globalisation, large multinational companies have been able to take advantage of tax competition between states in order to offset their obligations. Moreover, when we

examine the issue of corporate taxation in its wider context, the problem of tax avoidance cannot be ignored. This is a major problem, causing crises for states' attempts to fund themselves. Figures surrounding the wider problem of corporate tax avoidance, tax evasion and fraud are estimated to be as high as E1 trillion in Europe, while flows of $250 billion per annum move to tax havens (Rodrigues, 2019). Discourse surrounding taxation plays a huge part in what is considered acceptable, therefore it is important to critically analyse discourse surrounding issues of corporate taxation. This research looks at how corporation tax is discursively constructed in the media. Using the methodology of Critical Discourse Analysis, it has been possible to deconstruct and decipher the mediated coverage of taxation issues. Following on earlier work this paper focuses, in particular, upon the sources from which print and radio journalists derive their information. It examine the key contributors who are consulted, whose voices' feature in the news, and who perform the role of 'primary definers' (Hall 2013) of the issues surrounding the taxation of corporates. The paper looks at the coverage on RTE and BBC radio on treatment of the ruling by the European Commission (EC) on the corporation tax arrangements between Apple Inc. and Ireland, as well as the British Chancellor's ruling on Google's Diverted Profits Tax (DPT)While the issue of low corporate taxation and tax avoidance could be reasonably expected to generate controversy, the research finds that the vast majority of sources advocate the policy, while few seem to challenge it. For their part, news media organisations and journalists do little to challenge these policies or their advocates, resulting in a cosy consensus surrounding what might otherwise be considered a contested policy.

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JOS14 - Platformization and hybrid journalism

PP 418   Digital platforms as the cure and cancer of professional journalism: The case study of Google's Digital News Initiative

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Digital platforms are often and in many different contexts perceived as direct counterparts to professional news media. Not surprisingly, journalists and editors perceive them as ambivalent new actors or "frenemies": "friends" because they are unavoidable for the functioning of the media and journalism in the digital sphere, and "enemies" because they compete with the media for the advertising revenues and cause rising dependency to which news organizations have to adapt to (Nielsen et al. 2018; Bell et al. 2016).

It seems that digital platforms such as Google are well aware of this broader structural context, embodied in specific competitive relationships and conceptual differences between traditional media and digital platforms. Facebook's »Journalism Project« and Google's »Digital News Initiative« (DNI), which could be perceived as a way of brand reputation management (Freedman, 2017), try to reconcile these tensions. The self-declared primary aims of these initiatives are, namely, to "support high-quality journalism through technology and innovation", or to »guarantee the independence of news media – which is critical for the well-being of pluralist democracies« (DNI, 2019: 3). Those aims were supposed to be achieved by funding technological solutions to the perceived problems of journalism. While Google's financial support and embrace of their digital solutions have been seen as beneficial to the long-term sustainability of European media (González-Tosat and Sádaba-Chalezquer, 2021: 1), " also concerns – have been raised (among others about the independence of the media industry" (ibid.: 2;), the growing dependency on Google services for audience acquisition and financing through advertising (Fanta & Dachwitz 2021), and transparency of Google's spending (Tech Transparency Project, 2019; Fanta, 2018)).

The main objective of the proposed presentation is to investigate the influence of the journalism-focused programs of digital platforms on traditional media, especially whether (and how) they (through their models of financial support) affect, (re)create or protect actions, conditions, and qualities of journalism. The proposed presentation will be based on the content analysis of 662 projects funded in Google's DNI framework between 2016–2019. The main aim of this research is to determine which are the most prominent problems addressed by the initiative (and most common technological solutions proposed by research projects) and if they are related to qualities of journalism as democratic discourse, profession, and gate-keeping practice.

Journalism Studies

PP 419   Designing Hybrid Journalism – Embedding Journalistic Values in AI-Driven Tools

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Artificial intelligence (AI) and automation have gained traction in the news industry and journalism (Beckett 2019). Often regarded as helpful to support news work (Bucher 2018), these tools have become quite pervasive in journalism practice (Thurman, Lewis & Kunert 2019) to the point that "algorithms today influence, to some extent, nearly every aspect of journalism" (Zamith 2019, p. 1). According to Diakopoulos, the growing interwovenness of humans and machines will ultimately lead to what he calls "hybrid journalism" (2019, p. 34), but it remains an open question "how humans and algorithms [should] be blended together in order to efficiently and effectively produce news information" (2019, p. 8).

Questions of how such technologies are actually intertwined with news work in order to guarantee an accountable use of algorithms become paramount because "algorithms are judged, made sense of and explained with reference to existing journalistic values and professional ethics" (Bucher 2018, p. 129). Especially values such as transparency, accountability, and responsibility are seen as central, not only when it comes to the systems' use, but also regarding their design (Missaoui et al. 2019). Since algorithms are built and coded by technologists, but not mainly journalists, the question is how journalistic values can be embedded in AI-driven tools, and how journalists can inform the design of AI technology as design partners (Gutierrez-Lopez et al. 2019).

Drawing on Human-Machine Communication (Guzman 2018, 2019), the proposed study wants to shed light on the ways in which the design of AI-driven tools fits with professional epistemology and normative aspects of journalism. As value alignment between technologists and journalists is difficult (Komatsu et al. 2020), the study aims to answer the following three research questions:

RQ1: To what extent are journalists able to inform the design of AI technologies so that journalistic values are being respected?

RQ2: How do news organizations establish a collaborative environment between technologists and journalists?

RQ3: What are the implications for a value-sensitive design of AI technologies for journalism in terms of transparency and accountability?

Empirically, the study is grounded on so far 8 qualitative in-depth interviews with both journalists and technologists, to which we then applied an inductive thematic analysis (Braun & Clarke 2013). We show that the collaborative design process differs significantly between news organizations and depends on their structure, size, and culture of innovation and tinkering. In addition, while accountability and responsibility are clearly attributed to journalists, the transparency of the tools (in particular the question of transparency for whom?) is a much bigger issue.

The contribution is relevant for two reasons: first, it looks into the under-researched field of value-sensitive design in the field of journalism and AI. Secondly, if we want to better understand the wider social, cultural, and organizational implications of human-machine relations in newsrooms, we need to take into account to what extent professional journalistic values can be embedded in AI technology during the design process, how journalists make sense of these tools, and how they cope with technologists.

PP 420   Technology in Fact-checking Practices

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Misinformation refers to information that is false, inaccurate, or misleading, and is a global phenomenon and problem. Professional fact-checkers use various technologies to identify misinformation; verify sources, information and claims; and to distribute their fact-checks. This paper adopts a socio-technical approach, acknowledging that fact-checking practices oftentimes depend on an interplay between professional and human fact-checkers on the one hand, and technologies offering suitable affordances on the other hand. The socio-technical affordances built into technologies and platforms set some conditions for how they can be used, albeit do not determine the actual uses. Socio-technical affordances of platforms, and having access to such, are critical for professional fact-checkers seeking to identify and counter misinformation that is spreading. Such affordances can also offer

means for specific forms of automated or manual content moderation, potentially enrolling audiences to report content as inappropriate (Bakir and McStay 2018; Graves and Anderson 2020). The core socio-technical foundations we draw upon, in delineating and examining these socio-technical affordances, are derived from the Four A's framework: social *actors*, technological *actants, audiences*, and *activities* (Lewis and Westlund 2015). The Four A's grew out of an emerging socio-technical research tradition in (digital) journalism studies that focuses on the interrelationships between humans and technology. The Four A's sought to recognize the role of diverse social actors and examines, in connection, the emerging roles and agency of technology *per se*.

The emerging fact-checking movement is recognized as important for fighting misinformation, although its efficacy has been questioned by some scholarship. Industry reports witness how fact-checking organisations have appropriated diverse technologies and also have developed internal training programmes for their fact-checkers in which they introduce them to technological tools (see for example FullFact). Nieman Lab, Poynters' IFCN and others regularly publish news about technological advancements in the field. We argue that it is essential to study how fact-checkers appropriate technologies in contemporary fact-checking practices. Notwithstanding the above, to date, we find that academic research into the role of technology in contemporary fact-checking practices is relatively limited. This paper adopts a socio-technical approach for the study of evolving fact-checking practices. Previous research has established that fact-checking practices (Graves 2016), and also applicable technologies, can be sorted into three key stages: 1) identification, 2) verification, and 3) distribution. The overall aim of this paper is to study how fact-checkers use and reflect on their uses of technology in their fact-checking practices, for each of these three stages. The paper analyses and presents findings from an international interview study (n = 51) with fact-checkers, journalists, platform companies, and policy-makers working in the realm of misinformation and digital technologies. From an initial contact with particular platform representatives, fact-checkers and journalists, we used snowball sampling (see Irvine 2010; Novick 2008). The interviews were completed during the pandemic, and have thus been conducted using video or non-video conferences platforms (mainly Zoom). We have also supplemented technologies and practices uncovered in these interviews with a systematic review of technologies used in the field.

JOS14 - Platformization and hybrid journalism

PP 421   Convergent media storms. Unravelling the role of mainstream, alternative and social media in the mediated construction of a political scandal

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This study aims to examine a case that we consider as a media storm following the definition of Boydstun et al. (2014) that involves four dimensions of evaluation: the *size* of media attention, the *explosiveness* of the rise in attention, the *duration* of the attention, and the *multi-media-ness*. This paper suggests a fifth dimension, namely the *cross-media-ness* of a media storm. As argued by Chadwick (2011), news cycles, which used to be more or less confined to mass media, have now become broader political information cycles in a hybrid media system where 'older and newer media logics' (p. 207) compete and complement each other. In this way, new media, new communication channels, and new actors play a role in public discourse (Waldherr, 2018). As a result, we can assume that alternative media and social media contribute to a greater heterogeneity of actors becoming involved as sources of information and opinion formation (see also Waldherr, 2018). More concretely, three hypotheses are developed. The first hypothesis argues that social media provide more forum to non-elite actors (e.g., ordinary citizens) than mainstream and alternative media. The second hypothesis states that the share of counter-elite actors will be greater on alternative media than in mainstream media and on social media. Considering these news sources as frame sponsors, we also investigate how these actors contribute to the mediated construction of a political scandal. We assume that because certain actors are more prominent on certain platforms, they will gain more framing power, which will impact the dominant frames on each platform. Therefore, the third hypothesis argues that the framing is more one-sided in alternative media and on social media than mainstream media where journalists strive for balance.

In order to explore these hypotheses, we examine a case study about alleged fraud by a Flemish politician that was widely covered in the Belgian news media in 2021. The case started on 3 February when news media reported that social entrepreneur and Flemish Member of Parliament Sihame El Kaouakibi was suspected of fraudulent use of government subsidies. Based on quantitative content analysis, this study identifies the heterogeneity and overlap of actors on mainstream media, alternative media, and social media, and, secondly, the frames present in the media coverage and social media messages of the El Kaouakibi affair. We can consider this case a media storm by looking at the media coverage and social media attention between 1 February and 1 November 2021. Six leading Dutch-speaking newspapers in Belgium published 849 published print articles and 986 online articles

on the El Kaouakibi affair. Furthermore, we collected 62 articles from the Flemish public broadcaster's news website and 259 articles from 10 Flemish digital-only alternative media, of which right-wing ideological alternative media published 210 articles. In addition, we gathered 5437 tweets and 1536 Facebook posts. A group of twelve coders will be trained to analyze the collected data using a codebook that focuses on the actors and frames.

JOS14 - Platformization and hybrid journalism

PP 422 Unboxing journalistic AI: Understanding algorithmic news distribution in Chinese newsrooms

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Worldwide, AI and algorithms in news media have been adopted in the whole news value chain (Diakopoulos, 2019; Marconi, 2020; Newman, 2021) with the expectation that such journalism innovation would enhance production efficiency, cut newsroom costs and free journalists to do more meaningful and profound work and aid journalistic practices in various ways. However, many questions remain in our interrogation of the crucial role that AI and algorithms play in the information ecosystem, our everyday life and in our society in general (Bucher, 2018; Gillespie, 2014; Pasquale, 2015). One of the most important ways in which AI has the potential to override the values of journalism is the notion of autonomy, when algorithms bypass journalists in the creation, curation and distribution of news (Carlson, 2018; Dörr & Hollnbuchner, 2017; Wu et al., 2019). China is one of the key players in adopting AI-powered technologies in its newsrooms. With AI's expected transformative power to our society and its revolutionizing power over journalism, how the technology is being used in Chinese newsrooms is worth further scrutiny, as China promotes its own global alternative to liberal democracy. Hence, there is a need to uncover how algorithms are being used in Chinese newsrooms to understand how the introduction of algorithms in the news value chain impacts journalism autonomy. This study explores how algorithms work in China's biggest news aggregator platform Jinri Toutiao, led by Beijing-based tech firm ByteDance, by diverse methods including document analysis, expert interview, and walkthrough method, in a bid to understand how the introduction of algorithms in the news value chain impacts journalism autonomy. To understand how the algorithms in news distribution work, it paves the way for further inquiries into who it works for and for what purposes. That is to say by understanding how AI work, it paves the way to address the issue of how do we align the goals of AI with our goals, and ultimately what our goals are. In so doing, the study aims to advance our knowledge of how China uses technology in controlling the information ecosystem and increase our understanding of the shifting dynamics between news organizations, tech platforms and the government in an authoritarian regime and a repressive media system.

JOS15 - Risks, threats, and Reporting Dangerously

PP 482 Resilient journalism: mapping the dynamics of disaster reporting

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This paper proposes a new model for understanding journalism resilience in times of disasters. It draws on empirical evidence from seven years of research in Nepal and Sierra Leone, including analyses of how newsrooms and journalists responded to disaster events — ranging from natural disasters, to the ongoing Covid-19 pandemic. We conceptualise the dynamics of journalism resilience, illustrating the different human, structural, and environmental factors that are key to understanding emergency preparedness, and disaster journalism that stretches beyond episodic news coverage.

Journalism becomes ever more vital during crises situations (Haddow & Haddow 2014), playing a central role in providing trustworthy information to the public, and holding governmental and health agencies accountable for their emergency responses. Performing this vital function becomes more difficult when journalists are hindered or personally impacted by the very crisis they are reporting on (Sreedharan & Thorsen 2020). Individual health concerns, restrictions on movement, and the hostile economic climate and ever-present threat of redundancies make the work of news operations more challenging.

Nepal and Sierra Leone are composite of 'disaster communities' (Mathews & Thorsen 2020), witnessing extensive natural or humanitarian disasters every year, ranging from flooding, landslides, avalanches, droughts, fires, and health crises. Frequent changes of government and civil wars have also significantly impacted Nepal and Sierra Leone, with unstable political conditions the norm. The safety and professional development of journalists, therefore, is of paramount importance, as is their ability to efficiently function in the midst of unpredictable events (Sreedharan & Thorsen 2019; Sreedharan et al 2020; Sreedharan, et al 2021).

Our model draws mainly on a series of investigations that aimed to address the situation outlined above. We conducted two national surveys that explored disaster preparedness in the context of Covid-19, during 2020 in Nepal including 1.134 journalists (Sreedharan et al 2020) and during 2021 in Sierra Leone including 639 journalists (Sreedharan et al 2021). In both instances the national surveys covered every province of the country and news personnel working in print, online, broadcast, and radio. We also conducted elite stakeholder interviews with journalists and editors.

Despite these countries' vulnerability to disasters, our study found a significant number of journalists have low or extremely low levels of confidence in their ability to carry out their professional duties during disasters. Some 70% of Nepali and 52% of Sierra Leone journalists reported they had never undertaken disaster-related training (or were unsure if they had).

Against the backdrop of these findings, we explore disaster resilience from a quantitative and qualitative perspective, focussing on the need for news organisations to develop editorial preparedness in response to disasters and emergencies. Our model posits four aspects of journalism resilience: physical, health, editorial, and social. These are further broken into a total of 14 facets, which illustrate the ways in which journalism is impacted by and responds to crisis and disasters. This new theoretical approach provides a framework for understanding disasters that have impacted Nepal and Sierra Leone, and an analytical lens to research journalism resilience in other contexts.

JOS15 - Risks, threats, and Reporting Dangerously

PP 483   Risks and threats women journalists and fixers face reporting on the conflict in Ukraine. Coping strategies

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Women journalists bear a double burden being attacked as journalists and women. When reporting on conflicts, besides physical threats, women journalists often face gender-based harassment and discrimination meant to intimidate and silence their critical voices (Storm and Williams, 2012; Høiby, 2016; Harris et al. 2016.) Such attacks are often of intimate nature and target their appearance and sexuality, portray them as irresponsible towards their families for taking risks, and contain them to their domestic role (Chambers et al. 2004.) Despite the challenges, women journalists and fixers persevere and find strategies to cope with risks in the field (Orgeret, 2016.)

The purpose of this research is to fill the gap in the academic knowledge about the safety of women journalists and fixers in post-Soviet countries, identify the challenges they face reporting on the conflict in Ukraine and coping strategies they use to overcome the risks. Gender stereotypes in Ukrainian society portray women as housewives, caretakers and sexual objects diminishing their abilities and their role in society (Kitsa & Mudra, 2020.) However, this research studies how women journalists challenge and manipulate traditional gender roles.

Through qualitative interviews with local and foreign women journalists and fixers, this research identifies the risks and threats they face reporting on the conflict in Ukraine and provides deeper insight into the vulnerability of local freelance journalists and fixers in the conflict zone.

The theories of gender performativity (Butler, 1990) and shape shifting (Palmer and Melki, 2018) construct the theoretical framework of the article and enable it to look at the safety of journalists through the lens of gender expectations in Ukrainian society. In doing so the article rethinks risks and threats journalists face from a gender perspective and introduces the strategies to overcome gender-based discrimination in the context of conflict journalism further contributing to international policy efforts to strengthen the safety of journalists.

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JOS15 - Risks, threats, and Reporting Dangerously

PP 484 Reporting violence: posttraumatic stress and coping in journalism

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Due to the nature of their assignments, journalists reporting from theaters of war, destruction, and violence are frequently exposed to potentially traumatizing experience. Through qualitative interviews, and drawing on established theories of posttraumatic stress and coping, this study explores how journalists go about traumatic experience, how they cope with its psychological fallout, and what support they get in the process.

In 2021, Reporters Without Borders (RSF) reported 41 killings of journalists around the world, with many more arrested, kidnapped, and tortured. In its most recent annual reports, RSF confirms a continuing trend of violence against reporters. However, journalists are not only the target of violence (primary trauma), they often witness atrocities and horrible destruction (secondary trauma). Furthermore, journalists are exposed to trauma as they interview victims of violence and terror (tertiary trauma).

These experiences as well as the coping strategies used by journalists were studied through qualitative interviews with 29 reporters working for news media in Germany, Austria and Switzerland. Most of the interviewed journalists worked as foreign correspondents reporting from a variety of conflicts, others covered national news such as the 2016 truck attack on a Christmas market in Berlin.

According to the results, almost all interviewed journalists had been exposed to trauma at least once during their careers. About half of them had seen killed people with their own eyes. However, the majority of respondents attached less importance to the primary trauma affecting themselves than to the secondary trauma involving the suffering of others. The psychological impact of such experience is rarely immediate; it typically "kicks in" once the journalist returns to safe ground. Heavy competition (between reporters), extreme time pressure, overtime work, and relatively little time for mental inspection makes it often very hard to properly process traumatic experience. This is particularly a problem for freelance reporters, who compete for assignments with other journalists. The results also show that little professional experience and heavy exposition to trauma corresponds with the use of dysfunctional coping strategies, such as avoidance and alcohol consumption. Furthermore, male journalists have a higher tendency to apply dysfunctional coping than their female colleagues.

Most worrisome is the lack of robust support structures reported by most of the interviewed journalists. Only large media organizations, such as public service broadcasters, have implemented a support regime available to affected journalists. These structures are mostly accessible to employed journalists, while freelance reporters working for the same newsroom often feel excluded. Most interviewed journalists noted an absence of organizational support, both in terms of prevention (e.g., trainings) and aftercare (e.g., systematic debriefings). Almost all respondents articulated a desire for greater awareness of mental health issues in the profession and a "normalization" of support and assistance for journalists dealing with the psychological fallout resulting from traumatic experience.

Overall, the findings of this study point to the need of establishing adequate support structures in the news industry that help journalists to cope with trauma. Here, newsrooms can build on regimes implemented in other relevant professions, such as paramedics, firefighters, soldiers, and police officers.

JOS15 - Risks, threats, and Reporting Dangerously

PP 485 Organisational and social support for journalists' well-being: Comparative analysis of Germany and United Kingdom

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Contemporary thinking of journalism as a profession with high degrees of emotional labour (Pantti & Wahl-Jorgensen 2021; Thomson 2021; Wahl-Jorgensen 2020) has called into question the systems that are, or should be, in place to support journalists with this labour and in this way mitigate any of its potentially negative consequences, such as those on well-being and mental health. And while several studies have investigated journalists' individual coping strategies with emotional labour, such as internal processing, boundary setting and attentional deployment (Holton et al. 2021; Miller and Lewis 2022), far less is known about organisational and social support in

this context. By drawing on organisational and social support theories (Baran et al. 2012; Guidetti et al. 2018), this paper examines the perceptions, expectations, and support needs of journalists in Germany and United Kingdom. In particular, through semi-structured interviews with 32 German and 34 British journalists, this study aims to unpack how journalists in these two countries perceive organisational and social support for their well-being as well as what they see as missing in current support systems that would allow them more efficient dealing with the emotional labour they experience in the job.

Findings indicate that social support, i.e., that from colleagues and personal networks, has been, and remains, the key support system that journalists use when experiencing emotional labour. Verbal processing of emotional and otherwise challenging situations with peers in the newsroom or on location is reported to be an efficient form of emotion management, which is seen as contributing to decreasing stress and burnout, and in this way, improving journalists' well-being.

Simultaneously, institutional support seems inconsistent among media employers, and its perception ranges from non-existent, over misguided, to effective. German journalists mainly perceive organisational support systems as missing, reporting a lack of awareness that these are even needed. British journalists say there are regularly some organisational support efforts, mainly coming from Human Resources, but often label these as 'box ticking' and unsuitable to assisting their emotional labour.

In both countries those who perceive organisational support to be effective often ascribe this to proactive editors/managers who create environments and opportunities for journalists to brief and debrief on emotional situations in the job. Given this in fact functions as social support, which depends on individual editors, the paper discusses opportunities for development of organisational support systems, which could allow equally available and efficient support for all journalists. Interestingly, there are similarities in what journalists in Germany and the UK see as enabling this form of a support system. In the first place, they say that newsrooms need a point of contact tasked with pastoral care – someone who fully understands the demands of journalism and can also support their well-being. Further, journalists still report a lack of 'emotional literacy' (Pantti 2010; Richards & Rees 2011) and suggest organisational support in developing emotional intelligence and resilience could be beneficial to their workplace well-being. Finally, they call for a change of culture to one that accepts and normalises journalism as emotional labour.

JOS15 - Risks, threats, and Reporting Dangerously

PP 486 Extreme crisis situations and their impact on journalists. Assessing the emotional toll of covering the economic crisis and the pandemic

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The present study focuses on researching and addressing the impact that covering crisis related stories may have on media professionals. Current research supports the findings that journalists who cover news of disasters, tragedies and war conflicts are at a great risk of suffering from various psychological injuries such as depression, Post-Traumatic Stress Disorder (PTSD), psychosomatic stress and moral injury (Feinstein and Starr, 2015; Smith, Drevo and Newman, 2018).

During the last decade, media professionals all over the world found themselves faced with two extreme crisis situations; (1) the economic crisis and (2) the pandemic crisis. As a result their daily routines involved covering an abundance of traumatic and painful events, such as stories about homelessness and poverty, evictions, violent demonstrations, clashes with the police and deaths. Having to cover all the aforementioned crisis-related events for a prolonged period seems to be a task that could leave a significant mark on media professionals' mental health. Talking about these wounds and seeking help would seem to be a reasonable step. However, research in the field has found a prevalence of a "culture of silence" in the newsrooms perpetuating the professional stigma of weakness attached to mental health issues such as disruptions to their image, reputation, professional judgment, or opportunities in the field (Keats and Buchanan, 2009).

The present study is based on the hypothesis that media professionals who witnessed and covered those crisis related traumatic stories are facing a great –perhaps even greater than war correspondents- risk of being emotional injured. Our main aim is to examine the ways that this trauma affects their everyday personal and professional life, find out about their coping mechanisms and -most importantly- record their own needs. To do so we disseminated an online questionnaire to media professionals working in six European countries (Greece, Cyprus, Italy, Spain, Portugal and Ireland) that were severely hit by both crises. Subsequently, we conducted in depth interviews with journalist working in these five countries.

Ultimately, this work aims to conceptualize extreme crisis situations as primarily affective for media professionals, raise awareness about the impact that they have on journalists' emotional health and document possible remedies.

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JOS16 - Journalism and its sources

PP 507   Right topic, right source? Source variety in right-wing alternative news media across diverse topics

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Right-wing alternative news sites constitute "hybrid 'infopolitical' organizations" (Yang 2020) that transgress the boundaries between journalism and politics, merging journalistic logics and a mimicry of legacy media's practices and routines with outright partisanship and political activism (Mayerhöffer/Heft 2021, Atkinson et al. 2021). As hyperpartisan actors, these media exhibit core characteristics of the political radical right, namely nativism, authoritarianism, and populism (Mudde 2007). These characteristics not only affect their self-understanding and -presentation, but also their published content, which has been shown to feature mainstream media criticism, anti-elitism and other partisan themes such as anti-migration and anti-gender stances (Schwaiger 2021).

Consequently, studies on alternative media's referencing practices have so far predominantly analyzed these practices in relation to specific partisan topics such as migration and social affairs (Buyens/Van Aelst 2021), reporting around 'fake news' (Schwaiger/Eisenegger 2021) and media criticism (Figenschou/Ihlebaek 2919). While such studies are extremely insightful in their own right, they are less suited to grasp how the hybrid nature of alternative news media, striving for both (quasi-)journalistic legitimacy and partisan credibility, more broadly impacts on the nature and variety of referenced sources. While the news sites' political ideology may play out most strongly in the referencing practices for more partisan 'coded' themes, such as immigration, mass media, gender, or terrorism, other thematic areas may be more conducive to conveying an image of ,conventional' news coverage.

Against this background, the paper aims to study alternative news media's sourcing practices by taking diverse topics into account. We draw on a sample of 1,000 randomly selected articles (amounting to a total of 4,521 hyperlinked and non-hyperlinked source references) published on the websites of 20 right-wing alternative news media in the period March 2019 to February 2020, i.e. in pre-Covid 19 'routine' times. To account for differences between national contexts and different types of right-wing alternative media, our sample includes alternative news media from 6 countries (US, UK, GER, AUT, DEN, SWE), as well as news media that feature different degrees of a normalized vs. more overtly partisan outward presentation. Source references have been manually identified and coded with regard to the type of source, the source's partisan leaning and a direct positive or negative evaluation associated with the source.

Preliminary results show that most media in our sample cover a relatively broad topical spectrum – overall, US and UK media exhibit a stronger focus on politics & policy issues, whereas Scandinavian media are more heavily geared towards societal issues and crime coverage. Our results indeed reveal a certain distribution of labor between more or less partisan coded topic areas, in particular with regard to whether articles refer to left-wing sources in the first place, and if so, whether in an overtly negative way.

The paper seeks to deepen our understanding of a potential mainstreaming of right-wing alternative news practice, distinguishing between an even normalization of referencing practices from a scenario, where individual pieces of hyper-partisan news content are balanced out through more conventional news articles covering other domains.

PP 508   Do news agencies shape the news? A longitudinal study of different media types in German-, French- and Italian-speaking Switzerland 2011–2021

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In hybrid media environments, the role of news agencies for news is unclear. On the one hand, news agencies as "wholesale providers" are considered essential in the flow of news. This is also because many news outlets financially struggling with the digital transformation do not have enough resources to cover certain areas or topics with their own journalists. On the other hand, news agencies have been facing an increasing competition; news agencies have lost important media clients, since they prefer "in-house" news production by relying on freely available material found on the web. Empirical insights into the actual news media's reliance on agency copy are scarce. Using a large, diachronic sample, this paper asks to what extent coverage in news outlets is shaped by news agency material and how we can explain this.

Our media sample covers different types of news (e.g., international, national, local; political news, sports news etc.), a longer time period (2011–2021), and includes news outlets from different media types, in media markets of different size. We focus on the case of Switzerland, a multilingual country with different media markets segmented along language regions and partially oriented towards "next-door giant" neighboring countries.

We use data from an ongoing large-scale project on the quality of news. For the time-frame 2011–2021, this dataset allows us to analyze 130.879 manually coded articles from 26 outlets. We use two variables from the dataset. First, we coded if the news article is entirely or partially based on news agency material (1) or not (0). For this evaluation we rely on self-declaration in the articles. Second, we coded the main topic of the article (politics, economy, culture, sport, human interest).

We use a binary logistic regression model to analyze the impact of our variables on the likelihood of news agency. Preliminary results show that news agency material is still very important in international news in general and in both international and domestic political news coverage, but overall, its importance diminishes over time. Furthermore, we also observe clear differences between language regions (i.e., different media markets) and media types. Sunday newspapers use agency copies less often than tabloids but also less often than subscription media. In the larger German-speaking media market, agency copy is less frequent than in the smaller French-speaking market but more likely than in Italian-speaking Switzerland, the smallest media market. Our study thus contributes to research on the interplay of macro-level (media market) and meso-level (media types) factors explaining under which conditions news agencies (still) shape the news.

PP 509   When the "social" complements, overlaps or replaces the "professional". Informal cooperation between journalists and their sources in the political news beat

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This study explores how the content of the social ties between journalists and their sources, and the multiplexity of the ties in particular, is reflected in the news sourcing practices in the political beat.

How do journalists negotiate between their social and professional roles towards the source in particular news making situations? How do journalists adapt to the sources with whom they are related by single vs. multiplex social ties? What limitations and shorcutcs do multiplex social ties imply when it comes to the source selection, the input a source gets to make and journalists' reflections regarding that input?

Theoretically, the study analyses the proximity vs distance in journalist-source relationships as a part of the professional culture. The study is on the process model of journalistic roles (Hanitzsch and Vos 2017) and discusses autonomy vs. adaptation between journalists and the sources on normative, cognitive, performative and narrative levels.

The analysis of the role conception of this study is based on 42 qualitative interviews with journalists covering the national politics in two countries, Lithuania and Sweden. The data on the performed and narrated practices consists of reconstruction interviews of 517 interactions between journalists and their sources in these countries.

The results indicate that almost a half of all journalist-source interactions in both countries exceed purely professional social ties. Multiplex social ties could become both a shortcut when it comes to the news access, but also a limitation when it comes to autonomy. The sources who are connected by more than single social ties are more prevalent at the stage of the news discovery. They are more likely to be trusted, at the same time cooperation with them requires more adaptation. When encountering these sources, journalists pursue multiple goals, where autonomy and access on one hand is balanced with relationship maintenance on the other. This adaptation was common for both Lithuania and Sweden, despite their contextual differences. It calls for analyzing sourcing the news as a social practice, where the professional aspects are influenced by the social norms, and the social norms are adopted for the professional goals.

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JOS16 - Journalism and its sources

PP 510   **How can ordinary citizens impact journalistically mediated public discourse?**

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Researchers repeatedly call journalism to consider more voices of ,ordinary citizens' to enrich the diversity of news coverage (e.g., De Keyser & Raeymaeckers, 2012; Dimitrova & Strömbäck, 2009; Gans, 2003; Massey, 1998). According to the mediated social communication approach (MSC), however, this contradicts specific structures of journalistically mediated communication, i.e., the aim to reduce complexity and provide a concentrated overview of diverse perspectives and arguments on a wide range of topics (Author, 2015, 2020). Normally, journalists create such an overview by integrating the statements of formal representatives of various social groups. In this way, the audience can more easily identify the various positions on an issue and understand which social groups support the respective statement. This is different when journalists mediate the voices of ordinary citizens, i.e., individuals without a specific role to represent a larger group. From a theoretical point of view, however, the inclusion of such statements can be useful when new positions emerge and/or a social group is not yet organized and does not yet have any representatives (Author, 2020; Wagner, 1978, p. 85). In fact, research has shown that journalists often use statements of ordinary citizens when no other source is available (Beckers, 2019) or for illustrative purposes (Cushion 2013). On this basis, the question emerges, if and in what way the voices of ordinary citizens can shape journalistically mediated public discourse? To explore this question, a rather novel research design is put up for discussion: the application of relational content analysis and social network analysis to news coverage on a topic over a longer period (e.g., the course of a year). The aim is 1) to be able to display and analyze public discourse as a networked structure in which various representatives of social groups relate to each other and 2) to show how the voices of ordinary citizens are integrated in public discourse to explore if and how they can impact discourse.

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■ **JOS16 - Journalism and its sources**

PP 511 **Judging sources, judging information: An inductive analysis of how people navigate the online media environment**

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As trust in news has declined in many parts of the world (Newman, Fletcher, Kalogeropoulos, & Nielsen, 2019), news organizations have begun exploring strategies to reverse this trend. Many news organizations have adopted approaches centred on improving the quality of the information they report (e.g., fairness, accuracy, bias) or engaging with audiences in more meaningful ways in order to rebuild trust (Toff et al., 2020; Zahay, Jensen, Xia, & Robinson, 2020), but there is limited clarity about the extent to which these strategies are effective for trust-building, if at all.

Prior research on trust in news has at times conflated evaluations of sources of information with evaluations of the credibility of the information these sources report. Yet how people make assessments about whether to trust sources of news versus how they evaluate the credibility of information they report is complex and mutually enforcing—that is, the two are distinct processes that presumably influence each other (Metzger, Flanagin, Eyal, Lemus, & McCann, 2003).

In this paper, we draw on an inductive analysis of in-depth interviews and focus groups with 232 people in four different countries (Brazil, India, the United Kingdom, and the United States), conducted between 2021 and 2022, to understand how audiences in different contexts think about and judge the information and sources they encounter as they navigate increasingly digital, platform-dominated media environments. We find that (a) judgments of information credibility are heavily informed by trusting and distrusting attitudes about sources, and that (b) source judgments—more specifically, assessments of their competence and intentions—are sometimes informed by past encounters with credible or non-credible information but are also but are also often rooted in more intuitive or affective associations and factors such as perceived reputation, familiarity, and habit. We also find (c) when people judge information, particularly from sources they are unfamiliar with, they often draw on a combination of information processing heuristics (e.g., involving appearance, tone, images, etc.) and folk theories about how news media and the broader information environment work, which may or may not be accurate but nonetheless inform judgments. Given that audiences increasingly access news via platforms (Newman et al. 2021), these beliefs about the information environment, and the particular heuristics used to navigate platforms, may be particularly important for understanding how audiences judge the information and sources that they encounter.

News organizations attempting to improve trust may want to consider that factors like familiarity and reputation are often upstream from evaluations based on information quality, in addition to heuristics that may not seem substantively important to journalism but are nonetheless used by people in passing judgment. This holds important implications for not only high quality, independent news media that seek to build and sustain trust but also bad faith media organizations that seek to exploit misplaced trust for their own objectives.

■ **JOS17 - Journalistic role conceptions**

PP 512 **More continuities than changes in news media: comparing structural conditions for the fulfilment of democratic roles in 9 countries between 2011 and 2021**

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Historically, news media have been ascribed different roles in sustaining and promoting democracies, considering both liberal and republican traditions. This paper addresses the structural conditions for the fulfilment of these roles, focusing on continuities and changes in the 2010 decade. It follows the approach of the research project Media for Democracy Monitor, originally established in 2011 (d'Haenens et al., 2009; Trappel et al., 2011; Trappel & Meier, 2011) and further developed in 2021 (Trappel & Tomaz, 2021a, 2021b).

In this framework, democracies are understood as political systems with solid institutional support for the progress of three main goals: freedom, equality, and accountability (Diamond & Morlino, 2004). Considering several normative accounts of media roles in democracies (Baker, 2004; Christians et al., 2009; Dahlgren, 2007; Glasser, 2009; McQuail,

2009; Zaller, 2003), this triple goals can be translated into a mandate for the media to respectively inform (freedom), mediate different interests (equality), and report wrongdoings (accountability, control).

In the MDM, we apply 30 qualitative indicators out of these triple mandate to empirically assess to what extent current media conditions foster or impede those democratic goals. Both in 2011 and 2021, data was collected in participating countries that display the political characteristics described above, allowing for a longitudinal comparison in 9 countries, namely Australia, Austria, Germany, Finland, the Netherlands, Portugal, Sweden, Switzerland, and United Kingdom. Data was collected by national teams of scholars by means of semi-structured interviews with representatives of leading news media (media owners, editors, reporters), research experts and union representatives, as well as the use of secondary sources, such as the Digital News Report and other national or local reports. Though the MDM indicators are qualitative, quantitative grading is added to facilitate comparison. While thematic findings of longitudinal comparisons were addressed in several chapters of a book volume published in the Winter 2022 (Trappel & Tomaz, 2022), this paper presents an overall assessment.

The most important finding is an overall stability in the last decade, despite the disruptions caused by digitalisation. The recent technological developments predicted at least some erosion of the conditions for a meaningful contribution of professional news production to democracy, but taking these normative roles as reference, our data shows that leading news media still provide a similar contribution. But structural conditions for some roles have worsened, such as patterns of news consumption (from 83% to 74% of the total points in a cross-country assessment). Affordability of news media (97% to 89%) and the existence of content monitoring instruments (63% to 56%) have also experienced a retreat. Most criteria, however, remained stable, with some remarkable improvements, such as internal democratic practices in newsrooms (47% to 56%), diversity of news formats (77% to 85%) and professionalisation standards (measured in several indicators). Roles related to the broader mandate of accountability and control presented the biggest improvement in the last decade.

JOS17 - Journalistic role conceptions

PP 513   A role model: Four perspectives for hyperlocals in the local media ecology

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The question of the role of hyperlocal media is of great relevance in today's hybrid media landscape, where traditional local media no longer is the obvious entrance to local information for all citizens.

Mathisen and Morlandstø (2019) suggest that when blind spots are not covered by local media, they are neither likely brought onto the national mediated agenda, at least not from the periphery, rural or regional point of views. The shifting boundaries of journalism, including the decline and consolidation of local and regional media, is visible in most western countries, leaving gaps in geographic news coverage (Nielsen, 2015; Radcliffe, 2012, 2015).

Closely linked to the digitalization process, however, there is an increasing occurrence of local independent news sites online (Nygren, Leckner, & Tenor, 2018). In Sweden, they are often situated in large towns, suburbs, and industrial municipalities (Jangdal, 2019; Nygren et al., 2018).

Research has shown that young people interested in society take part of news media at a much higher level than those who value their public interest as low (Andersson, 2019). Media and journalism are thus vital mediators of local culture and identity in everyday life as well as in framing the past, present, and future of local societies (Lindén, 2017; Skogerbo & Winsvold, 2011).

In today's digital world it is a challenge for media outlets to encompass both journalism professionalism and offer a sense of identity (Ugolini & Colantoni, 2017). Firmstone (2016) has noted that audiences for local news are larger than ever, but "the challenge of making content about civic issues interesting to them persists" (Firmstone, 2016, p. 936).

Through ecological metaphors such as ecosystems, food chains, diversity, and ecological niches, it is possible to analyze how the media system is changing (Anderson, 2016; Napoli, Stonbely, McCollough, & Renninger, 2017).

Drawing on both qualitative and quantitative studies in Sweden, this paper makes a theoretical effort to advance our conceptions about hyperlocal media, their presence in the journalistic field and potential societal impact. This is carried out through four different perspectives according to a new ROLE-model taking into consideration (i) Relations, (ii) Orientation, (iii) Locality, and (iv) Ecology.

Early conclusions indicate that hyperlocal media (i) pursue a close and reciprocal relationship with their audiences, (ii) have a clear emphasis on local material but with a diversity of civic roles, (iii) permeate locality both from the perspectives of practitioners and audiences, and (iv) have a definite role in the media ecology providing news from a close range.

Journalism Studies

PP 514   Roles of journalism researchers: scholarly responsibilities and influencing factors

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Few areas within journalism studies have amassed so much interest and so many scholarly aspirations as the roles of journalists. "Professional roles have been one of the key topics in journalism research over the past six decades," Claudia Mellado, Lea Hellmueller and Wolfgang Donsbach concluded after an exhaustive literature review (2016, 3). Many other researchers have made similar points, but while journalism researchers have demonstrated an impressive energy when it comes to studying the roles of news reporters and editors, little scholarly work have been done to determine the roles and responsibilities of researchers themselves.

This is surprising in light of the internal and external pressure that journalism scholars have come to experience when it comes to the varied roles researchers could – and according to some: should – play. Researchers are increasingly invited to make their work "matter", as Theodore Glasser has rightly put it (2001, 623), by politicians, governmental officials, editors and journalists – and even by colleagues. It is therefore high time that we describe, discuss, and delineate the roles that not only journalists but also journalism researchers could and should play, and this article attempt to do so by reviewing previous research in journalistic roles and then extracting those parts of this comprehensive work that can be helpful when it comes to determining the roles of researchers.

This extraction process is inspired and informed by works by some of those, albeit few, journalism researchers that have described and discussed what researchers could and should do (see e.g., Zelizer, 2011; Rosen, 1994; Harcup, 2011, Carey, 1978), and based on this review a theoretical framework is developed. This framework consists of a four-fold typology that explicates prevailing roles of journalism researchers and associated forms of responsibilities. The paper concludes with a discussion of those internal factors and external factors that are increasingly challenging researchers to adapt and adhere to particular roles. These influencing factors have become still more pervasive as journalism has developed from a sub-interest for researchers from other disciplines to a field of its own, where researchers are expected to contribute to the development of journalism and journalists in both classrooms and newsrooms.

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PP 515   Journalistic role perceptions and role performances in polarized conflicts: A cross-sectional and cross-national study

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Today's societal discourse is shaped by polarizing narratives, ideological conflicts, and a roughening debate culture (Wodak, 2020). While polarization is not a new phenomenon, it has gained new momentum due to recent technological progress, especially the emergence of social media (e.g., Banks et al., 2021; Garimella, 2018; Levy, 2021). These developments are likely to impact media professionals' _role perceptions_ (generalized expectations in society that media professionals perceive as an important component of their self-image, thus influencing their decision-making as well as their news products; e.g., Donsbach, 2008; Klemm et al., 2019) and _role performance_ (a collective outcome affected by different internal and external restrictions like newsroom decisions, the style of reporting or the journalists' work; e.g., Mellado, 2020; Mellado & Van Dalen, 2014). Despite the relevance of these developments, research on role perceptions and role performances in discourses about societal and especially

polarized conflicts is still scarce. Therefore, this paper aims to contribute to the understanding of how journalists, cross-functional and cross-sectional, perceive digitization, polarization, and the accompanying impact on their roles when reporting on societal conflict topics (*RQ1*). In addition, the study analyzes what strategies (if any) are considered promising in these newsrooms when reporting on these topics (*RQ2*).

The study is based on an explorative qualitative approach, based on semi-structured interviews with journalists in different functions and across different types of news organizations in Germany and the United Kingdom. Aside from representing different media systems (Humprecht et al., 2022; Hallin & Mancini, 2004) these two countries are characterized by differing degrees of societal polarization (e.g., Fletcher et al., 2019). Even though polarization is a global phenomenon, most relevant studies still mainly refer to the United States (e.g., Kubin & von Sikorski, 2021). In this respect, this study addresses another neglected area by investigating the phenomenon with a focus on two European countries. To include perspectives on the operational as well as on the management level, interviews are conducted with editors, news managers and social media managers from different types of news organizations (quality vs. tabloid newspapers, public vs. commercial broadcasters, etc.) and news formats (national vs. local, online vs. offline, etc.).

Currently, this study is still work in progress, but findings will be available to present until the conference. The expected findings – in a detailed analysis according to different journalistic functions, types of news organizations and countries – will add to the respective literature on role concepts by focusing on the reporting of societal conflicts against the backdrop of polarization and digitization. Apart from understanding how journalists cope with polarization, the study intends to create an impact – in line with the ECC 2022 conference title "Rethinking impact" – by a planned sharing and discussion of the findings with the researched newsrooms. It will also pave the way for a journalistic role of the future that can have a depolarizing capacity, an impact urgently needed in democratic societies.

JOS18 - Media trust

PP 592   The textual construction of news trustworthiness in political projections

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(Dis)trust is emerging as a key topic in journalism studies. While public trust in news has received significant scholarly attention, the unique discursive practices that journalists employ for generating trust are largely understudied (Hanitzsch et al., 2019). Especially in the context of future assessments – when the outcomes and implications of unfolding events cannot be verified in real-time – journalists need to obtain audiences' trust while simultaneously managing their own trust in their sources. Journalistic projections (e.g., regarding election results, Covid-19 surges) thus constitute a paradigmatic case of news trust; They align with the conceptual connection between trust and expectations (Luhmann 1979) and expand the common examination of trust in relation to solely the present or the recent-past (Prochazka & Schweiger, 2019). In this study, we focus on political projections as a valuable prism for studying the journalistic production of news trustworthiness and ask: Which discursive strategies do journalists apply in order to inspire trust?

To examine journalists' trust-building strategies in future-oriented discourse, we employed rich data from multiple successive elections in two contexts: [1] the three rounds of 2019–2020 Israeli elections, and the 2016 and 2020 US elections. We qualitatively analyzed texts produced by 20 American and 20 Israeli influential journalists, relying on: 1) their prospective election coverage across 30 news outlets (400 news texts in total); 2) future-oriented tweets posted by a sub-sample of 10 American and 10 Israeli journalists (400 tweets in total); and 3) in-depth interviews with 10 journalists. Journalists were selected to vary outlets and political ideology, while maintaining comparability between both national sub-corpora. While the tweets serve to capture non-institutional manifestations of (dis)trust that might not appear in the edited news, the interviews contextualize journalists' discursive strategies for constructing trustworthiness. Overall, the collected coverage, tweets, and narratives illuminate different modes of (dis)trust within election coverage.

Our analysis demonstrates the complexity of trust-building practices in prospective news production. On the one hand, journalists generate trust by disguising production processes and employing a rhetoric of objectivity, using passive phrasing and high probability markers. On the other hand, opposite strategies of personalization and transparency also serve to establish trust: they stress journalists' credible personas, and employ meta-discourse to generate authenticity. These two parallel strategies invoke a dual form of trustworthiness, which re-affirms journalists' cultural authority (Zelizer, 2004) while simultaneously formulating a stance of solidarity between journalists and audiences. These identified strategies provide a broader understanding of news trust from both textual and news production standpoints.

Journalism Studies

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JOS18 - Media trust

PP 593 Trust and the media: arguments for the (irr)relevance of a concept

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Falling levels of institutional trust, including trust in the news media, has been an issue of concern for researchers and in the public debate for many years. This alleged problem seems to have become even more acute in the last few years, according to many empirical analyses and research reviews in media and journalism studies.

The purpose of this paper is however not to contribute to the empirical analysis of media trust but to analyze the conceptual understanding of media trust which underpins the identification of falling levels of media trust as a social and democratic problem. The research literature contains many different arguments for why researchers and others should care about media trust. In a review of the literature we discuss a number of these arguments. These include; concerns for the profitability and long-term viability of the news industry; arguments that sees news media trust as a prerequisite for information-gathering and being informed about current events; worries that decreasing media trust is connected to a decrease in trust for democratic institutions and the political system; the argument that news media trust is necessary for citizenship; and finally, that media trust is necessary for the ability to act and function at all, in modern, complex and mediatized societies. After a review and discussion of each of these arguments we find that that there are a number of gaps in the theoretical understanding of media trust. The paper thus concludes that the problem of falling levels of trust is likely not as problematic as researchers think and that the field of media research has perhaps invested too much in the concept of media trust. More precisely, the paper concludes that the lack of media trust is not necessarily always a bad thing and that media distrust is neither the opposite of media trust nor is it necessarily something negative. We also conclude that the field of media and journalism research needs to approach media trust empirically in other ways than through survey research, which is the dominant form of empirical research into this phenomenon. Qualitative research can provide insights into problematic and unproblematic forms of media trust/distrust that survey research cannot.

JOS18 - Media trust

PP 594 A tool for trade or trust? A study on online news startups and community building

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The relationship between entrepreneurial and journalistic rationales has always been of an intricate nature. Looking at most traditional discourses on journalism, the public mission and social role of journalism is considered irreconcilable with profit-driven logics, also referred to as the separation between "church and state" (Carbasse, 2015, p. 267). However, with the proliferation of online news startups, pertinent conflicts in safeguarding this separation arise. First, online news startups are often characterized by a small editorial team which renders their daily-practices into juggling both writing and selling news content. Within the context of a global pandemic and the abundance of teleworking, physically anchored divisions between the journalistic and sales department vanishes which makes conflicts of interests even more likely to appear (Buschow, 2020). In addition, Gavin (2009) implies that the small-scale feature of digital-born news startups may generate a larger dependency on advertisers in comparison to larger ventures. Furthermore, these organizations are often tied to a small community of engaged readers and establishing a trustworthy and active relationship with them becomes a necessary tool itself for maintaining a legitimate and sustainable news model (Siapera & Papadopoulou, 2016).

In the tradition of political economy, this study aims to uncover how five online news startups in Flanders (Dutch-speaking region of Belgium) balance their quest for financial and organizational sustainability on the one hand, and respect for journalism ethics when building a readers' community on the other. Specifically, we first analyze how these startups discursively engage with their audiences after which we assess if and how this corresponds with the financial and organizational choices they uphold (i.e. ownership structure, business model, decision making culture). In doing so, the research relies both on material gained through in-depth interviews with six (former and current) editors-in-chief of these startups combined with a discourse analysis of their subscription acquisition campaigns, missions statements and newsletters. The sample of startups covers a diverse range of financial (e.g. profit/non-profit/cooperative), journalistic (e.g. opinion/activist/slow/investigative journalism) and ideological orientations (e.g. progressive/feminist/right-wing/conservative) which makes it possible to offer a nuanced and critical perspective on the intertwined relationship between entrepreneurial and journalistic values in the daily practices of online news startups. We conclude by discussing the implications of online news startups' endeavors to reconcile financial sustainability and journalistic legitimacy for media pluralism in the context of a highly concentrated media market.

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■ **JOS18 - Media trust**

PP 595 **Exploring perceptions of fairness in news coverage across 46 countries**

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Public trust in the news media has decreased in many countries across the world, with lower news consumption and higher news avoidance among political partisans, women, and young people (Newman et al., 2021; Toff & Palmer, 2019). At the same time, evidence of perceived and actual bias in news coverage of these groups (Basdogan et al., 2021; Luqiu & Yang, 2018) is compounded by growing concerns about diversity in journalism: Recent social movements have turned public and academic attention toward gender, racial and ethnic, and political disparities in newsrooms (Gottfried & Barthel, 2020; Tameez, 2020), their implications for how people perceive journalism's ability to fairly report on these groups, and the knock-on effect this has on political attitudes and participation.

This study examines how global audiences think about how the news media cover people like them. We used online survey data in 46 markets from the Reuters Institute's 2021 Digital News Report (N = 92,372) to investigate public perceptions of fairness in news coverage of people's own 1) political views, 2) gender, and 3) age. Respondents were asked whether they think the news media in their country cover each "fairly" or "unfairly," with a third option of "don't know." We estimate separate linear regression models for each country, controlling for a series of individual-level sociodemographic, news use, and news attitude variables.

We find associations between respondents' political views, gender, and age, and their perceptions of fair news coverage. In most countries, partisans are more likely to perceive news coverage of their political views as unfair: In 29 countries, at least one partisan side is significantly more likely to perceive coverage as unfair, and in seven countries, partisans on both sides are less likely than centrists to perceive coverage as fair. In 15 countries, women are significantly more likely to perceive news coverage of their gender as unfair. Even more importantly, there are no countries in which women are significantly more likely than men to perceive coverage as fair. In 10 countries, younger people are significantly more likely to perceive news coverage of people their age as unfair. However, we also find more consistent evidence of a curved relationship between age and fairness, where both the youngest and oldest age groups are more likely to think they are covered unfairly than those in the middle age groups. Finally, we show how one or more of these patterns persist across a diverse range of geographic regions and political and media systems: Only four out of 46 countries don't produce any significant results for perceptions of fair news coverage of political views, age, or gender.

Taken together, our results reveal several fault lines in public attitudes toward news coverage. We argue public perceptions of media fairness are important in themselves because of how they might shape people's news use, trust in democracy and media institutions, and willingness to accept democratic outcomes. And, they are critically

important for journalists and news organizations to consider as they increasingly rethink their staffing, newsroom, and news content practices.

JOS18 - Media trust

PP 596 Trust crisis or strong bond? How German journalists perceive the trust relationship to their audience and how they define trustworthy journalism

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Trust in journalism is highly relevant to society. However, trust in journalism is a recurring subject of public debate: Journalism is vilified as 'lying press' and the legitimacy of traditional media is increasingly questioned (e.g. Otto & Köhler, 2018). While in Germany, unlike in other countries worldwide, we do not see a drastic crisis of trust in journalism, there is nonetheless a fair share of the population that is sceptical of traditional journalism and trusts it only slightly or not at all (Newman, Fletcher, Schulz, Andı & Kleis Nielsen, 2020). For journalism, this results in a concrete need for action: Editorial offices must address the question of how they can win back these sections of the audience and help to cultivate and strengthen trust in their work. So far, research on journalism trust has largely focused on the recipients – the journalistic perspective on the topic has hardly been examined (see for exceptions e.g. Toff et al., 2021). By conducting 29 qualitative interviews with German editors in chief and journalists in 2019 and 2020, we analyse how editorial offices in Germany perceive the trust relationship with their audience and how they and their outlets define trustworthy journalism. Results show that in general, journalists perceive an increase in scepticism towards their work and often report attacks and mistrust towards their colleagues – however, they do not feel that their own outlet suffers from a loss of trust. Overall, all journalists agree that trust is a main prerequisite for their work. They are convinced that without their audience's trust, democracy will suffer due to journalism's role as a main democratic institution. Furthermore, the interviews journalists all agree that without a certain level of trust, their products will not be consumed anymore, leading to the financial demise of journalism – a perception that is opposite to empirical studies indicating that people also consume news they don't trust (Strömbäck et al., 2020). It is not surprising that based on these perceptions, all news outlets perceive trust-building as an important strategic task that they have to deal with in their everyday work. When it comes to what characterizes trustworthy journalism, we find great consensus among the questioned journalists. They all agree that journalism has to pursue agreed-upon journalistic standards and norms in order to be trustworthy – such as objectivity, transparency and thoroughness. Furthermore, competence, integrity and audience orientation are named as relevant characteristics that both journalists and news outlets should display. Based on these results, we can identify three possible types of trust-building within newsrooms: the quality-, transparency- and audience-oriented. These types will further be described at the conference. The results enable us to get a clearer overview on how news outlets actually perceive the trust relationship and how they try to build their audience's trust – which presents both starting points for journalistic practice as well as research.

JOS19 - Journalistic field and autonomy

PP 616 The changing face of journalistic autonomy. A case study of Flemish newspaper De Standaard (1980–2020)

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Autonomy from political and market interests is considered an integral part of the journalistic professional ideology and is sometimes described as a "conditio sine qua non" for journalists to act in the interest of the general public. The attainability of this autonomy within the context of the news organization has repeatedly been questioned by academics, with some claiming that journalists are "structurally condemned to produce under political and/or economic constraints" (Champagne, 2005). As media-landscapes are transforming under the influence of various crises (economic, professional, trust) and audience reliance on mass media news reporting resurges, the call for a re-evaluation of journalism's institutional strength to perform the democratizing functions bestowed upon it by publics grows louder.

In this research paper, we address this call by examining a) how political and business interests manifest themselves within legacy media news organizations over time, and b) how these organizational manifestations impose on the autonomy of newsrooms. We pursue a holistic approach towards understanding these issues, acknowledging the interconnectedness of societal developments (macro-level), the news company and its interests (meso-level) and the editorial and organizational boundaries affecting journalists' day-to-day activities (micro-level). Via a case

study, we examine the dialectic interplay between these different levels and the formative effects these interactions have on both the editorial and organizational autonomy of newsrooms over time.

Our approach is grounded in the theoretical framework of field theory developed by French sociologist Pierre Bourdieu, which is ideally suited for a) analysis of dialectic interactions between agents and structures and the formative impact these interactions have on a field's doxa, and b) the examination of inter-field relations expressed in terms of field autonomy or heteronomy. Additionally, this research draws on theoretical frameworks and concepts developed within the field of journalism, such as Hallin & Mancini's "Media Systems", Gans' analysis of the news organization and Breed's description of newsroom socialization processes.

In order to achieve our research goals we consider the case study of De Standaard, a leading Flemish high-circulation newspaper in the "quality" market segment owned by a mid-sized Belgian media conglomerate. As our interest goes to examining the process of gradual change of the newsroom's autonomy under the influence of political and business interests, we add a historical dimension to our case study (time-frame 1980–2020). Our main data for analysis are oral testimonies provided by high-agency individuals (particularly chief editors) who were active in the Flemish media landscape during this time-frame. A total of 16 interviews with 14 chief editors (approx. 2hrs per interview) is considered. These oral testimonies are complemented by written testimonies (e.g. autobiographies), archival documentation and secondary sources. Source data were deconstructed via thematic content analysis, making use of the methodological toolkit provided by field theory, and reconstructed in light of the aforementioned theoretical framework.

The result is an historical analysis that offers insight into the processes that affect the newsroom's editorial and organizational autonomy, and the formative impact political and business interests channeled within the news organization have on these processes.

JOS19 - Journalistic field and autonomy

PP 617 Imagining the audience. How young journalists navigate professional autonomy and audience demands

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Young journalists enter a profession in which awareness of audience demands is an important element of news work. Newsrooms have become increasingly aware of the need to cater to such demands in a competitive journalistic field in which the behavior of news users is easily measured. At the same time, journalists are expected to adhere to professional norms that assume autonomy in news selection and presentation. Journalism schools have therefore tried to marry both by devoting more attention to innovation, entrepreneurship and audiences in their curricula while training students according to established journalistic norms and ethics.

This paper asks how young journalists navigate norms of professional autonomy vis-à-vis expectations of meeting audience demands. Based on 108 in-depth structured interviews with MA students in a journalism program in the Netherlands, conducted in 2020 and 2021, we ask how they imagine audiences and how this relates to their ideas about what constitutes "good journalism". About half of the students in our sample were Dutch while the other half were international students, mostly from other European countries but also other continents.

In response to industry needs, many journalism schools have started to offer classes that focus on innovation and (finding new) audiences for journalism. As proficiency with digital tools and platforms has become a prerequisite, employers are seeking new hires who are attuned to the preferences of young audiences and can bring new and fresh ideas to the newsroom. Increasingly, young journalists are asked to be "change agents" who shift the boundaries of journalism and help increase news organizations' economic sustainability.

Research has shown that although journalism students acknowledge the industry's needs for innovation and attracting new audiences to safeguard journalism, they do not necessarily feel that they personally want to implement such changes in legacy newsrooms or by starting their own businesses. However, how journalism students navigate the tensions between what they believe is good for journalism and for them personally remains largely unexplored.

Our study shows that young journalists imagine audiences mostly in commercial terms as customers and consumers. They voice awareness of journalism as a business in which stories need to be "sold" to well-defined and measurable audiences based on metrics. They claim it is important to build a stronger relationship with audiences and consider their needs and interests because they are "funding" journalism and are crucial for its economic survival. At the same time, students struggle to reconcile such images of the audience with professional standards of autonomy, and their own motivations for working as a journalist. They feel that audiences' needs should not influence story selection and construction. This is further complicated by perceptions of audiences as skeptical and distrusting of journalism, and occasionally even disruptive and violent in their communication to journalists.

Based on the discursive patterns we found, we argue that this next generation of journalists perceives connecting with audiences as a 'necessary evil'. This reveals and problematizes changes in the journalist-audience relationship which can be generalized in comparative research on a broader scale.

JOS19 - Journalistic field and autonomy

PP 618   Infrastructuring publics: datafied platform dependencies in news organizations

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News organizations increasingly rely on software applications and platforms provided by both small and big tech companies in producing and connecting journalistic output with the large-scale infrastructure of the Internet. The platformization of news has already triggered widespread public and scholarly concerns about the perverse impact of platforms on the news industry and, more pointedly, platforms' potential threat to journalistic ideals of autonomy and economic independence (Nielsen & Ganter 2021; Van Dijck et al. 2018). Prompted by these concerns, considerable research has explored how news organizations deploy platform metrics (Cherubini & Nielsen 2016; Hanusch 2017; Petre 2021), develop distribution and marketing strategies in relation to platform algorithms (Caplan & boyd 2018; Nechushtai 2017; Smyrnaios & Rebillard 2019), and (fail to) generate revenue through platform monetization ventures (Bell et al. 2017; Myllylahti 2018). Despite the ongoing debate of the influence of platforms on the distribution and production of news, the backend influence of platforms as infrastructuring data flows in news organizations remains understudied. Conceptualising these hidden tech solutions such as cloud services, databases, web measurement systems, off-platform integrations and recommender systems as 'data infrastructures', this article examines their prominence in the architecture of news organizations' websites. We argue that these dependencies have profound effect on public formation as dataflows change the ability of journalistic news organizations to cultivate publics. Furthermore, we argue that this cultivation of publics is in turn increasingly datafied and calculated in the broader digital media context. Empirically, the analysis is grounded in case studies from news organisations and qualitative in-depth interviews with digital editors and developers from large news organisations in US and Europe. This serves to map the applications used in the front- and backend architecture of media websites highlighting the connections between these and the larger infrastructure of the Internet. In addition, a policy analysis of public documents and documentation of the systems featured most prominently in the interview data illustrates how publics are imagined and shaped by and through these systems and platforms. Ultimately, this research contributes to the two fields of platform studies (cf. Bogost & Montfort 2009; Gillespie 2010; Helmond 2015) and infrastructure studies (cf. Hughes 1983; Star & Bowker 2002; Star & Ruhleder 1996), which are increasingly crossing paths in digital media research (Plantin & Punathambekar 2019). From an infrastructural approach, we discuss how news might be shaped via infrastructural standards that are indispensable for media organizations in reaching and engaging the public. From a platform studies approach, we show how platform logics are integrated in the production and distribution of news and, thus, affect public formation in datafied societies.

JOS19 - Journalistic field and autonomy

PP 619   A Sociology of Knowledge Approach to understanding African journalism fields

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In this paper, we argue that studying journalism fields in Africa would benefit immensely from taking a sociology of knowledge approach. Such an approach helps nudge scholars into taking the organizational contextual realities as central to any analysis. Banda (2008) reminds us that to appreciate African media, scholars have to engage with _African political thought_ as an epistemic framework. Banda defines _African political thought_ as "an indigenized epistemic framework for making sense of the configuration of contemporary African media" (2008:80). This echoes Merton's (1968) argument that scholars need to consider the occupational role and existential factors such as other institutions media organizations interact with. Indeed Bourdieu (1999) and Reese (2001) have suggested that any analysis of the news – and the knowledge they produce and rely on – cannot take journalists as the sole authority of how the content will be framed. Instead, they posit, narrative is influenced by a variety of institutions in society: such as influential news sources, other media organizations, economic considerations, political climate, and interest groups. Savelsberg and Nyseth-Brehm (2015) have added to this by suggesting that nation-specific traits play a crucial role in shaping how journalists construct narratives. What Banda brings that is new is an attempt to chart how political thinkers such as Kwame Nkrumah Amilcar Cabral can be embraced more coherently in the study of African media (2008, 80).

A knowledge approach to studying media organizations in Africa would excavate how journalism fields on the continent continue to be influenced by colonial logics present during their formative years. For example, this approach would be vital in explaining the confounding findings on sources by African and non-African news organizations (see, Gessesse 2020; Nothias 2016; Wahutu 2019, Forthcoming). Nothias (2016) and Gessesse (2020) both find that the global north fields quoted more African voices in the coverage of the continent at different junctures than one may expect. On the other hand, Wahutu's (2019, Forthcoming) work suggests that fields in Kenya, Rwanda, and South Africa largely eschewed non-Sudanese African voices and favor of American and English sources in the coverage of the atrocities in Darfur. A sociology of knowledge approach would argue that this preference of non-African sources by African journalists can be traced to the "everydayness of colonization" in the three countries where "colonial values are embedded in the way" African journalists may think, speak, think about knowledge and credibility (Mohammed 2022:10). As a consequence of this "everydayness of colonization, [...] colonized knowledges are devalued, and knowledge produced by colonizers is resented as the default" against which knowledge produced by Sudanese sources about Darfur are "measured" (2022, 10). In this paper, we show how the boundaries journalism studies can be expanded by a sociology of knowledge approach while also taking seriously that African journalism fields are key actors in the construction of knowledge about Africa.

JOS20 - Datafied journalism: the role of metrics

PP 620   Between co-orientation and demarcation: How news media professionals perceive the adoption of news recommender systems

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While users are confronted with an ever-increasing choice of media outlets and information sources, news media organizations face the growing challenge of reaching their audiences and thereby balancing journalistic norms, organizational goals, technological advances, and user demands. One consequence is that news websites, following the example of news aggregators and social networking sites (SNS), increasingly experiment with algorithmic personalization in the form of news recommender systems (NRS). NRS are algorithmic systems that make personalized content recommendations to users based on metadata, ratings, or one's or similar users' past behavior. Despite growing research, empirical investigations of how news media employ NRS and the underlying considerations have remained scarce, particularly across countries or different types of organizations. Therefore, this study investigates to what extent news organizations implement NRS (RQ1), what their perceived benefits and concerns are (RQ2), and how media professionals perceive the impact of NRS on readers' experience of and trust in news (RQ3) across different types of news organizations and functional roles of media professionals.

We conducted 36 semi-structured, in-depth interviews with media professionals from leading media organizations in Switzerland and the Netherlands between September 2021 and February 2022. Cross-organizationally, we included six news organizations per country, representing public-service, up-market, mass-market, and digital-native media. Cross-functionally, we interview representatives from three functional areas within each organization: journalists/editorial, management/strategy, data scientists/technologists. The interviews are analyzed using a combination of inductive and deductive approaches (Braun & Clarke, 2013), structuring the data into themes that serve to answer our research questions.

Preliminary findings indicate that most media organizations in our sample have experimented with NRS but are still in an early phase (RQ1). This is consistent across both countries and all types of news organizations.

Regarding benefits and concerns (RQ2), most media professionals see the development towards algorithmic personalization as inevitable to remain competitive within the news industry but especially with intermediaries like Google or Facebook. This indicates certain co-orientation and imitation processes. At the same time, media professionals clearly demarcate their organizations from SNS regarding their values, goals, and the perceived risks of NRS. For example, media professionals believe that full personalization, as seen on SNS, is out of the question for news organizations and needs to be combined with manual curation. Moreover, effort and return of implementing NRS are assessed differently across organizational and functional types. For example, smaller organizations face more restrictions regarding available resources and content. Furthermore, subscription-based or public-service media necessitate different NRS strategies than advertising-funded media.

Another crucial motivation for developing NRS is to improve the user experience, providing diverse content to readers while retaining their readership (RQ3). Several interviewees argue that users have become used to personalized recommendations from SNS and now expect the same from news platforms. Yet, most interviewees still see the quality of the content as the more decisive factor for trust in the news media.

The full data will allow us to make inferences about the expected and intended consequences of NRS on users' news experience, media trust, and the democratic functions of news media.

PP 621 News Personalisation and public service media: The audience perspective in three European countries

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Public service media (PSM) have a special public service mission, including universality in access, reach and content. While news personalisation might offer opportunities in this respect, it can also clearly conflict with universality (Van den Bulck & Moe, 2018). This duality has led to an ongoing debate about advantages and especially risks of rational, algorithmic personalisation of news (for an overview see e.g., Stark et al., 2020). This study contributes to this debate with a special focus on PSM from the audience perspective, a combination which has been neglected so far.

Personalisation of news enables media organisations or platform companies (indirect personalisation) as well as users themselves (direct personalisation) to customise the content to their individual interests (Thurman & Schifferes, 2012). Despite these opportunities, the literature discusses a number of risks on different levels of the media system: (1) on the macro level, a polarisation of the public sphere (Sunstein, 2007; Couldry & Turow, 2014) and the (relatively modest) risk of filter bubbles (see, e.g. Flaxman et al., 2016, p. 318; Haim et al., 2018, Geiß et al., 2021), (2) on the meso level of the media organisation, a loss of control over their own brand and contents (Thurman, 2011) and (3) on the micro level of the individual user, concerns about privacy (Bastian et al., 2020) and "algorithmic accountability" (Diakopoulos & Koliska, 2017).

This study focuses on attitudes towards as well as perceived opportunities and risks of news personalisation from an audience perspective, especially between the two groups of users and non-users of PSM news on various platforms. It is based on an online survey conducted in France, Germany, and the UK, according to strategic sampling. Each of the countries represents a different Western media system (Humprecht et al., 2022; Hallin & Mancini, 2004). In each country, 1,010 citizens, representative of gender and age (18–69 years in 10-year groups), were sampled and surveyed via an ISO-certified online access panel provider in January 2021.

The findings reflect the controversial state of automatic algorithmic personalisation of news. Users of public service news in Germany and the UK – in comparison to non-users of these services – value a shared publics' sphere to a higher degree, prefer more strongly a news selection primarily by professional news editors and perceive more risks, like to miss certain topics or viewpoints than non-users. In France instead, the differences between users and non-users of public service news are mostly not significant which is interpreted against the background of the different media systems and the role of PSM within them.

The findings add to the research on personalisation of news by not focusing on the content itself, but what the audience of public service news expects from PSM to strive the difficult balance between personalisation and universality. Understanding how the audience perceives personalisation of PSM news services is not only relevant when developing such options, but PSM should also make it transparent how the used recommender systems specifically work to build up audience trust.

PP 622 More of the popular? Assessing the link between audience metrics and content diversity

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Audience analytics and metrics have widely been embraced by contemporary digital newsrooms. Although these tools have served to rationalize the news production process, they also induce similarity across the industry. As theorized by Boczkowski (2010), the intensification of monitoring practices in news work, combined with journalists' inclination to imitate their competitors, may ultimately lead to increased news homogenization. Instead of using the knowledge gained from audience metrics to differentiate themselves from their competitors, journalists tend to imitate each other by selecting the same popular stories (Boczkowski & De Santos, 2007). Hence, we believe that audience metrics may lead journalists to mimic other media and copy stories that do well on other platforms for publication on their own channels (Lamot & Paulussen, 2019).

On one hand, news consumption is increasingly moving to the online sphere, spearheaded by mobile apps and social media platforms (Newman et al., 2021). On the other, it is generally assumed that a diverse set of news sources and articles are mandatory for journalism to fulfil its remit as the so-called fourth estate and contribute to pluralistic and democratic society (Baker, 2008; Hendrickx et al., 2020). Combining these two points, we hold the view that mimicking other media based on the popularity of certain content types can negatively affect content diversity.

To contribute to scholarship, we model the effect of popularity on content diversity through a content analysis of 10,579 online news articles published in January and February 2020 by five leading Belgian news outlets. We operationalize automated text analysis to assess the level of content overlap across outlets and subsequently tie this to the number of pageviews and Facebook interactions the news items received. First, our findings illustrate that news items' popularity does account, at least partially, for noted increasing overlap between outlets. Second, because overlap mainly occurred for soft news – which is most likely to generate engagement (Lamot, 2021) – this further reinforces concerns about potential negative consequences for news diversity and the public sphere.

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JOS21 - Forms of digital journalism

PP 686 **Closing the gap in news exposure? Investigating influencers' potential for connecting "news-poor" Instagram users to current affairs content with computational methods**

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On social media platforms users not particularly interested in political information are able to avoid news and current affairs content by either explicitly curating their social media news diet or through implicit algorithmic customization of the newsfeed based on behavioural signals and personal networks. These personalisation practices can potentially stabilise or even extend existing gaps in news use: Users already interested in current affairs seem to be exposed to more news content and remain in a "news-rich" environment on social media, while non- or less-interested citizens can experience a "news-poor" social media feed.

Our proposed presentation examines the degree to which social media influencers can potentially close the gap in social media news use. We define influencers as "users who became well known in social media and, as self-created personal brands, regularly distribute self-produced [...] content with which they reach and potentially influence a dispersed audience" (modified from Bause, 2021, p. 296). The potential of these actors to reach audiences not connected to traditional political or news organisations is seen due to their non-professional personas. Influencers are perceived as identification figures who conform to users' own values and personality traits, and facilitate para-social relationships. Their communication is perceived as more horizontal than content from journalists.

To explore their potential to distribute news content, we will investigate posts made by German-speaking influencers on Instagram and the account-following practices of their audiences to examine:

1. Whether or not certain influencers connect individuals with a "news-poor" Instagram news repertoire to current affairs content?
2. What types of influencers have the greatest potential to make this connection?

We focus our analysis on Instagram since it has become increasingly important as a news source in recent years and users pay more attention to personalities than mainstream outlets when using the platform for news. Instead of

a priori defining political or news influencers, we aim at the identification of different subgroups of influencers to gain insights into their (distinct) gap-closing potential by applying several computational methods in five steps:

1. Gather a sample of a German-speaking Instagram follower/followee network by employing a walk-based algorithm (automated data collection is currently ongoing)
2. Identify social media influencers within the sample using measures of structural centrality (network analysis)
3. Identify relatively "news-poor" followers of those influencers that do not follow any relevant journalistic or political accounts on Instagram
4. Identify and rank influencers with a large proportion of "news-poor" followers
5. Examine the news-distribution activities of this subgroup of influencers (content analysis)

Our approach will allow us to discern which (types of) influencers are most likely to act as so-called "political influencers" or "news influencers" in a meaningful way. That is, connecting "news-poor" users with information on current events. Situating influencers in the social media news environment allows us to explore their ascribed as opinion-leaders, peripheral journalistic actors, or strategic communicators.

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■ **JOS21 - Forms of digital journalism**

PP 687   Rethinking the influence of social media on news production of investigative journalism

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With the emergence of social media, many researchers argued investigative journalists especially in China would benefit from circumventing the official networks and be enabled to challenge the primary definer, which will help them to gain a greater degree of autonomy, however, the positive influences seem they did not happen in the expected ways. Investigative journalism is observed in a predicament since the age of social media in China, clearly reflected in the decreasing investigative reporting and diminishing groups of investigative journalists. The second national survey of investigative journalists (conducted in 2017) in China shows a dramatic decrease in investigative journalists during 2011 and 2017. What should be more worried from the survey is the low willingness of working in the field in five years. Nevertheless, the current empirical research on the negative influences remains limited and Western-grounding, thus it is significant to reconsider in what exact ways do social media exert its influences on the news production process in non-Western contexts, which is the aim of the research. Guided by critical realism, the research adopted the sociology of general news production theories in Western countries to develop a model called sources theory. By exploring how sources and journalists interact from the approach of political economy, sociology, and culturology respectively, the research identified the key elements that might influence the sourcing practice newsgathering, investigation, fact-checking and sources protection in the social media age, and tested them through in-depth interviews with 15 Chinese journalists.

Results showed the positive effects of social media are quite limited, mainly in the process of newsgathering such as accessing sources and gaining initial sources (especially when investigating hot-spot issues). As Weibo—the Twitter-like service has been declining, social media acts more like a communication tool, making communication easier and saving some costs. The process of investigation and verification is not influenced dramatically, since most investigative journalists insist on traditional techniques. However, some negative effects were explicitly identified. The author argues the significant one occurs at the macro level that social media triggers a tightening information control system in China, which leads to decreasing space for investigative journalism and risky topics. At the practical level, the public opinion influences the news making most, not only might interrupt journalists' investigations (e.g. they need to compete with their peers and to combat the ban from authorities because the heated public opinion will make the bans come quicker), but also could be a psychological blow to journalists once cyber violence occurs. Besides, rules, mass surveillance, Internet fuzzing, overloaded information and disinformation also brings different extents of impacts to news-making. However sophisticated investigative journalists weren't bothered too much in practice by them, which is opposite to what has been observed in the West. The research explains the limited negative effects might be due to the decreasing space for reporting risky topics, the high awareness of self-censorship and the importance of some traditional techniques of doing investigative journalism such as going to the scene.

Journalism Studies

PP 688   User's attitudes and news avoidance in the Spanish online media landscape

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Previous research has revealed how the online media landscape has changed in the recent years (Masip, Ruiz and Suau, 2019). On the one hand, we can observe the multiplication of online media, as well as digital platforms, which allow information. And, on the other hand, the media are constantly changing their business model, in many cases establishing paywalls for access to online news. Taken this into account, this research breaks new ground in the study of information access and news consumption from the users perspective. The main goal of our research is to analyse behaviour of the use and information access and the news avoidance in the Spanish online media landscape.

To explore how users access to information and the news avoidance in the online media landscape, the study used mixed-methods approach. Thus, we employed focus group methodology. Focus group discussion is frequently used as a qualitative approach to gain an in-depth understanding of the object of study (Nyumba et al., 2018). In total six focus group comprising a total of 48 respondents with different public and media engagement background, which refers to the number of times press is read daily. We consider a high level of media engagement means reading news daily and consulting at least three different online media, a middle level of engagement means reading digital news daily through three or less online media and, finally, a low level of engagement means reading online news six or less days a week or consulting only one online media. In regard to the quantitative approach, we launched an online survey with a sample of 1.000 respondents about the digital news consumptions, including questions about the reasons that lead users to avoid consuming news in the digital landscape. During the data analysis, we compared the quantitative and qualitative data to acquire a deeper knowledge.

Our finding show that the paradigm of information access and news consumption is at a turning point and reformulation, mainly linked to the internet and the use of digital platforms as a source of information. The current moment is characterised by an absolute customization, both active (selection of media, channels or times) and passive, through algorithms and their suggestion based on interests. In addition, our results show how the general tendency for avoid consume news is related to the low interest in news and the information overload. This result is much more problematic because of incidental exposure to the news online. In this sense, in a future works, we can probably approach it more of a sort of a self-identification as a news avoider rather than objective praises.

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PP 689   Performative publics and the shifting role of journalism: The emergence of gender-related Covid-19 discourses in the German twittersphere

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Journalism has lost its exclusive agenda setting function and is not the only player who accords relevance to issues of common concern. New actors have come forward using digital media platforms to challenge social structures (Castells, 2007; Chadwick, 2014). Coming from a practice theory approach (Couldry, 2012) we apply the concept of 'performative publics' (Authors, 2018, 2020a, 2020b) in order to analyze how diverging media practices of different actors form public discourses. As a contribution to relational journalism studies (Deuze & Witschge, 2018) we ask about the structural conditions, opportunities, and limitations of voice and visibility in emerging publics beyond established media organizations, focusing especially on their gendered structure.

In the rise of the pandemic, legacy media and scientific committees in Germany gave relatively little attention to women and the effect contact restrictions have especially on them (Prommer & Stüwe, 2021). However, different actors tried to shed light on these intensified gender inequalities. Thus, we chose gender-related Covid-19 discourses in order to study the structure of public articulation in networked media environments distinguishing different kind of actors such as journalists, civil society activists, NGOs and private individuals.

Empirically, we analyze four German language Twitter discourses emerging around certain hashtags or keywords which address conditions in (1) professional and (2) private care work, (3) the reappearance of traditional gender roles as well as (4) rising violence against women. In order to study how media practices of different actors form discourse structures and which speaker-positions are taken by journalists and other actors, we apply a mixed method design including network analysis, standardized coding of central actors and their tweets as well as qualitative in-depth analysis of prominent actors.

Findings from the two care work cases show rather different patterns concerning the role of journalism. The debate about which professions are of systemic importance (#systemrelevant) was mainly characterized by care work activism directly addressing political actors. Journalists conversely do not play a major role as actors who either receive a lot of attention or shift it towards others. The hashtag #CoronaEltern was initiated by feminist journalists as hybrid actors in between journalism and activism who shaped the discourse on Twitter as well. We currently analyze the two remaining cases to complement these preliminary findings and work out overall patterns of journalist's speaker positions in social media environments. Even though journalistic accounts are not necessarily prominent as central actors, journalist content is regularly linked and used as reference by other actors to strengthen their arguments or critique media failures. Thus, our findings allow for a more nuanced description of the changing significance of journalism – oscillating between pro-active agenda setting and more passive tagging along in emerging publics.

JOS21 - Forms of digital journalism

PP 690   The place of photography in changing newsrooms

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This communication aims to understand the role and the values of the photographic image in the editorial strategies and publishing processes of French-language daily newspapers in the context of their digital transition. To what extent the digital shift of newspapers companies has reshaped the processes of production and selection of news photography? We seek to identify and understand the role of photography in these evolving editorial strategies. Although pictures form a very old narrative and informative couple with text, the daily press market has switched in a few years to a multi-media and multi-content offer, with heavy organizational, editorial, and economic consequences.

Considering journalism as a social and collective productive activity including various subgroups and functions (Pereira et al., 2018), decision making is therefore shared between several actors, each acting as 'gatechecker' rather than 'gatekeeper' (Schwalbe et al., 2015), subject to several levels of influence such as personal judgment, news values and work routines (Reese & Shoemaker, 2016). The analysis of those levels cannot be done without understanding the environment in which photography is embedded within a newsroom today: in an economically unstable context, in search of profitability, leading journalists and editors to be more and better multi-skilled. Photo departments have not escaped these evolutions and restructuring, responding to them with rejection, adaptation, or capitulation (Simonsen & Evensen, 2017).

This study is built on an ethnographic survey within five newsrooms of 'quality' French-speaking dailies in Belgium, France and Switzerland. Those immersions are introduced by in-depths interviews with people of each newsroom involved in the production, selection and/or publication of images. We then spent a week of immersion in each of these newsrooms, adopting a posture that oscillates between observation and participation (Cottle, 2007). This research device allows us to reconcile what journalists say they have done with the work they do (Paterson & Domingo, 2008). Our method also allows us to compare normative (what journalists should do) and cognitive (what journalists think they should do) roles with the roles performed by journalists and other media workers in their daily practice (Hanitzsch & Vos, 2017).

Our first results show that economic choices (paid and free content) as well as the type of medium (print – web), strongly influence the treatment reserved for the image and the investment allocated to it. We observe a kind of 'image hierarchy' dictating dissemination strategies and editorial treatment, distinguishing between the print edition (1), the paid website (2) and the free web (3). There is still a particular attention paid to the image in the paper edition. Print is mainly handled by the photo department, aware that adaptation to the web is a necessity (but not yet fully a reality). On the web the selection of images seems to be more fragmented between different actors. Multiskilling is a reality experienced more as a re-skilling or up-skilling than de-skilling (Nygren, 2014). News values of timeliness and impact appears more important than aesthetic for editors, but user experience and consumption habits criteria (e.g. format for mobile devices) remain most determinant.

Journalism Studies

PP 707   LGBTI as a news topic: The framing of sexual and gender diversity in Dutch-speaking Belgian news media

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This empirical study aims to provide a quantitative overview of news reporting about LGBTI themes in the written press of Flanders, the Dutch-speaking part of Belgium. The scarce but growing body of research on LGBTI themes in news has focused on case studies and remained qualitative in nature (e.g. Dhoest, 2020) or is situated outside of Europe (e.g. Morrison et al., 2021), leaving a gap in our understanding of reporting about LGBTI issues and people in news media. In this study, we aim to provide a broad and more representative overview of themes, actors, and frames in mainstream written news items about LGBTI themes.

In Flemish television news, the number of LGBTI news stories has grown over the course of thirty years and mostly gay men have become increasingly visible (Jacobs & Meeusen, 2020). That same study found that LGBTI news was increasingly covered using equal rights frames and victimization frames, instead of earlier focuses on homosexuality as abnormal or deviant. This gives rise to the question how LGBTI issues are framed in the written press. Therefore, we ask (1) *On which topics and about whom do news media report in articles about LGBT issues and people?*; and (2) *Which issue frames can be identified in the LGBT news coverage?*

The corpus consists of articles published by thirteen Flemish media (six newspapers, six magazines, the news website of the Flemish public-service broadcaster, and five alternative online news media) between 1 January and 31 December 2021 that include references to LGBTI (N = 4.534). Articles shorter than 100 words articles and articles that do not (1) mention LGBTI themes in the title, introduction or first paragraphs, or (2) have an entire paragraph about LGBTI themes were filtered out. This resulted in a final corpus of 2.007 articles.

A qualitative inductive analysis is currently being conducted to investigate *how* the media report about these themes, i.e., which frames are present. This is done by a round of open coding followed by a round of axial and selective coding to set up a frame matrix (Van Gorp, 2010). Afterwards, in a deductive quantitative analysis, the entire sample is applied to code the actors and themes, to validate the frames, and to investigate how often each frame is present. The results are due in May.

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PP 708   News Values in Violence against Women online news reports: A comparative case study – reporting on the murder of Swedish journalist Kim Wall

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This article critically examines two digital-native news organisations, RTVE from Spain and DR from Denmark and explores how journalists use news values in their reports on the murder of the Swedish journalist Kim Wall. Drawing a qualitative analysis, I scrutinise the textual and visual elements of news delivered by the two public digital channels.

My main two objectives in this study are to examine what news values RTVE and DR journalists use and how they use NV when reporting events involving Violence against Women, with a particular focus on the news reports related to the murder of the Swedish journalist and to explore the impact media guidelines have on how to report on Violence against Women.

In this paper, I analyse the way media outlets discursively represent Kim Wall murder case on the digital channels of the Danish and Spanish public broadcasters. By identifying the news values used to portray female victim Kim

Wall, I compare the treatment these websites gave to the victim and how reporters used NV to construct the image of the female victim.

The current study aims to establish a baseline picture of the extent and nature of reporting on violence against women (VAW) comparing how two digital newsrooms media guidelines impact on representations of violence against women. I answer the research questions How do digital reporters of RTVE and DR use News Values to discursively represent VAW in their news media reports related to the murder of journalist Kim Wall? and How are these values constructed linguistically and visually?

This research draws upon Bednarek and Caple's discursive news values analysis (DNVA) framework to examine what news values RTVE and DR journalists use and how they use NV when reporting events involving violence against women, with a particular focus on the reports related to the murder of the Swedish journalist Kim Wall. Besides, the present research contributes a cross-cultural study of VAW digital media discourse by harmonising DNVA, content and thematic analysis in order to explore how gender related identities are built across socio-cultural and linguistic contexts, and therefore taking the opportunity to apply DNVA framework to news in different languages and cultures (Caple/Huan/Bednarek 2020: 14, Bednarek/Caple 2017: 137).

To add qualitative data to this analysis, eight in-depth interviews were conducted with professionals from five interest groups: international media professionals, investigative journalists reporting on VAW, journalism professors, independent journalists, and media consultants.

This research furthers our understanding of the journalistic strategies, techniques and codes of ethics employed by two important public digital channels, as well as the interrelationship between discourses in two important newsrooms in Western Europe.

JOS22 - News Coverage and news values

PP 709   Nationalistic media reporting in the age of COVID-19: A comparison of COVID-19 vaccine coverage in China, Russia and Czechia

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Around the world, the efficacy and safety of COVID-19 vaccines were important topics for public debate in early 2021. For the general public, news media play a significant role in informing the citizens about such issues. As media often function as the catalyst of opinion formation and can significantly impact audience attitudes, it is essential to understand the way different COVID-19 vaccines were framed in the news. Of particular concern is the role national interests may play in state-backed media reporting in authoritarian regimes (Bright et al., 2020), given that states like China and Russia were at the forefront of developing vaccines. This study explores how domestically produced COVID-19 vaccines were portrayed in the media of these countries, compared to vaccines from abroad.

The research focuses specifically on media portrayal of COVID-19 vaccines in China and Russia, as representatives of authoritarian regimes as well as producers of their own vaccines. For comparison, we also analyse media coverage in Czechia, which represents a democratic EU country with notable historical ties to the former Soviet Union. Employing a framing analysis, the study conducts a quantitative analysis of online news articles published on the most-read news sites in China, Russia, and Czechia. A total of 971 articles published between January 25 and February 7, 2021 as well as from March 25 to April 7, 2021 were analysed in relation to tone of their heading, portrayed efficacy, safety as well as popularity of the vaccine. Content was coded in the native language of the media outlets by a cross-national team.

The results suggest significantly more favourable coverage of domestically produced COVID-19 vaccines in the authoritarian regimes, with Western vaccines being portrayed predominantly negatively. Russia and China tend to frame their own vaccines as highly effective and safe, while the Western ones are criticised and portrayed as the exact opposite. Media in Czechia remain rather neutral and tend not to significantly praise or denigrate any available vaccines. While China and Russia share a strong anti-Western narrative, Chinese media speak highly not only about their own vaccines but also about the Russian ones. However, Russian media do not respond in kind and compliment only Russian vaccines, while criticising all others. Surprisingly, there was no significant difference in the coverage of Sputnik V when comparing state-backed and independent media in Russia.

This paper addresses an important yet understudied phenomenon and provides a unique direct comparison of media response to an issue like COVID-19 vaccination in authoritarian and democratic regimes. The differences in media framing reflect the geopolitical strategies and ideologies of the examined countries. Our study questions the objectivity of media reporting in authoritarian regimes regarding COVID-19 vaccination, a portrayal of which has the potential to have significant impact on public health reaching far beyond their borders.

Journalism Studies

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JOS23 - Comparing journalistic role performance across Europe: new developments and perspectives

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PN 133   Explaining gaps between journalists' reported behaviours and role performance across Europe

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Given the importance of contextual factors influencing journalistic practice, it has become increasingly important to study the link between perceptions and role performance, capturing the relationship between journalists' ideals and their news outcomes; to assess journalists autonomy regarding the extent to which they live up to their ideals, and to analyze the influence of journalists attitudes on their news decisions (Culbertson, 1983; Mellado, 2020; Patterson & Donsbach, 1996). The correspondence found by several previous studies between journalists' evaluation about their work and their practice have used perceptions and/or attitudes as a proxy measure for actual role performance. In contrast, less common have been studies that directly measure whether reported behaviors are reflected in actual content. This paper differentiates between perceptions and behavior, and more specifically, between perceived role enactment and role performance at both the conceptual and empirical levels. Perceived role enactment is understood as the perception of what journalists believe can actually be done in their work, and it is obtained through surveys. Instead, role performance refers to the collective outcome of concrete newsroom decisions and the style of journalistic reporting – measured through content analysis –, with journalists nested within news media organizations and countries. Based on standardized definitions and the operationalization of six journalistic roles across different types of news organizations – interventionism, watchdog, loyal-facilitator, service, infotainment, and civic – this paper compares perceived enactment from surveys of TV, radio, print, and online journalists working in various news beats (N = 1,056) with a content analysis of news stories from 95 news outlets in five Eastern and nine Western European countries (N= 62,424), discussing the relationship between the reported behavior and observed levels of journalistic role performance. Among the questions that this presentation will address are: To what extent does the perceived enactment of journalists in Europe correspond with the performance of their news media organizations? For which roles is the gap between the reported behavior of the journalists and the performance of their news media organizations the highest? Does the gap between perceptions and performance remain stable across news organizations and countries? Which organizational and societal factors better explain the gap between perceived role enactment and actual practices in European journalism? To test how perceived role enactment ties in with actual role performance, we will conduct multilevel analyses with journalists nested in countries. While country differences will be accounted for by including the country random intercept in all models, predictors will be hierarchically included as fixed effects on the individual, organizational, and societal levels.

JOS23 - Comparing journalistic role performance across Europe: new developments and perspectives

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PN 134   Journalistic role performance in high politicized media systems: comparing Poland and Hungary

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Following previous research on how socio-political factors shape journalism across countries (Blumer, McLeod, & Rosengren, 1992; Esser & Pfetsch, 2004), we aim to compare and contrast journalistic role performance in two CEE countries, Poland and Hungary, that may serve as examples of flawed democracies, highly polarized political systems and media systems with a high level of political parallelism. Furthermore – and for the first time in a journalistic role performance study – we trace changes in journalistic role performance across time in both countries. By comparing data collected in two periods, we aim to recognize how changes in political context resulting in a decrease of democracy and press freedom indexes in recent years, affected role performance across media outlets. In particular, our study addresses the following research questions: (RQ1) In what ways do the journalistic roles materialize in news content across political leanings of the Polish and Hungarian print newspapers? (RQ2) What are the similarities and differences in the role performance in the Polish and Hungarian newspapers across

different political contexts? (RQ3): What are the similarities and differences in the role performance in the Polish and Hungarian newspapers across different political contexts? The study was conducted under the theoretical and organizational framework of the international research initiative – Journalistic Role Performance (JRP). We employed Mellado's (2015) concept distinguishing three domains (journalistic voice, power relation, and audience approach) and six roles (interventionist, watchdog, loyal-facilitator, civic, service, and entertainment). For the purpose of this study we used data collected from the print media (four Polish and four Hungarian newspapers) in two waves of the JRP project, that is in 2012 and in 2020. The newspapers were selected based on three criteria: circulation, type (popular/elite), and political leaning (right/left-wing). The total number of items was N = 3756. In regard to societal-level effects, we used external databases: the Economist Intelligence Unit, Reporters Without Borders, and Varieties of Democracy Project, to collect data on political environment indicators. Our results show that despite experiencing similar changes in political context over last years, journalists in Poland and Hungary differ in their performance of professional roles. Although indexes of watchdog, infotainment, and civic roles decreased in both countries over time, they were still higher in Poland than in Hungary. Indicators of the Interventionist role model increased in both countries from 2012 to 2020 (more significantly in Hungary), while the loyal-facilitator role index increased only in Poland.

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JOS23 - Comparing journalistic role performance across Europe: new developments and perspectives

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PN 135   "Interpreting" or "reporting"? An analysis of role performance in seven European countries

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The literature comparing journalistic roles around the world highlights different ways of understanding journalistic work across countries. In general, a greater propensity to interpret news is attributed to countries belonging to the so-called "polarized pluralist" model of journalism and to the "democratic corporativist" model (Hallin and Mancini 2004), whereas in "liberal model" countries, journalism is more neutral and oriented towards fact-based reporting. This classification of models has since been extended to other countries, e.g., Central and Eastern European countries, in which many features in common with the polarized pluralist model were highlighted (Dobek-Ostrowska 2015). Although these distinctions between models of journalism nowadays seem more blurred than in the past (Mellado et al. 2017), our aim is to assess the tendency in different countries towards "aseptic reporting" or "interventionism" in the way news is reported. We intend to analyze this phenomenon through the conceptual lens of journalistic role performance research project. Such a project relies on the concept of "role performance", which be understood as a journalistic collective outcome, affected by different internal and external restrictions as well as by the journalists' work in itself (Mellado et al. 2019). The concept of role performance focuses on the connection between journalists' beliefs about the role of journalism and their actual practice in different societal contexts, connecting studies on the professionalism of roles with those on news production and media systems research. Our study is based on a content analysis of news items produced by several media outlets in various European countries: radio; television, print newspapers and online newspapers. Ours is a comparative analysis covering several countries, belonging to different journalistic models: Spain and Italy as a sample of Mediterranean countries; the UK and Ireland as examples of the liberal model, Austria for central Europe, Poland and Estonia for Eastern Europe (our corpus is composed of 30,649 news items). Variables from the JRP project's second wave of analysis (collected in 2020) will be used to highlight distinct journalistic styles, allowing us to determine which countries take a more detached and neutral approach to news and which take a more interventionist and commentary-oriented approach.

Journalism Studies

PN 136   Towards a model of sports journalistic roles? Comparing sports journalism in 12 European countries

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Despite being responsible for some of the most popular and commercially valuable journalistic content, sports journalists have often found themselves marginalized by other journalists and side-lined – relative to their 'hard news' counterparts – in academic study. In the literature, sports journalists have been variously characterized as fans, cheerleaders, and sycophants; responsible for biased and subjective reporting, and uncomfortably close to athletes, sports teams and the sports industry at large (e.g. Anderson 2001; Boyle, Rowe, and Whannel 2012; Hardin 2005; Hardin, Zhong, and Whiteside 2009; Rowe 2004; Steen 2011). Such occupational cultures are juxtaposed with the more democratically normative roles typically performed (and celebrated) by journalists (English 2018; Rowe 2004). Such analyses speak to the journalistic roles that sports journalists do or do not perform. However, sports journalists have largely eluded sustained empirical attention in relation to role performance. Nor have studies systematically compared role performance across multiple countries and media platforms. In this paper, we draw attention to the materialization of journalistic roles in news content through a content analysis of (N = 8191) of sports stories that were published in 2020 (using the constructed week sampling method). Our data is drawn from 12 European countries representing all the geographic regions of the continent and different media systems. Preliminary analysis of findings suggests that the dominant roles performed by sports journalists across Europe are the interventionist (characterized by a high degree of journalistic voice, interpretation, and opinion, as opposed to merely disseminating information) and infotainment (where the audience is addressed as a spectator and where specific narratives and stylistic discourses are used to convey emotions, human interest and sensationalism). While the presence of these roles may conform to certain stereotypes of sports journalists, analysis of other roles only partly supports this conclusion. For instance in the domain of power relations, sports journalists performed only limited watchdog functions, but neither were they merely cheerleaders for the powerful (the loyal facilitator role). Interestingly, while some national differences emerge, these patterns are largely maintained across countries, media systems and media platforms, implying that there may be a shared model of sports journalistic role performance. The implications of this are discussed in the context of ongoing debates around comparative journalism studies and the normative functions of sports journalism.

PN 137   Sourcing practices and journalistic role performance: Comparing C-19 news in 4 European countries

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Research into journalistic sourcing practices has a long tradition in the field of communication and journalism studies and has repeatedly demonstrated that elite sources enjoy privileged access to the news, although there are differences depending on factors such as the news outlet (e.g. mainstream versus alternative), the news beat (e.g. politics versus science versus culture) and the story angle (e.g. factual versus human interest). Additionally, several studies have demonstrated increased reliance on elite sources during times of breaking news and crisis, when information is uncertain and circumstances are changing rapidly. In these instances journalists have tended to turn to elite sources as governments and experts to find answers (Mellado et al., 2021). Our study focuses on a critical period of the COVID-19 pandemic, a global health crisis with unprecedented impact in recent times, and which was characterized by markedly different responses, debates and perception of key stakeholders in different countries. This paper therefore investigates the types of sources as well as the journalistic role performance in COVID-related news articles in mainstream news outlets (newspapers, radio, TV, and online news) of 4 Western-European countries (Ireland, United Kingdom, Belgium and Austria). A quantitative content analysis of 4353 news items published during two constructed weeks in 2020 shows that state and political sources are dominant in each country (they appear in 49% of all news items). Yet, we also found that there are significant differences between the countries. The most remarkable pattern is the fact that the UK (and to a lesser extent also Irish) news outlets have a tendency to consult all types of sources more often. Additionally, we found that they more often include multiple source types and multiple viewpoints. In the next step of the analysis, we will explore the link between sourcing

practices and journalistic role performance. As Hellmueller and Mellado (2016) suggest, the choice for certain types of sources may be driven by the role orientation of journalists and news organizations. More specifically, we will analyze whether the fact that Belgian and Austrian news media show more unilateral coverage dictated mainly by state/political sources correlates with a higher presence of the loyal/facilitator role. Additionally, we will explore whether the higher presence of citizen sources in certain countries correlates with a higher score on the civic role, as suggested by Kurpius (2002).

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■ **JOS24 - Nordic Journalists in the 2020s: Results from the Third Wave of the Worlds of Journalism Study**

PN 144 **Finland: Adaptation to Turbulent Times**

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The last 10 years have been turbulent for Finnish journalism. Financial struggles in the news media following increasing media competition, technological transformation, and the state's cuts on press subsidies have taken their toll. Over 1,000 journalistic jobs were lost in Finland between 2008 and 2019, with smaller newspapers and younger journalists suffering most (Honkonen, 2019; Grundström, 2020). The rise of populism (Niemi & Houni, 2018) has increased tensions between politicians and journalists, and political interference towards public service media YLE by the then-Prime Minister in 2016 (Eronen et al., 2017) contributed to Finland losing its top spot in the RSF's press freedom rankings (RSF, 2017). The future of journalism in the "post-truth" era has also been debated in Finland (Vihma et al., 2018). The COVID-19 pandemic has added to pressures among journalists (Grundström, 2020; Rantanen et al., 2020) and necessitated state aid (Traficom, 2020). Against this backdrop, this presentation looks at Finnish journalists' current views of their professional values and working conditions. Data are based on the national WJS sample of journalistic workforce collected online between May 2021 and February 2022 (estimated N = 400). Preliminary results indicate that the abovementioned changes are reflected in journalists' views. Questions about mental wellbeing and external interference emerge as the most notable concerns for journalists. Compared to the previous WJS survey in Finland in 2013 (Pöyhtäri et al., 2016), Finnish journalists have increased their focus on communicating facts and educating audiences. Economic and political factors wield more influence on journalists and their working conditions, and there is greater recognition among Finnish journalists of especially the financial imperatives. Some of these changes have also been influenced by the pandemic. These changes do not reflect a seismic shift in Finnish journalism, but rather incremental adaptation to evolving conditions. Overall, the archetypal tenets of Western journalism (Hanitzsch, 2011) still enjoy relatively high support in Finland, which points to the durability of the journalistic value system.

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Journalism Studies

PN 145   Iceland: Journalists' Safety in a Small State

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The concept of "journalism culture", and previous work conducted under the umbrella of the WJS, provide the theoretical foundation for the proposed presentation (e.g., Hanitzsch, 2007). A decade ago, when Iceland first participated in the WJS, the country's media organizations were still hurting after the economic crash of 2008. There had been lay-offs, financial restructuring and change of ownership (Kolbeins, 2015). The total number of people employed in the media industry was 1,945 in 2012 but decreased to 876 in 2020 (Hagstofa Íslands, n.d.). This downward spiral seems to continue, decreasing journalists' job security. In addition, external factors have threatened journalists' safety. Thus, one of the main goals of the current study is to examine journalists' safety. The findings will be discussed in the context of journalists' stress level, their worrying about their mental and physical health, and their wish to be still working as a journalist in five years' time. In the spring of 2021, an online questionnaire was administered to 442 media workers in Iceland, who were considered to be professional journalists by the WJS definition. The response rate was 50.5% (N = 223) and one third of the respondents were female. Preliminary results indicate, for example, that 59% of male journalists and 53% of female journalists had experienced that demeaning or hateful speech had been directed at them at least sometimes. 55% of males and 41% of females had experienced public discrediting of their work, 39% of males and 22% of females had experienced that their morality had been questioned, and 14% of males and 5% of females had experienced that their personal information had been disseminated. Furthermore, although 96% of male journalists reported that they had never experienced a sexual assault or sexual harassment, considerably fewer women (72%) said the same thing. Bivariate correlations reveal a significant relationship between gender and sexual harassment, as women are more likely to be harassed (r = .28, p < .001), and between gender and the dissemination of personal information (r = -.15, p = .032) and one's morality being questioned (r = -.14, p = .042). It is particularly relevant that more women than men reported having experienced stress often or very often in the past six months prior to the study, and they were also more likely to worry about their mental and physical health. It is noteworthy that the gender ratio of Icelandic journalists had hardly changed at all over a nine-year period, from 2012 to 2021, which may be due to the above-mentioned factors.

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PN 146   Changes to the Diversity of Professional Journalism in Norway

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The Norwegian news media market is marked by monopolistic local markets, independent ownership, and generous press support (Sjøvaag et al., 2019). This secures a high degree of diversity in terms of numbers of news organizations and news outlets on national, regional, and local levels. In contrast to many other news media markets, digitalization and the crumbling of traditional business models for news organizations have not affected this diversity in terms of number of outputs (Høst, 2020). Diversity is also visible in journalists' professional role orientations. According to the WJS2 survey, Norwegian journalists are equally oriented towards a monitorial, holding-those-in-power-accountable role, idealistic activism, and a consumer-oriented, accommodative role (Hanitzsch et al., 2019: 182). This implies that Norwegian journalists adhere to ideals like activism, subjectivity and dialogue, in addition to independency, social responsibility, objectivity and critical scrutiny (Hornmoen & Steensen, 2021). In a Nordic context, they differ from their neighbours by their lesser emphasis on political roles and pressures from political actors (Hovden & Väliverronen, 2021). The main development in the Norwegian news media market during the last decade has been the establishment of paywalls for online news outlets. For local newspapers, it has increased digital revenue streams but decreased readership, thereby potentially weakening local papers' civic function (Olsen et al., 2020). Moreover, recent developments suggest an increase in precarious work relations (Knudsen & Mathisen, 2019) and a decline in job announcements, especially in local journalism (Steensen & Kalsnes, 2020). Adding to this is the insecurity and economic and social distress caused by the pandemic. Based on findings from the WJS3 survey

in Norway (N = 1300) among members of the Norwegian union of journalists and the editors' association during spring 2021, this presentation emphasizes developments in the professional role orientations, felt influences, job satisfaction and security of Norwegian journalists. The presentation is guided by the question: To what degree are changes in the national media market reflected in changes in how Norwegian journalists perceive their role, felt influences, job satisfaction and security?

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■ **JOS24 - Nordic Journalists in the 2020s: Results from the Third Wave of the Worlds of Journalism Study**

PN 147 **Sweden: Pandemic, Populistic, and Precarious Threats – A Workforce in Concern**

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According to Reporters without Borders, Sweden "ranks among those [countries] that most respect media independence" (RSF, 2021). However, "that doesn't mean its journalists aren't subjected to threats, online hatred and gag suits. Media ownership is also very concentrated …" (ibid). Furthermore, the NGO observed that "[c]hanges in the media sector accelerated as a result of the Covid-19 pandemic … A fall in advertising earnings created financial difficulties for several media, and state subsidies more than doubled" (ibid.). Troubled times for the country that adopted a press freedom law as early as 1776, and a situation that calls for a comprehensive understanding of the state its journalistic workforce is in. The Swedish data for the WJS third wave were collected between November and December 2021 with the support of the Swedish Union of Journalists (SJF), which represents a very large majority of journalists in Sweden. The union sent an invitation email to 6,000 randomly selected SJF members. Each of these addressees received the invitation and three reminders. For this preliminary analysis, only questionnaires of participants who completed the survey and indicated they worked at least part-time/received at least 50% of their income in journalism were considered (N = 432). The sample size comes with a margin of error of below 5% on a confidence level of 95%. Around every ninth participant experienced that their form of employment changed throughout the pandemic (11%; did not change: 88%). While this figure is already worrisome, hate directed at journalists is even more widespread: More than one out of three journalists surveyed (39%) at least sometimes experienced demeaning or hateful speech directed at them and public discrediting of their work (40%). More than one out of ten (11%) stated that others had at least sometimes disseminated their personal information, 6% had some experience with surveillance, and 5% with hacking or blocking of social media accounts or websites. Similarly concerning are reports of workplace bullying (7%, at least to some degree). Half of those affected by such security concerns stated that they had received support from their news organizations, while 32% said that this was not the case. Somewhat more support comes from peers (59% yes; 23% no). However, journalists' associations (22% yes; 58% no), NGOs (3% yes; 76% no), or authorities (6% yes; 73% no) do not seem to play a major role in support structures. An astounding 60% were somewhat concerned that those who harm journalists in Sweden go unpunished. More than one out of ten (14%) indicated to be at least slightly worried about losing their job within the next 12 months, one out of five (21%) about their physical well-being, and almost one out of three (31%) about their emotional and mental health. These results are worrisome and need to be discussed.

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Journalism Studies

PN 157 Event-driven and media-generated climate journalism in Danish newspapers

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Climate change is to a high degree invisible, uncertain and yet to come. Therefore, media play an important role in informing citizens about this threat (Beck, 1992). However, the nature of climate change as ongoing and extended over time and space collides with journalism's focus on events and timeliness, which makes it difficult to cover (Adam, 2021; Berglez, 2011). Earlier studies show how climate change and the environment are covered more intensively in periods with "trigger events" such as extreme weather phenomena or a political meeting (Djerf-Pierre, 2012; Eskjær, 2019; Saunders et al., 2018; Schäfer et al., 2014). Moreover, studies show that in periods of intense coverage, the amount of incident-related news reporting about actual events as well as thematically related news reporting, which is media- or source-generated, rises (Kepplinger & Habermeier, 1995; Vasterman, 2005). However, there is inadequate research showing how news reporting about actual events differs from thematically related news reporting. This is what this paper examines through a content analysis of a stratified random sample of climate journalism in seven Danish newspapers between 2018 and 2021 (n = 367). Distinguishing between event-driven and media-generated climate journalism, the analysis focuses, among other things, on whether there is a difference between subject and use of sources in the two. Preliminary findings show that media-generated climate journalism is almost as prevalent as event-driven journalism in Danish newspapers. However, there seems to be a difference in the diversity of subjects. For instance, media-generated climate journalism focuses more on economy than event-driven and thus implies different temporal frames than those linked more directly to the environment.

PN 158 The intersection of temporality and spatiality in climate justice and climate journalism

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This paper discusses intersections between temporal and spatial scales in climate justice discourse in relation to mediated communication in general and journalism in particular. Temporality is a crucial dimension in all climate justice theory and discussion, looking backwards in time to determine who needs to take responsibility for amending the harm of historic polluting emissions, as well as looking forward in time when assessing the injustice towards young and future generations, who did not cause the pollution but will have to face the long-term and increasing consequences (Brülde & Duus-Otterström, 2015; Bødker & Morris, 2021; Callison, 2021; Page, 2006; Young, 2011). Journalism, in turn, is often focused on the now. This constitutes a tension that calls for investigation. Place is likewise essential for climate justice assessment, since climate change effects are always situated somewhere, and are furthermore unequally distributed around the globe, – within as well as between and across nation-states (Johnson, 2009; Fraser, 2008; Roosvall & Tegelberg, 2018, 2020). This paper draws analytically on Bakhtin's (1988, 1999, 2003) chronotope concept, which indicates the intertwinement of time and space — viewing time as the fourth dimension of space — as well as his underlining of the importance of themes in the constitution of genres. In view of this, the handling of climate justice dimensions in climate change coverage, and particularly in the burgeoning climate migration coverage, is discussed in relation to diverse discourse types (Fairclough, 1995). Drawing on examples from Swedish newspapers, searching for common traits, as well as traits that distinguish diverse media sections and genres from each other, this paper asks more specifically: What are the differences between cultural journalism, which is generally a slower and less territorially governed form of journalism, and the quicker and more nation-state determined forms of general news and political journalism when it comes to representations of climate change and more specifically climate migration from a climate justice perspective? Ultimately the chapter aims to unveil what implications the chronotopical constructions of diverse journalistic discourse types have for pertinent coverage of climate justice.

Journalism Studies

PN 159   Climate justice frames in public service broadcasting – a case study of NRK

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Whether as a response to the climate crisis itself, or as an attempt to reach young publics (BBC, 2018; Sehl et al., 2018), public service broadcasters (PSB) have amped up their output of climate journalism. With the establishment of newsrooms dedicated specifically to climate change, the Norwegian public broadcaster NRK appears to have taken steps in the direction of becoming "an agent of change" (O'Brien, 2018) in the ways in which they address and cover climate change. This paper explores the aspect of how climate journalism may facilitate action and hope amongst their audiences, i.e. ways of looking ahead by invoking past developments and contemporary transitions, by focusing on how NRK frames climate justice. According to Shane Gunster, "foregrounding questions of climate justice could motivate (and empower) journalists to explore a broader range of questions and perspectives about climate change and provide an abundance of resources for audiences to conceptualize the issue in novel ways" (Gunster, 2017, p. 63). The empowering aspect of climate change journalism in Norway has over the last 7 years mainly happened in relation to the concept of the "green shift", which has been used actively by both niche and mainstream media. This has, however, mostly facilitated the agency of green investors, and thus a temporal logic of returns on investments, rather than climate emergency time (Veimo & Ytterstad, 2020; Ytterstad, 2016). During the election campaign of 2021, and with the ensuing mobilizations against the rise in the price of electricity in 2022 (by some blamed on the "green shift"), issues of justice and climate change have become much more prominent. For young people and for the Norwegian climate movement, the green shift itself needs to be just and compressed much more in time. But how does the socially responsible journalism of the public broadcaster NRK "do" climate justice? Do their journalism foster or minimize perspectives emerging from civil society in Norway – of a just transition away from fossil fuels? (Normann & Tellmann, 2021). In this paper, I focus on such questions based on interviews with climate journalists in NRK, who in different ways have produced stories with salient frames of climate justice.

PN 160   Engaging the already engaged: young environmentalists' climate change news engagement in Norway

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This study will explore how climate change news is perceived by and able to engage young environmental activists in Norway, with a special attention to their reactions to the temporal aspects in stories, such as tempo and timing. In recent years, journalism studies have experienced an "audience turn", but as audience metrics have enabled advanced audience behavioural studies, studies of the kind of engagement that holds a "potential to act" (not just to click), has been lost on the way (Steensen et al., 2020). Considering the urgency of engaging and mobilizing the public for climate action, climate change news audiences are perhaps particularly important to understand. Although the reality of anthropogenic climate change is much more agreed upon than ten years ago, the level of engagement among news consumers vary considerably (Gunster, 2017). Gunster argues that journalists must move away from the idea of reaching the broadest possible audience, and rather try to engage the "already engaged" who are more likely to change their behaviour (2017). These groups do not want information about personal consumer choices, but rather on how – and where – they can place their engagement to influence climate policy. The role of the youth in forming future climate policies can hardly be over emphasised, and the Greta Thunberg movement has shown that even children are able to take their engagement to the streets and all the way to the UN meeting rooms. To youth, the climate crisis is about the here and now, and according to Corner, they will respond positively to messages that frame climate change as a "contemporary problem that requires an immediate response" (Corner et al., 2015, p. 4). In this study, 10–15 informants from the local and grassroots levels of youth environmental organizations will be recruited for a focus group study. The group will have a moderated dialogue accompanied by news texts and videos, and the news items will represent different temporal approaches to climate change. The aim will be to explore what kind of news the respondents find most interesting/engaging and to see how individuals and the group as a whole reacts to and makes sense of the presented material.

JOS25 - Climate Change Journalism in the Nordic Countries: temporal issues of events, justice, youth, engagement and awareness

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PN 161   Seasonal Journalism and Vernacular Phenology

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"We are losing", it read in an obituary over the Danish winter in 2019 in the Danishnewspaper Information, which continued:not only a common memory about a season, a meteorological and cultural commonevent and a symbolic and concrete frame around our year, our high festivals, ourlives and our time (Christiansen 2019; my translation). It is the journalistic antecedents of such explicit links between climate change anddisruptions of well-known seasonal rhythms in Denmark that this paper begins to trace by identifying and investigating what is termed seasonal journalism, i.e. the significant but not studied part of journalistic products that re-occurs on an annual basis, e.g. articles on allergy every Spring, or on making the green house ready for the season. By drawing on discussions of cultural journalism (Nørgaard Christensen 2019) and notions of seriality in journalism (Mussell 2012), the paper will initially discuss how seasonal journalism can be conceptually delimited. Following this, it will be discussed how to identify textual markers of perceptions of natural cycles being distorted or out of sync; such perceptions are here seen a 'vernacular phenology' that consists of everyday expressions of engagements with "cyclical and seasonal natural occurrences" (Barnett 2019) and it will be investigated how and when such observations are linked to an awareness of climate change. Based on this, the paper will present some initial results based on digital data — both from print and news sites — obtained from the collection of newspapers and the Danish Web Archive at the Danish Royal Library. As almost all research on climate change journalism is on science or political news,the connection between seasonal journalism and vernacular phenology gives us access to temporalities of climate change that emerge from concrete experiences rather than from political and/or scientific issues, which are often — at least in Denmark — often somewhat removed in both time and space. The view applied here, which sees the climate as public negotiations "between the weather and human culture" (Hulme 2015), thus offers new knowledge by identifying an aspect of journalism that has received no scholarly attention and analysing this through the concept of phenology, a concept that is only beginning to emerge in the field of environmental humanities (Barnett 2019; Dimick 2018; Williams 2017. At a more summary level, this paper breaks new ground by combining journalism studies with both environmental humanities and digital humanities.

JOS26 - Structuring, imagining, loving: Understanding pioneer journalism's re-figuration of the field

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PN 162   Searching for a foothold: the (re)structuring of a new(s) media landscape

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In many countries the news media landscape has changed significantly in recent decades, particularly the locally based media have decreased in number or become more geographically remote. Hyperlocal media – locally based, community- oriented news with a high level of audience-participation possibilities – has been proposed as a potential replacement for established media that are quickly moving away from recognized norms, but have demonstrated a variety of possibilities as well as challenges in terms of structure, resources, and sustainability. Based on an extensive mapping of the Swedish news media landscape, this study traces the consistency and change of legacy and alternative media over the period 2016–2021. The aim is to make sense of the declining stability, the emergence of "news deserts", and alternative forms of news media, by focusing on the structuring forces behind hyperlocal operations. The results show a transforming media landscape, with a reduced presence of legacy media, and a variety of hyperlocal news operations; from economically viable, small-scale organizations to idealistic individual projects, based on public, non-profit models. The restructuring of the landscape does not turn out to be so much about growing news deserts, as a thinning of news scrutiny, where legacy and hyperlocal media go in different direction in terms of business strategies: Where legacy media consolidates, the hyperlocals lean on idealism and localism. While the latter sometimes can be described as poor business skills, they can also be viewed as low-risk strategies, enabling trial and error and organic growth. Yet, highly personal and locally anchored rationales behind many hyperlocal initiatives make them challenging from a sustainability perspective. The conclusion is that the transforming media landscape can be described as a form of mutually related restructuring, where established and alternative media coexist in new ways. Whether this is enough to maintain a strong local democracy, cohesion and civic engagement, remains to be seen.

JOS26 - Structuring, imagining, loving: Understanding pioneer journalism's re-figuration of the field

PN 163   Network structures in transnational collaborative journalism projects

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Cross-border journalistic collaborations are a growing trend in journalism (Sambrook 2018). The increasing number of successful projects provides a blueprint for the adaptation of this practice on a larger scale and contributes to a growing ecosystem of journalism collaboration (Liévano 2022, Murray 2021). Large-scale research networks such as those enabled by the International Consortium of Investigative Journalists (ICIJ) represent one type of this new organizational form and experimental practice within 'pioneer communities' that drive innovation in the field (Hepp 2016, Hepp/Loosen 2019, Lück/Schultz 2019). In addition, a vast number of transnational journalism networks experiment with the collaborative method on a smaller scale, initiated by entrepreneurial journalists or intermediate organizations (Heft 2021). Given this variety of cross-border collaborations, it is evident that their characteristics, rules, and organizational structures will vary according to network types (Gearing 2014, Lewis/Usher, 2014). To date, less is known about how the internal structures of diverse forms of networked journalistic collaboration on large and small scale foster or complicate this transnational journalism. We can expect that project-related (e.g., size, the intensity of collaboration) and participant-related (i.e., country background, professional position) factors are decisive for how these projects organize transnational collaborative work. Comparing network structures and characteristics, our paper aims at clarifying what specific performance the different types of networks accomplish in terms of transnationalization. Transnationalization relates to the collaborators' backgrounds, their national or transnational orientation as well as the objects under investigation (Alfter 2016; Heft/Alfter/Pfetsch 2017). Our comparison between the different network types shows how project-related and participant-related factors are crucial for the shapes those collaborations take. We discuss in particular to what degree geographical proximity, journalistic culture, and institutionalized power positions drive these new practices of networked journalistic work and are decisive for their transnationalization. To that end, the paper relies on standardized online surveys among members of ICIJ-led collaborative projects as well as among journalists participating in cross-border collaborations facilitated by Hostwriter (a digital networking platform that connects journalists across the world) and participants of the European Investigative Journalism Conference (EIJC) & Dataharvest. The journalists shared detailed insights into the structures of their collaborative investigations, including information on network size, composition, and geographical diversity as well as their transnational orientation.

JOS26 - Structuring, imagining, loving: Understanding pioneer journalism's re-figuration of the field

PN 164   Whose futures? Assessing the influence of the technological field on pioneer journalists' agency

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Pioneering ideas and practices contribute to social, technological, and other structural changes. Therefore, a study of pioneer journalists involves considerations of human agency at its heart. Human agency is typically conceived of as a property of autonomous individuals who are capable of creating novelty and thus renewing social structures. Individualist and atomist views of agency have been questioned in recent relational theorisations of agency in sociology (Crossley, 2021), journalism studies (Hepp, 2020), and futures studies (Ahlqvist & Uotila, 2020). From a re-lational perspective, the agency of pioneer journalists stems not from creative and independent individuals, but is embedded in various socio-material contexts. Since pioneers are future-oriented actors, their agency is particularly shaped by representations, imaginations, and expectations of how journalism will change in the future (see Pouru et al., 2019). Different actors in the journalistic field take part in the production of such futures knowledge. Media predictions, trend analyses, and other forms of foresight promise glimpses into journalism's possible futures (Lowrey & Shan 2018; Newman, 2021; Nieman Lab, 2021). Such representations of futures are performative and therefore essential in the development of journalism: They are articulated in new journalistic ideas and practices and influ-ence the decisions and choices of present-day journalistic actors (Brown et al., 2000). Imagined futures affect how the future eventually unfolds. In the discourses and imaginaries of journalism's futures, the technological field prevails (Min & Fink, 2021). Our paper investigates how social imaginaries around digital technologies contextualise pioneer journalists' agency in both digital and non-digital media. The study introduces the digital-utopian imaginary of a peer-to-peer journalism identified in interviews with Finnish entrepreneurial journalists (Ruotsalainen et al. 2021). In this imaginary, journalism is produced for online communities of shared affinities and reciprocity. Peer-to-peer has

been identified in earlier research as a central utopian principle and promise of digital media (Barbrook & Cameron, 1996; Starkman, 2011; Turner 2006). Its influence should thus spread beyond digital media as a general model and ethos for social organisation (Benkler, 2006). To examine the influence of this peer-to-peer imaginary beyond digital media in journalism, the study explores the journalistic content of Musta laatikko ('Black Box' in Finnish), a pioneering, "anti-digital" live journalism production by the Finnish legacy newspaper Helsingin Sanomat. We conclude by arguing that the influences originating from the technological field steer journalistic pioneers to pursue a future where journalists cater to user demands for meaningful experiences, affective engagement, communality, and self-actualisation (see also Lindén et al., 2021). This vision, oriented towards individual user needs, risks undermining the public and democratic functions of journalism.

JOS26 - Structuring, imagining, loving: Understanding pioneer journalism's re-figuration of the field

PN 166   Between "love" and "dystopian fears": Pioneer journalists' motivation to change the field

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This paper explores the origins of pioneering journalists' motivation for their engagement in the "restructuring" of journalism. We define pioneer journalism as those forms of journalism that aim to redefine the field through experimental practices and imaginaries of journalism's possible future. This includes journalism produced by established media organizations as well as start-ups and the accelerators and individual pioneer journalists who support them. Based on a media ethnography with the most important journalistic startups, innovation departments and individual actors in Germany, a total of 13 cases (with a total of 55 interviews), our research revealed a remarkable tension: On the one hand, the pioneer journalists we researched have a deep "love" for their field and, in this context, subtly romanticize their profession and journalistic values. On the other hand, they see established media companies as only partially capable of positioning themselves in the digital realm and envisage "dystopian fears" about recent changes in journalism: Platforms like Facebook and Instagram, increasing economic pressure and "deep fakes" are increasingly threatening the original forms and values of journalism. The tension between this "love" of journalism and the threat seen in the "dystopic fears" are the driving forces behind why pioneer journalists are committed to new forms of journalism, sometimes in precarious situations. To further substantiate this, we will proceed in three steps in our paper. In a first step, we provide an insight into the German landscape of pioneer journalism. Here it becomes apparent that pioneer journalism as a whole must be seen as a figuration that unfolds its dynamics not through individual companies or start-ups, but in the interaction between them. Starting from this, we can then show in a second step that despite the variance of the different actors, the "love" for journalism and the "dystopian" perception of the current changes in journalism is a unifying element of the motivational situation. This then leads us to the third step of our analysis, in which we look at the kinds of transformation by means of which pioneer journalists "structure" the refiguration of journalism. Three patterns in particular dominate, namely that of the "3 Ps": "prototyping", "product" and "project". "Prototyping" indicates the extent to which design thinking and agile methods have become widespread, "product" refers to the dominance of product orientation and "user-centricity",. and "project" signifies the attempt to facilitate change through time-limited ways of organizing. The potential for "restructuring" that pioneer journalism has as a whole lies in the fact that, starting from the "love" of journalism and "dystopian fears", it has introduced these three patterns into journalism.

JOS27 - Fighting Covid-19

PP 797   COVID-19 sceptics' attitudes and expectations toward the media: Understanding the role of moral judgements on trust and distrust in scientific journalistic communication

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During the COVID-19 pandemic, the German population has become polarised and distrust in social institutions has grown (Wissenschaft im Dialog, 2021). Despite generally high levels of trust in science, we have witnessed the emergence of science and COVID-19 sceptics, who are critical of widely accepted scientific knowledge about COVID-19 health risks, treatment and vaccines.

Various factors influence the trust-distrust relationship between trustor and trustee. As intermediaries of trust (Kohring, 2004) and distrust respectively, the media – and therefore mediated science communication – can be assumed to play a crucial role in knowledge formation (Fischer, 2016) and the consolidation of COVID-19 sceptics' attitudes.

However, only little is known thus far about how COVID-19 sceptics use the media to inform themselves about the virus as well as the role this plays in the formation of their sceptical attitudes. In this context, we developed two main research questions:

- RQ1: How do German COVID-19 sceptics inform themselves about scientific issues related to the disease?
- RQ2: What are German COVID-19 sceptics' attitudes and expectations toward mediated science communication on the disease?

In order to answer these questions, we conducted 12 semi-standardised interviews with German COVID-19 sceptics to understand their media use, media-related attitudes and quality expectations – and the role of these factors in building trust and distrust in media science communication.

Results revealed that COVID-19 sceptics perceived themselves as critical and responsible media users and informed recipients of mediated science communication. They increasingly distrusted journalistic science coverage due to what they viewed as moral failures of journalism in the areas of objectivity, deliberation and autonomy. In contrast, alternative media and social media platforms were considered superior because the respondents viewed them as offering truly objective content and a variety of opinions, which allowed for true deliberation and democratic participation. They based their assessments on quality expectations and judgements related to moral standards; the manner in which they evaluated quality expectations however was different from non-sceptical audiences of scientific media communication (e.g., Wicke and Taddicken, 2021) or journalism (e.g., Riedl and Eberl, 2020). COVID-19 served as a catalyst that prompted the estrangement between COVID-19 sceptics and mainstream media and led them to embrace alternative content and join these communities. As their distrust in established journalism grew, their use of and trust in alternative outlets increased.

The results of this study leave us with important implications on how to win back trust especially within sceptical parts of society. While for some participants, regaining trust seemed impossible, others concluded that there was the potential for improvements in reporting, such as separating opinion and news, respectfully interacting with experts and individuals with counter-opinions and the adoption of critical self-reflection in the media. Because informed citizens are the basis for an enlightened, democratic society, future research should specifically investigate the manner in which these critical groups can be 'won back' to the media.

JOS27 - Fighting Covid-19

PP 798 Forcing journalists out of the box: how using play, games and online experience in a journalistic investigation into Covid-19 amplified marginalised voices

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The networks that sustain local communities' engagement with (and presence in) the news are being lost. Local newsrooms are disappearing and many communities, particularly from lower socio-economic backgrounds, no longer trust the media, or feel it has relevance (Wahl-Jorgensen, 2019; Karlsson & Rowe, 2019; Usher, 2019).

This can leave communities without the knowledge and tools to hold power to account, or the space for civic conversations that lead to change. In recent years, news organisations have attempted to engage audiences via online and via algorithms (Ferrer-Conill & Tandoc, 2018). But another way of countering this has been renewed interest in journalism as a creative and performative event (Bernbaum 2010, Archetti 2017). This paper analyses a 2021 project HOME/CARE which used Twine, an open-source tool, interactive games, the voice recorder app, Speakpipe, and online communal experiences to develop a ten-week journalistic investigation into care for the vulnerable at home during the pandemic.

Working with the Bureau of Investigative Journalism, and the interactive theatre makers Coney, the project aimed to highlight an under-reported aspect of the Covid-19 pandemic by bringing community representatives, artists, journalists and researchers together over a sustained period to collaborate on innovative ways to investigate and produce new stories to amplify marginalised voices.

Unlike in traditional news making, the integration of journalists, the public and practitioners put vulnerable people at the centre of the story and allowed the public and policymakers to inhabit the roles of those directly affected by the issues as part of the final event.

Community engagement practice is in a rapid development stage, as digital technologies change the way that people communicate within their own communities. This increases the need for curated/facilitated spaces. This paper will thus examine the collaboration between different sector storytellers, looking at how they investigated new stories, involved audiences and shaped pathways to impact.

It will also consider how an overlooked issue about Covid 19's impact (the shortcomings of the UK social care system for those requiring care in the home) was revealed to an audience beyond those directly experiencing the problem. This process also allowed those affected to formulate the problem to an external audience in a way that could be communicated empathetically.

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■ **JOS27 - Fighting Covid-19**

PP 799 **"Every Day Counts": building a campaign on covid-19 with a national radio station and teenage students**

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Facing the unprecedented situation of the COVID-19 pandemic, public officials at the municipality-level have no clear benchmarks or tested policies. With the advance of the epidemic and the aggravation of the infodemics (defined by WHO as "too much information, including false or misleading information in digital and physical environments during a disease outbreak, causing confusion and risk-taking behaviors that can harm health"), the scientific evidence turned out to be limited to guide the local government. In this situation, decision-making became a controversial process (Ito & Pongeluppe, 2020).

A Portuguese municipality with around 30,000 inhabitants began to receive reports of risk behaviors in schools after lockdown was suspended, especially among teenagers. With the need to produce a strategy that involved these adolescents, the municipality worked in parallel with researchers in the field of communication to produce the campaign "Every Day Counts".

The researchers had two main purposes with this study: a societal achievement, by developing new awareness strategies to increase preventive behaviors; and a scientific goal, related with the effectiveness and the impact of target-oriented communication via local government.

Using participatory design tools, students from all schools in the municipality were invited to develop a transmedia campaign in the form of a Manifesto for other municipalities. With this, the intention was to combat the paternalistic tone of the usual health education campaigns, and to spread the concept of Public Health Agent, through the dissemination of a message of responsibility to students from other municipalities.

Participatory sessions were organized in online meetings called "Ideas Labs", with brainstorming and consensus techniques and the presence of students, teachers, scientists and civil protection elements. These sessions were used to: (i) discuss the moments and places where there is greater breach of safety rules in the school context; (ii) map the best communication strategies and formats to combat this problem; (iii) develop key messages for teenagers.

The Manifesto was developed based on three complementary products: an animated film that tells the story of a teenager who recognizes the pain of loss, so that it can be widely disseminated nationally; a set of physical billboards and posters featuring characters from the animated film, distributed throughout the city as a way to create local impact; the production of a set of bracelets with a key message identical to the one used by the animated character, and the organization of a photo session with participating students, to feed social networks and enhance the campaign's global impact.

To this Manifesto it was also possible to associate a personality from a national radio station, which strengthened the campaign and made it viral on social networks. These new products were replicated in 7 municipalities, and the participants integrated in the project showed high levels of motivation and willingness to participate in further initiatives.

Ito, N. C., & Pongeluppe, L. S. (2020). O surto da COVID-19 e as respostas da administração municipal: munificência de recursos, vulnerabilidade social e eficácia de ações públicas. *Revista De Administração Pública, 54*(4), 782–838.

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■ **JOS28 - Algortihms, Innovation and precarity**

PP 817   Journalism in times of blurring boundaries between journalism, PR and marketing

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The "crises in journalism" (Macnamara, 2016, p. 119) with its peak between 2000 and 2003 and the following collapse of media business models forced media companies to transform and to actively solicit additional forms of paid content such as advertorials and content marketing (Cleary & Cochie, 2011; Macnamara, 2016) – blurring the boundaries between journalism, public relations and marketing (Author1, 2017). Moreover, journalists were forced to seek jobs in PR and marketing to make a living (Koch & Obermaier, 2014). At the same time, the internet and social media manifestly changed working practices in the field of journalism as well as in PR and marketing (Wengerer, Owens & Cain, 2018). In 2008, Deuze (2008, p. 4) emphasized that with the internet "[j]ournalism as it is, is coming to an end. The boundaries between journalism and other forms of public communication – ranging from public relations or advertorials to weblogs and podcasts – are vanishing."

Our study focuses on the blurring boundaries between journalism, PR and marketing, asking to what extent journalists and other media practitioners (as well as PR practitioners) perceive the blurring boundaries between journalism, PR and marketing (RQ1) and what ethical challenges and conflicts of interest arise for journalists and other media practitioners (as well as PR practitioners) due to the blurring boundaries (RQ2)? We specifically focus on journalists and media practitioners and their perceptions but also consider the perceptions of PR practitioners to be able to reflect on their interrelation.

To address these research questions, 45 semi-structured qualitative interviews with journalists, media practitioners and PR practitioners are currently conducted. Participants are asked to describe their everyday work, their experiences with different interests of the communication practices as well as their own understanding of their roles and values. They are asked to provide and reflect on examples of dilemma-like situations from their work. So far, 12 of the 45 interviews have been conducted. The interviews lasted between 50 and 75 minutes. The interviews are recorded, transcribed in full and will be qualitatively analyzed using MAXQDA software. The pending interviews are scheduled until the end of March; data analysis and interpretation will take place until August. Hence, we will be able to present the results of our study at ECREA.

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■ **JOS28 - Algortihms, Innovation and precarity**

PP 818   Journalism and Silicon Valley: reporting big tech

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This paper analyses the reporting practices of tech journalists working in Silicon Valley, covering big tech companies such as Facebook, Google, Apple and Amazon. Big tech has become one of the biggest stories of our time – from

fake news to Cambridge Analytica to the impacts on journalism and society – yet very little is written on how tech journalism actually operates and interacts with big tech. Using semi-structured interviews with 20 tech journalists, the paper analyses how they got into tech journalism; their reporting practices and processes, including sourcing and beats; the impact of offensive and defensive PR and power imbalances; and their perceptions of how ‚successful' they, and tech journalism more broadly, is.

The research finds that Twitter and LinkedIn are considered crucial for sourcing on what are often locked down organisations and that cultivating sources and being ‚out there' are key. A common approach was to focus on engineers, and to ‚geek out' with them. In this sense, speaking the lingo was important – and also to help communicate complex issues simply. Trust was considered crucial here, and beats were generally considered to be important to building up these relationships. However, some believed there was now a lack of trust, running both ways. Most journalists tried to have a friendly relationship with PR, particularly with the big companies. This was perceived as useful in terms of getting access and that they can be helpful in interpreting complex areas. PR varies significantly from company to company, with some companies cited as being unable to take criticism. The journalists identified many issues with PR, including significant power imbalances, the widespread use of briefing files, the selective placement of stories, and even including threats, blacklisting, and the withdrawal of advertising. However, generally there was a constructive discussion and a right of reply. Journalists noted that it was hard to balance the closeness with sources and maintaining a critical degree of separation – particularly when living in the Valley. bubble. Some journalists were perceived as effectively captured and that many journalists went to work in PR for tech companies. While none of the journalists reported taking freebies, there was widespread concern about the impact of freebies within the wider industry.

Perceptions of success varied significantly, with most believing that the media were increasingly doing a good job of holding these companies to account, particularly given the power imbalances, but that there was a longer history of uncritical reporting and hero narratives. Others felt that the media were trying but ultimately failing to hold them to account.

JOS28 - Algortihms, Innovation and precarity

PP 819 The social impact of journalism innovation – Rethinking journalism innovation beyond organizational boundaries

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Journalism is faced with challenges ranging from economic shortcomings, disinformation, to the disruption by digital technological artifacts. In order to tackle these transformations, news media have to rethink their practices and products, resulting in a growing relevance of journalism innovation. The pandemic has further increased the need to reflect about ways to do journalism, reinforcing the understanding that there is a connection between media innovations and social transformations (Bruns 2014; Dogruel 2014; Storsul & Krumsvik 2013).

Although the connection between innovation and its influence on democratic societies has been repeatedly discussed, the theoretical framework and the empirical findings remain underdeveloped. This contribution presents results from a publicly funded research project called "*Journalism Innovation in Democratic Societies*", in which we identified and evaluated the most important innovations in journalism from a comparative perspective in five different countries (Austria, Germany, Spain, Switzerland, United Kingdom), and different journalism cultures (Hallin & Mancini 2004). We understand journalism innovation as "the capacity to react to changes in products, processes and services through the use of creative skills that allow a problem or need to be identified, and to solve it through a solution that results in the introduction of something new that adds value to customers and to the media organization" (García-Avilés et al. 2018, p. 27). However, the study of journalism innovation should go beyond the focus on product-, economy- or technology-related aspects of changing news organizations, and should take into account the social impact too. Even more so as "media practices, social practices, and society itself are inherently and inextricably entwined in contemporary mediatized society, however – a change to any one of these components will therefore necessarily also cause changes to the others. Innovation in media practices is, then, inevitably also a source of social and societal change" (Bruns 2014, p. 24).

Drawing on normative theory of journalism (McQuail 1992; Christians et al. 2009; Meier 2019), this work wants to shed light on the following research questions:

RQ1: Which are the most important journalism innovations in each of the five involved countries in the last ten years?

RQ2: Who are the journalistic actors that exert the most societal impact through their innovations?

RQ3: Which innovation exert a significant impact on democratic societies and in what way?

Empirically, this study included two steps: in each country we interviewed 20 experts from academia and professional practice asking them to choose 10 journalistic innovations of the last decade they consider to be of impact. We then selected the 20 most frequently mentioned initiatives in each country and typified the cases grounded on the methodology of Garcia-Avilés et al. (2018).

The contribution is relevant for two reasons: first, the analysis offers a comparative insight into journalism innovations with a societal impact that might help journalism overcome current challenges. Secondly, if we want to understand the "reconfiguration of journalism" (Witschge & Deuze 2018, p. 165), we need to look beyond traditional understandings of journalism, including journalistic actors like startups that want to provoke social change e.g. by *empowering* individual people (Wagemans et al. 2019).

JOS28 - Algortihms, Innovation and precarity

PP 820   Watchdog or loyal-facilitator: Assessing journalistic role performance in algorithmic accountability reporting in China

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Increasing aspects of our lives have been touched by artificial intelligence (AI), yet there is a lack of understanding of how algorithms exercise their power over us (Broussard, 2018; Mittelstadt et al., 2016). Journalists' watchdog role and accountability function are ever more crucial in keeping these systems in check and helping the public to make sense of these systems (Diakopoulos, 2015; Marconi, 2020). Diakopoulos (2015) defines "algorithmic accountability reporting" as the journalistic investigation into the computational power structure. While some scholars have studied how western reporters have conducted the algorithms beat, the Chinese context remains unexamined. Our paper fills the gap. More specifically, our study adopts a multiple-case study approach and qualitative content analysis on algorithmic accountability reporting in the Chinese context to uncover the main characteristics of such reporting and shows how Chinese journalists rise to the challenge of covering AI in a way that allows for an informed debate over ethics, businesses, politics and the future of AI.

Theoretically, this study engages with three strands of scholarship. First, through the theoretical lens of journalistic role performance (Mellado, 2015), the study answers the questions of what are the main characteristics of algorithmic accountability reporting in China and what roles this type of critical journalism performs. Second, the study engages with scholarly literature on critical journalism in China (Svensson, 2012; Tong, 2019) and media systems (Hallin & Mancini, 2011) as Chinese journalism has faced an array of difficulties under a repressive media system. Third, to reflect on how journalists experience and make sense of algorithms, the study develops the notion of "algorithmic imaginary" (Bucher, 2017) as way of thinking about what algorithms are and how they should function, by examining the journalistic products with algorithms as the subject of reporting.

Methodologically, as the study of focus is a contemporary matter and intends to answer how algorithmic accountability reporting reflects journalistic role performance, a multiple-case study research design is adopted (Yin, 2018). In terms of data analysis, we have adopted a qualitative content analysis approach, drawing inspiration from framing and discourse analysis. In addition, the coding process of this study follows what (Mayring, 2002) introduces as evolutionary coding.

The preliminary results show that algorithmic accountability reporting, albeit being nascent in China, has swept the Chinese media landscape and society at large and created an impact. It shows this type of investigative journalism has fulfilled its watchdog function as well as being the loyal-facilitator. Not only do the news reports generated national reckoning on algorithmic power on people, but it has also garnered corporate responses in remedying undesired situations and pushed forward state policy changes. In addition, the Algorithms Beat should also be considered in relation to what Anderson et al. (2014) have called the scarecrow function of journalism, which has "deterred institutional actors from engaging in at least some harmful activities." The study contributes to our understanding of emerging journalism practises in the algorithmic age and how muckraking journalists evolve in a repressive context to fulfil their professional values.

JOS28 - Algortihms, Innovation and precarity

PP 821 Precarious, Peripheral, and Part-Time? The journalistic job market in Denmark after the financial crisis

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This study analyzes how the journalistic job market in Denmark has developed after the financial crisis. This historical period is not only one of globalization, digitalization, and challenged business models for the news media (Nielsen, 2012). It is also a period where precarious labor became a norm in the structural organization of the news industry. There are, however, only few country-specific studies of what the structural developments of precarity in the journalistic job market look like (Guo & Volz, 2019; Steensen & Kalsnes, 2020). This study contributes to filling out this blank space of journalism studies, focusing specifically on Denmark. Departing from a social-democratic welfare paradigm (Esping-Andersen, 1990), Denmark has a long history of thorough regulation of the labor market as well as a tradition for strong unions. The question is, however, to what extent these historical dependencies serve as bulwark against the structural transformation that is the shift toward the precariat.

To explore this issue empirically, the study analyzes 3.872 job postings from a period of 14 years (2008–2021). Through content analysis, we examine where the jobs are available, which types of employment are offered and which skills are in demand.

The preliminary findings suggest that on a structural level, the journalistic job market in Denmark has not become more precarious since the financial crisis. The share of permanent positions advertised remains stable (around 15%), as does the share of temporary positions. However, there are great differences across sectors and job categories. Sectors with the largest extent of permanent positions are public institutions (58.9%), production companies and local media (50.0% each), and schools (including universities; 45.8%). Book publishers, NGOs, and weeklies/magazines, on the other hand, offer temporary employment in, respectively, 83.3, 64.1, and 59.1 percent of their job postings. Communication is the type of job that has the largest extent of permanent employment (18.3%), while editorial/journalistic jobs are only present in 6.9 percent of the job postings.

A deep-dive into the data is currently being carried out. This will enable a more detailed analysis including findings on skills in demand as well as provide a more comprehensive description of the journalistic job market.

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JOS29 - Covering wars, fighting disinformation

PP 822 Examining audiences' epistemological beliefs about journalism: relevance to trust, credibility, and journalistic practice

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From the rise of fake news and QAnon, to Trump's claims of a 'stolen' election and COVID-19 anti-vaxxers questioning science, recent global events have raised questions about the nature and status of truth. Within academia, these trends have drawn focus to questions about how people assess the credibility of information, the status of knowledge-producing institutions in society, the factors underpinning (dis)trust in news, and what, if anything, can be done. Given the questioning of science and journalism, there is a need to understand how knowledge-producing institutions might secure public confidence.

Against this backdrop, in seeking to contribute to scholarly understanding of the public's views on truth, the present study examines individuals' epistemological beliefs. These are the beliefs that people hold about the nature of (valid) knowledge and knowing. They include beliefs about whether definitive truths are possible, what valid sources of knowledge are, and the methods of best arriving at reliable truth claims. Specifically, this study explores individuals' epistemological beliefs about journalism: do people think journalists can arrive at definitive truths? Where do they

think journalistic knowledge should be sourced from? And how do they think journalists' knowledge claims can best be justified? Understanding these beliefs may provide insights into how journalists might improve their practices and help both scholars and practitioners find ways to repair journalism's institutional credibility.

The study draws on in-depth semi-structured interviews with 65 Americans from early 2020. Its research questions and analysis approach are informed by literature in philosophy and educational psychology – the field where much research on epistemological beliefs has been done. Drawing on this work, this study examines what people believe journalism can and should do in epistemological terms. Individuals are classified according to the epistemological frameworks which guide their thinking and reasoning about news and journalism.

Findings show that individuals' epistemological beliefs about journalism are not static positions, but that beliefs shift depending on the news topic being covered. When the topic is less interpretive in nature (dealing with basic, descriptive facts and real-world events), people believe that journalists can and should present definitive truths about the world by engaging in direct observation and objectively presenting primary evidence to audiences. This approach is seen to produce the most credible news. However, when the topic is more interpretive in nature (dealing with more complex how/why questions and matters of opinion), people either believe (i) that all truths are relative, journalists are untrustworthy, and that they should engage in impartial 'both sides' reporting to mitigate their biases, or that (ii) journalists can come close to uncovering pragmatic truths based on an iterative process and the evaluation of available evidence, and that they may be able to mitigate their biases by impartially presenting a variety of information from different sources. Depending on the news topic and epistemological practices adopted, news accounts are viewed as more or less credible. Implications for journalistic practice, trust/credibility, and theories of personal epistemology are discussed.

JOS29 - Covering wars, fighting disinformation

PP 823 Exploring the key forces controlling media coverage of humanitarian crises in West and Central Africa

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NGOs are now widely regarded as important players in the production of international news (Powers, 2018; Cooper, 2011). Studies have demonstrated the increasing agenda-setting power of NGOs (Powers, 2015; Van Leuven & Joye, 2013), often explained by the political economies of news organisations no longer producing humanitarian journalism outside of major crises (Scott, Wright & Bunce, 2018).

To date, much of the research into the media framing of Africa's humanitarian crises has focused on the relationships between NGOs and journalists as well as the professionalisation of communications teams at humanitarian organisations. This is a valuable body of work, but it does not always appreciate the complexity of the global humanitarian system and intricate transnational advocacy networks (Keck and Sikkink, 1998) operating therein. If NGOs are, indeed, the new international newsmakers then it is important to understand the forces controlling *their* own journalistic practice and what information subsidies (Gandy, 1982) these newsmakers might accept from outside parties. We do not know whether NGOs themselves are making trade-offs with other organisations to achieve access for journalists (or themselves) and whether a second layer of agenda building (Curtin 1999) might be occurring.

This study sets to establish the key forces in play in controlling media coverage of humanitarian crises in West and Central Africa. It is particularly interested in addressing a gap in the current literature by focusing on possible secondary levels of agenda building through the control of access, both physical and remote, to crises for journalists and communications staff. A mixed methods approach is employed, comprised primarily of semi-structured interviews (N = 25) with communications staff from the UK's largest humanitarian NGOs and the United Nations. Interviewees are based both in the UK and in Africa. This is supplemented and contextualised by further desk-based research using, for example, annual reports and donor guidelines.

Early findings point to the critical importance of humanitarian data to major NGOs in creating news content, and interviewees admit to rarely using data collected by their own organisations. Instead, many speak of a reliance on data collected and distributed by other humanitarian actors, most commonly the UN.

All interviewees acknowledged that external forces often influence how they prioritise crises in terms of their own news production. The most common influence mentioned in this regard is institutional and corporate donors' involvement in planning and signing-off media products, with the European Commission and the UN being central power brokers. Additionally, interviewees mentioned an inability to speak out on certain crises due to the influence of affected governments.

Securing physical access to humanitarian crises for NGO communicators and journalists is seen as an intricate process involving any number of humanitarian actors, from governments to partner NGOs to the UN. Head Office

media staff rely on the local knowledge of regional and national staff to negotiate these complex relationships and processes.

In shedding new light on these aspects of humanitarian news production, these findings point toward a process of agenda building and power relations that position NGOs themselves as the subjects of information subsidies.

JOS29 - Covering wars, fighting disinformation

PP 824   Fighting disinformation: perceptions on the role of fact-checkers

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This work reflects on the role of fact-checkers in the current toxic disinformation ecosystem and their importance as cornerstone of journalistic credibility. To open the discussion, our survey questioned the knowledge and perception of Portuguese internauts regarding the journalistic practice of fact-checking, seeking to understand the influence exerted by sociodemographic factors and political values and attitudes. In this exploratory study, 618 subjects residing in Portugal, aged between 18 and 88 years (M = 48.2; SD = 11.5; 69.6% F and 30.4% M), participated voluntarily and anonymously on an online convenience and self-response questionnaire applied between January 1 and 13, 2022. The answers were analyzed using SPSS.

Our results show that the Portuguese have, in general, a very favorable attitude towards the practice of fact-checking, but reveal greater skepticism regarding news and fact-checkers practices, with nearly 50% suspecting fact-checkers take sides during their work. Fact-checking familiarity is positively and significantly correlated with general political interest, and with the trust in the news. Data shows that those who are most suspicious of news are more likely to naturally distrust the work of fact-checkers, as well as confirm less regularly the news or information to which they are exposed. Also, fact-checking favorability tends to increase along with trust in news, familiarity and the general consumption of fact-checking and news. Finally, attitude towards fact-checking is not significantly affected with the political-ideological orientation of respondents.

Findings show that most participants have a very favorable attitude towards the practice of fact-checking and are familiar with the activity of this journalistic genre. However, they also manifested a lot of skepticism regarding how journalists verify the facts. People recognize the importance of fact-checking, but manifest doubts regarding the impartiality and rigor of fact-checkers' work. Our survey also showed familiarity levels have room to grow, as 68% of respondents admitted that "never" or "almost never" access fact-checking websites.

This work's most significant finding is that the very explicit correlation between instruction, political interest (regardless if left or right wing) and trust in news show fact-checkers can be an important step to restore trust in journalistic content, albeit by almost "duplicating" verification routines and procedures that the 24 hours news cycles speed made obsolete or, at least, impossible to comply with.

Our results point to the relevance of fact-checkers in overcoming disinformation and rebuilding trust in the news, opening a much-needed debate on the role of journalism in western democracies.

JOS30 - The extreme right: discourse, affordances of genre and medium, and resistance

PN 198   The abnormalisation of Social Justice Struggle

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n this paper, the so-called 'anti-woke' culture war is deconstructed. First, the notion of meta-politics in fascist discourses is unpacked and linked to the Gramscian notion of hegemonization and war of position. Second, Schmidt's friend/enemy distinction, as well as theories of deviance and moral panics are introduced as discursive devices to other ideological enemies. Subsequently, the appropriation of the neo-fascist culture war discourse by the mainstream right in the UK is analyzed discursively. In this regard, the culture war against woke by the British conservative party as well as the new broadcaster GB News will serve as an empirical basis to show how through the anti-woke discourse social justice struggles like ant-racism, anti-sexism and pro-LGBTQ rights are increasingly being abnormalized and positioned as an extreme deviant political position. In addition to this, cancel culture is analyzed by exposing how victimhood is strategically deployed by dominant groups to neutralize contestations against racist, sexist and anti-LGBTQ views and positions. Finally, freedom of speech and the right to offend others is also weaponised to protect racist and discriminatory language and to position these idea's as valid opinions worthy of democratic debate. It is concluded that the normalization of an extreme right and racist ideology goes hand in hand with the abnormalization of anti-fascism and anti-racism. At the same time, the current virulent anti-woke

metapolitical war of position is also a testament to the relative success of anti-racist, anti-sexist and pro-LGBTQ struggles in recent decades and it thus constitutes a forceful push-back against these recent successes. It is, finally, also concluded that it is highly problematic from a democratic point of view to observe how ideas and tactics that pertain to the fascist right are increasingly being appropriated and used by mainstream rightwing political and media actors.

JOS30 - The extreme right: discourse, affordances of genre and medium, and resistance

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PN 199   **"Our weapons are good arguments and dissemination" The Austrian Identitarians taken at their words**

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The following paper takes the Identitarians in Austria and their specific characteristics as an example in order to establish the (modernized) right-wing extremist use of language, making codes of the far right "decipherable" in the process. Secondly, the Identitarians' strategies for influencing the public discourse will be analyzed in the context of a "culture war of the extreme right", propagated by Identitarians themselves. To facilitate a deeper understanding of Identitarian language and discourse strategies, the concept of "meta-politics" will be clarified in a first step. Then, taking reflections on Critical Discourse Analysis as developed by Siegfried Jäger as a starting point, self-descriptions of 2017 and 2021 from the group's website will be analyzed; the modernization of language as well as the strategy of re-interpreting certain terms and ideas will be shown, taking the terms of "re-migration" and "Great Replacement" as an example. Following Victor Klemperer's linguistic and social criticism (reconstructed by Margret and Siegfried Jäger), the analysis shows that the Identitarians' specific use of language performs the function of a "ferry" into the political and media discourse and therefore into people's awareness. In a meta-political sense, existing concepts are connected with new dimensions of meaning which in turn can take root in social discourses and public awareness.

JOS30 - The extreme right: discourse, affordances of genre and medium, and resistance

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PP 871   **Analyzing the growth of the far right in Portugal and Spain: Chega and Vox's Facebook communication strategy**

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The following proposal discusses the rise of far-right parties in the EU, and then, more specifically, in Portugal and Spain, where in the last few years, far-right parties achieved parliamentary representation, ending what many authors described as an exception in the European political landscape. This proposal starts by focusing on describing the two parties' policies and upbringing, and the factors in their own country scenario that may have played a role in their growth and new found popularity among voters.

In an age where political agents heavily rely on social media communication, which is often perceived as an independent communication channel that allows political candidates to connect and inform their audience in a non-precedent way, this proposal studies the Facebook communication strategy employed by Chega (Portugal), and Vox (Spain), at a time where these are currently the third political forces in their respective countries.

The theoretical framework picks up from political communication theory, social media communication, discourse analysis, and also addresses the topics of social media echo chambers and group polarization theory.

The sample consists of Chega and Vox's Facebook posts from December 2021, which were collected, clustered, and analyzed with the intent to understand the main topics of their social media communication strategy and in what ways it is related to their own policies and the ideas usually associated in far-right movements and parties in Europe (anti-immigration, anti-lgbt, Euroscepticism). The data was processed with the aid of the qualitative analysis software Nvivo. This proposal uses a qualitative exploratory methodology, with the aim of expanding the current literature on the topic and to achieve a better understanding of the field, with the intent do further develop this research in the near future.

The communication style of these parties is also scrutinized, and it was found that they usually break away from the conventional, more formal, and conservative types of political communication between political agents and voters. Lastly, one of the findings was also the visible connection between the far right and populism, with a number of populist statements, and textual elements being found in the sample.

Media, Cities and Space

PN 019   The Smart City as a Curational Platform

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The emerging shift towards so-called smart cities has resulted in a significant transformation of how we interact and engage with urban space (Foth, 2017; McQuire, 2016). The available large volumes of data and ubiquitous technologies are reconfiguring time-space relationships and consequently citizens' relation with the city and each other. Examples are large platforms providing personalized recommendations and thereby taking over the role of a local city guide, or urban digital twins using predictive algorithms to inform future city planning. A common denominator of these emerging practices, is the curating role of algorithms in our everyday urban experiences. In the contemporary city, algorithms are indeed embedded as modes of communication rather than mere technological entities. Similar to algorithmic curation in online media environments (e.g., social media) this then begs a question central to the field of communication studies: what factors determine which information citizens are exposed to? (Thorson & Wells, 2015)Although the smart city may seem like an unprecedented convergence of online and offline practices, considering it as a new materiality of curational platforms helps to understand curation in the smart urban realm. Building upon prior work on algorithmic curation dealing with information flows, curation logics and feedback loops, we developed a framework on how to study smart cities as curational platforms (Smets et al., 2021). In our argument, we follow authors like Kitchin (2017) and Seaver (2019) who have argued that algorithms do not result from a void and thus should be examined as sociotechnical constructs influenced by their context of creation and use. To demonstrate the applicability of the presented framework of smart cities as curational platforms, this contribution draws from interviews with developers of digital applications in the field of culture and leisure activities, and more specifically, their use of algorithmic curation to provide personalized recommendations about urban activities.

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PN 020   Digital Urbanity and Interethnic Friendships: Communication Practices of Conviviality in Trieste

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This paper addresses bottom-up, "distributed cognition" as a recommended, if typically ignored, ingredient of digital urbanity, which is normally dominated by top-down "parametric modelling" (Mattern 2019). I draw from my current ethnographic research on urban, including digital communication, between the largest ethnic minority group, the people from nearby former Yugoslav countries and Italians, in the northeastern Italian port of Trieste. Against dominant approaches that focus on digital urbanism as a mono-dimensional (technological) phenomenon and multiculturalism as merely a policy view of integration, and in line with materialist approaches to digital urban communication (Georgiou, 2013; Morley 2017), my study, based on 15 depth-interviews and 6-months long participant observation, suggests that the peaceful conviviality of these groups owes to their specific friendship networks, and particularly their self-elected digital spaces such as WhatsApp. In a city whose "urban intelligence" (Mattern 2019) – comprising of but not reducible to digital platforms – prioritises its tourism and transport industries to its multiethnic social structure, closed groups of friends, brought together by education, work relations and shared interests in their respective bordering countries, improvise their digital space of conviviality where they coordinate meetings and share personal news through a makeshift polyglot linguistic cosmos. Though uneasy, punctured by politically incorrect jokes about national/historical stereotypes, and dependent on in-person gatherings in specific city spaces and unofficial physical transport/delivery links among their countries, these ex-Yugoslav/Italian friendships are more than acts of hospitality. Rather, they generate a new cultural form, of digitally enabled, inter-linguistic urban communication underpinning conviviality. A city of mobility, positioned and known to outsiders as principally one of transit,

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and historically 'replaced' many times to different political territories. Trieste prides itself in its ex-Habsburg heritage of cosmopolitanism. Whereas this is a suggestive myth, present in comparative literature and city branding, the actual acts of cosmopolitanism I studied are rather found in digitally enabled communication that fosters a converging geographical imagination. It places Trieste in the centre of the shared geographical zone (north-eastern Italy, south-eastern Slovenia and south-western Croatia) and thus removes it from its usually assumed and narrow status of national periphery (for Italy) or foreign trade competitor (for Slovenia and Croatia). The imaginative bottom-up geography, with Trieste as a capital without a country, as charted through daily exchanges, feeds the respondents' shared sense of worthiness, visibility and direction. Trieste remains attractive to ex-Yugoslavs, themselves coming from the periphery of Europe, as the nearest 'Western European' city, while Trieste's Italians prefer to be former socialist Balkan others' "centre" than an Italian "periphery". The digital quotidian interaction, carried out casually via mobile phones, is a mixture of the local dialect Triestino and standard Italian and Serbo/Croatian/Slovenian words, which transforms crude urban, regional and digital mobilities into a flexible resource of cohabitation.

MCS01 - Communication and the Smart City

PN 021   Facebook City: Ambiguities between Translocal Platform and Local Communication Infrastructure

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From Cambridge Analytica to Covid-19 disinformation, and from whistle-blower disclosures to precipitous drops in stock value, Facebook's image has reached a notable low point. And yet, there is a dissonance between that image and the platform's obvious, continuing importance for the ordinary communication practices of its nearly 3 billion active monthly users. As Bucher (2021) suggests, while the 'Facebook' brand may be increasingly unpopular, it nevertheless endures as a ubiquitous, widely shared and indispensable infrastructure. This paper draws on a recent collaborative research project into neighbourhood Facebook groups in Greater London, UK. It shows how this ambiguous tension – between a translocal, commercialised digital platform and an infrastructure for more local, everyday dependency – is also evident at the urban regional and neighbourhood scales, and can provide insights into communication in 'actually existing smart cities' (Shelton et al., 2015). This research project combined two elements. First, a larger-scale automated and manual web search that identified 3,226 place-named Facebook groups (i.e. groups related to neighbourhoods, streets, districts, or villages) with 1000+ members across Greater London, for which we accessed publicly-available information (e.g., group name, size, description). Second, a qualitative study of 12 of these Facebook groups, involving background research and in-depth interviews with group moderators. Our in-progress analysis of the larger data set reveals the extent to which Facebook channels a variety of interests and livelihoods, ranging from parenting, to buy and sell, to local history. It also shows how, as an urban communication infrastructure, Facebook appears to be geo-demographically skewed to more suburban, less transient areas of the city region with older residents. Our qualitative interviews with 12 Facebook group moderators revealed both a strong orientation to a contingently-defined 'local' area, as well as a contrasting understanding of Facebook as a 'translocal' platform. In the former case, moderators usually spoke explicitly about the challenges of convening a specifically local communication environment, to which their place-named Facebook group related. Facebook tended to be seen as 'translocal' more implicitly, in how moderators expressed an understanding that the platform, wherever used, retains the same technical functionalities for users, has the same algorithmic and data-driven logics, and involves the same community standards and appeals processes. We will argue that, while smart cities research often tends to focus attention onto more specialised or possible future implementations of digital communication technologies, we can also learn from the enduring pervasiveness of a platform like Facebook for urban life. Facebook may be less popular, and is certainly far from the most novel or innovative urban digital platform. But the tensions it represents, between translocal standardisation and localised practices, is potentially (but not necessarily) a general problem associated with the use of software applications around urban communication.

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Media, Cities and Space

PN 022   Journalism and the Democratic Interface: From Data Dashboards to Participatory Infrastructures

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The ongoing pandemic has underlined that data journalism is increasingly vital as a "social epistemology" of journalism to make complex processes understandable to audiences (Godler, Reich & Miller 2020). Journalists increasingly need to collaborate with data providers, designers and IT experts to create interfaces, visualisations and – more broadly – infrastructures, for making big data accessible to different types of users. In this respect, the dashboard has become a particular type of interface to large data sets, where representation, interaction and different types of visual analysis converge (Stehle and Kitchen 2020; Mattern 2015). Forms of dashboards nowadays proliferate in different domains – from city dashboards for real-time data to social media dashboards that monitor web traffic and user activity. In addition, digital twins, new forms of visualizing, modelling and simulating algorithmic interfaces to cities' daily pulse, require a new level of competence and literacy among journalists, citizens and administrators. In this ongoing study on interfaces and infrastructures of publics, we are focusing on dashboards and digital twins as particular design artefacts that make data understandable and actionable for administrative and democratic processes for different stakeholders. In particular, we are developing potentials for convergence between city dashboards and digital twin projects and journalistic applications for data analysis and user-oriented designs that foster civic communication. Bringing together questions of design, data and journalism forces us to "imagine how we might design an entirely new public media system" (Pickard 2020: 1). Currently, social media platforms such as Facebook exert "monopoly control over a core digital infrastructure" (Pickard 2020: 10), engaging audiences, consumers and citizens through instant access to social networks, content and connections. But these platforms are also sources of collaborative arrangements for civic purposes. What Bennett et al. describe as the "democratic interface" (2017) is no longer the default of party politics only. Designs entail political choices about what types of users are catered to and what kinds of interactions shall be facilitated. For participation in public communication, infrastructures and their interfaces need to have civic values embedded in their very design (Le Dantec 2016; Helberger 2019, Löwgren & Stolterman 2007). Designing for different aspirations and user perspectives here clearly goes beyond the innovation of existing systems as it seeks to anticipate uncertain futures through a broader, inclusive approach to conflicting user demands. It means to think of "democratisation as political design in an agonistic public framework" (Björgvinsson, Ehn and Hillgren 2012: 129). Such transition experiments "need to be inclusive of a variety of engaged social actors with the objective of connected social learning in relation to a new socio-technical configuration" (Sengers, Wieczorek and Raven 2019: 161). The panel contribution presents an agenda for future research at the intersections between journalism studies and urban studies, including participatory HCI and design approaches to data visualisation to address modes of civic communication in a networked urban public sphere.

PP 159   The performative citizen and the post-pandemic smart city: an analysis of digitally mediated performance in contemporary urban space

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The conceptual framework of the smart city emphasises the need for more efficient, productive and coordinated exchanges between people, goods and services. The optimisation of everyday life entails the ability to predict citizen's needs and desires and align these with the infrastructure networks of the city through a process that is mediated by informational urban interfaces. However, this process is subject to performative interventions that emerge through assemblages of actants that evade the control systems of the smart city. Participatory performance art projects in urban space have highlighted this potential and its ability to enable reflection on our mediated lives through interventions that involve unusual assemblages of actants moderated by artistic narratives.

However, such performative interventions also emerge through everyday interactions between urban actants. This paper emphasises the importance of accounting for the performative agency of citizens as they assemble with other actants in urban space, such as informational urban interfaces, urban furniture, traffic, strangers, weather patterns and transportation systems. The potential of citizen's performativity is foregrounded when the infrastructure systems and informational urban interfaces that mediate urban space are subject to major unexpected events, disrupting their perceived efficiency.

As the COVID pandemic unfolded, patterns of mobility, social interaction, working practices and leisure were quickly reconfigured by the restrictions imposed at short notice, and citizens adapted their everyday routines to counter the undesirable effects of the pandemic, such as social isolation and immobility. These adaptations constitute performative interventions that are not necessarily moderated or controlled by the informational urban interfaces of the smart city, despite being subject to digital mediation.

This paper investigates the importance of accounting for citizen performativity in the post-pandemic smart city by referring to empirical research conducted on participatory performance art projects in urban space and research conducted on the reconfiguration of social practices and urban space during the COVID pandemic.

MCS02 - Smart Cities, Augmented Spaces

PP 160 The demand-side of datafication in the smart city construct: what data are seen to really matter?

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The demand-side of datafication in the smart city construct: what data are seen to really matter?

Data is usually contingent and situated to contextually accomplish objectives (Kitchin & Lauriault, 2014). Its repositories act as an expression of knowldege and power (Lauriault, 2012). From the nature of data sought after, their production, organisation and engagement, including how they make sense to the actors, we can understand the smart city's interactions with its datafication processes. However, the framework for the aspects of data prioritised in the smart city construct are relatively known. This continues to raise important questions about the 'what' (aspects), 'how' (assemblages) and 'why' (prioritisation) of data collection practices in the smart city scholarships.

The focus on data scale and use, i.e., the accumulation of vast data for further decision is immense in smart cities scholarships but less on the critical study of prioritised data aspects. This single case-study research seeks to plug this knowledge gap. It investigates the open data repository of the Smart City Stavanger (N = 359), maps and observes its data production points, interviews a constellation of actors, and analyses documents (minutes of meetings, policy papers) to get answers to:

1. _What is the nature of data that is collected in the smart city?_
2. _What aspects of the data is prioritised, and how does the smart city collect them?_
3. _What do these data aspects mean for the smart city objectives?_

The study leverages the Critical Data Study (CDS) framework to unpack the data assemblage processes in the smart city. The CDS unravels the complex socio-technological processes of data assemblage as seen in matted devices and elements – technological infrastructure, political, social and economic systems (Dalton & Thatcher, 2014). It uses the qualitative content and descriptive analysis methods to analyse the empirical materials. Travers (1978) notes that descriptive analysis offers a knowledge base which can aid further analysis in research, and that its ability to map the landscape of a phenomenon makes it useful for insights. This method approaches the research questions with the intent to explain, describe and explore the interactions between the phenomena. The choice of interviews will provide evaluative insights on data prioritization in the construct.

This study advances an understanding of critical datafication processes, with regards to data assemblages in the smart city construct, and of data scale and aspects of datafied city's socialities. Additionally, it provides an emprically enhanced standpoint for engagments between actors and contenders in the construct.

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Media, Cities and Space

PP 161   Developing Subjective Wellbeing through Augmented Reality in the Urban Space

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The last decade witnessed an increasingly global movement for City Happiness. It aspired to inspire the change from a city development around business purposes to a more human-centered urban development that prioritizes well-being. Movements like Happy City (Montgomery, 2016) and Playable cities (Duarte and Alvarez, 2021) are developing strategies of participative urban design aiming to disrupt the existing paradigms of urban development. In such a quest, digital media has an essential role by spreading these ideals and connecting enthusiasts around the globe, who can share experiences and methodologies. On the other hand, there are plenty of digital media applications in immersive technologies that are yet to explore. As technologies such as Augmented and Virtual Reality become affordable, it is natural to imagine that there will be layers of information over the physical space of streets, parks, and sidewalks in a short time. Moreover, such layers might have different effects on mental health, impacting the level of positive and negative emotions in the urban space. Therefore, the present research explores immersive digital technologies for subjective well-being in the urban space. The main objective is to use digital media to improve positive emotions in different city settings. The research also aims to find the relationships between digital media, urban space, and collective/subjective emotions. To achieve such objectives, it uses the concepts of the social landscape as a theoretical framework and three dimensions to analyze city happiness: trust, belonging, and life satisfaction. The social landscape is a set of emotions coming from personal experiences from diverse urban facts. Amongst these experiences, the levels of trust, feeling of place belonging, and life satisfaction shapes a "perfect triangle" to frame the relationship between emotions and the physical space of modern cities (Montgomery, 2016: 134). The research proposes that for each dimension, there are six categories of elements affecting each one: Social Capital, Economy, Government, Media, Nature, and Urban Design. Thus, the research uses Sepe's methodology of mapping city happiness, which has five stages: Identify the Public; Identify the Place; Set Happiness Parameters; Map Emotions; and Set up the Map of Happiness. However, the research proposes an additional layer, which is the development of an Augmented Reality Experience based on the results of the first three stages. To measure subjective well-being, It uses a Factor Analysis questionnaire to base the levels of trust, belonging, and satisfaction before and after the AR experience. There will be three study cases which will take place in the City of Porto, Portugal, in three areas: The Social Housing in the Paranhos District, Downtown, and in a secondary school in an up-standard neighborhood. Each study case will provide results from people with different social capital, economic conditions, government relationships, city shape, and media practices. Therefore, we expect they will show paths for the development of AR applications which will bring remarkable results to improve the levels of mental health and positive emotions in the cities of the future.

PP 162   The impact of augmented space on city life: Developing a theoretical and empirical framework

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Augmented Reality (AR), defined as the holographic overlay of physical space with virtual objects in real time (Azuma 1997), symbolizes the beginning of a new wave of mediatization. This development is particularly evident in the public space of the "mediatised city" (Hepp, Simon & Sowinska 2018). Despite being still in its developmental phase, AR has already had an impact on fields like urban planning, tourism and navigation. The design of augmented space will become crucial for urban planners and researchers in the not- too-distant future. Being a genuinely "site-specific" medium (Aurigi & Cindio 2008) AR has the potential to fundamentally change our relation to urban space, e.g. spatial perception, movement patterns and the meaning we associate with certain places. For media and communication scholars, it is thus important to consider an essential but often neglected characteristic of AR: its spatial reference.

In a pilot study a historical building that had been destroyed during the Second World War was holographically reconstructed on a public city square. City dwellers were then able to view the hologram from various different angles using high-tech AR glasses and move freely around the square. Combining quantitative before-and-after questionnaires, qualitative thinking-aloud protocols and locative tracking data, our results show that augmentation can influence the spatial perception and the movement patterns of city dwellers as well as the meaning of an urban square. Specifically, users perceived differences in the square's accessibility, coherence and aesthetics, simplicity,

atmosphere and legibility – whereas its meaning was altered with regard to personal memories (= the self), typical groups of people (= others) and certain opportunities (= environment) they associated with the square. Based on the results of this study, we systematise the multi-dimensional interrelation of physical and augmented space and discuss critically how the implications of an augmented urban space can be captured and analysed theoretically and methodically. These implications will be located within three different contexts: an augmented spatial perception, an augmented spatial meaning and an augmented spatial movement due to the every-converging hybrid of physical and virtual urban space. Discussing these implications shall give a first insight into how city dwellers might adapt their daily routines and communicative practices when engaging with an augmented city.

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MCS02 - Smart Cities, Augmented Spaces

PP 163   Counter-mapping Covid-19: Understanding the impacts of grassroots data projects and research

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Counter-mapping Covid-19: Understanding the impacts of grassroots data projects and research

COVID-19 data maps of the first datafied pandemic have created mainstream media frames in which governments, the WHO, and other dominant social actors have communicated case and death counts, attempting to manage the crisis. Hegemonic maps are used by states and citizens alike to assess disease progress, mobility patterns, and vaccination rates in order to implement or follow public health measures. However, these maps can be problematic. They are often based on non-comparable data types across countries, such as varied data reporting criteria and timeframes (Kent, 2020). Users can only interact through pre-determined parameters. Researchers have found negative impacts of some pandemic data visualizations e.g., creating an infodemic, stigmatizing marginalized groups, and countering social justice objectives (Bao et al., 2020; Mooney & Juhász, 2020). In some cases, the maps have served as cartographies of control, intensifying social divides while disguising mechanisms of power behind supposedly objective datasets. But we know data is not neutral (Dencik et al., 2019). Grassroots counter-data-mapping projects have appropriated data to reveal unequal impacts of COVID-19, render marginalized communities visible, and support calls for health justice (Kent, 2020). Investigating counter-mapping of housing, race, and colonialism, our methodology triangulates digital ethnographies, interviews, and social media data from projects in Europe (the UK, Spain), North America (Canada, the US) and the Global South (Brazil, Argentina, India). We find that counter-mapping and counter-data imaginaries encode notions of spatiality, relationality, and community empowerment. Communities engage in a collective process of conscious data appropriation, producing quantitative and qualitative maps. They use recategorization and alternative indexing to map space according to new categories that might include: contagion among Indigenous peoples; COVID-19 related evictions and intersections with race and gender; locations for distribution of food and PPE by grassroots mutual aid organizations; healthcare deserts; and so on. They remap the spatialization of collectivity, generating sentiments of community and mutuality during a long period when people have been feeling isolated. These findings improve our understanding of how counter-data maps construct new social realities with respect to housing, race, and colonialism through the maps and the community-based processes of creating them, intervening against hegemonic cartographies of control by producing grassroots cartographies of resistance. Moreover, we reflect on how research-activism undertaken with COVID-19 counter-mapping projects can produce direct impacts at the grassroots level that move beyond the intensifying metrics of unreliable impact factors, paywalled scholarly publications, and the neoliberalization of academia.

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MCS03 - Communicating Local Culture and Heritage in Urban Spaces

PP 269   "There used to be a movie theater here" Mapping Movie Theaters as Urban Cultural Heritage Sites

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This paper traces the cultural history of movie theaters between 1950 and 1990 in the historical area currently under protection in Buca, a district of İzmir, Turkey, with a rich non-Muslim / Levantine cultural heritage. We attempt to tell the stories of movie theaters as _material_ and the movie-going experiences of the inhabitants of Buca as _immaterial_ cultural heritage from the second half of the 20th century.

Buca is currently an inner city district with a high potential for urban transformation, which has had an impact on old movie theater buildings and locations. Most of them have been transformed into supermarkets, wedding halls, banks and restaurants over the last six decades. Considering the movie theater as a social space of urban experience rather than as a merely physical built environment, we focus on how the movie viewing experience shaped the inhabitants and cultural life in Buca. Instead of subscribing to the discourse of "nostalgia for old movie theaters," we address urban cultural memory as an immaterial and active part of the ongoing social production of urban space.

This presentation brings together the results of our field research in the form a digital interactive map which features the fourteen locations that used to be movie theaters in Dumlupınar neighborhood in Buca. Drawing on archival work and personal accounts of the inhabitants of Buca who once managed cinemas, worked as projectionists or simply watched movies at those locations, we physically locate the remnants of and reconstruct the stories of movie theaters as cultural heritage sites.

The project draws on oral history interviews, the tools of digital humanities and an interventionist approach. Oral history interviews are put to use to map the cultural heritage sites under study. The sites of former movie theaters are documented with photographs and the photographs are made available online as extensions of the digital map. The actual physical site, where we have put up stickers on the walls of movie theater locations as an interventionist act, is linked through a QR code to the interactive map. The stickers thus function to make an invisible cultural heritage visible to the passers-by and create an archive accessible by diverse publics.

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PP 270   VDNKh on display: Exhibitions, pavilions and East-West dialectics in the media complex of Moscow

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Apart from the fact that digital innovations, smart technologies and data flows have had a tremendous impact on urban environments, the ongoing work on my PhD thesis departs from the notion that the past decade's aesthetic and logistic renewal of Moscow is also largely affected by the past and present relations between East and West. For the Media, Cities and Space section at ECREA 2022 I will present an empirical chapter from my thesis _Media Complex: Moscow_, where I analyze how a Stalinist exhibition area in Moscow – named VDNKh, today promoted as an "urban phenomenon" – is a site where these axes of time and space meet and where the authoritarian and national-conservative Russia of today is seemingly revitalizing a 20th century competition with a Western narrative on progress and history. VDNKh was the theme of the Russian Pavilion at the Architecture Biennale in Venice 2016, which is the material on which my analysis is based.

To approach the phenomenon of VDNKh as a site various stages of postmodernism, postsocialism and post-digitalism meet. I apply the Walter Benjamin term _ruin_ in the sense developed by Susan Buck-Morss (1989) to address how urban media infrastructures like the VDNKh area both produce and blend layers of time and space. At the same time, the analysis highlights that the exhibition area of VDNKh is not just an "old" medium and a nostalgic shadow of the past, but an active part of the larger media complex of Moscow – as it is in Venice, where the area of the biennale could be regarded as a West-European sibling to VDNKh, pointing towards the dialectics rather than the dichotomy of the East/West axis.

As argued in my PhD thesis, we need a rather loose and generous term like "media complex" to capture the assemblage of media infrastructure that makes up a city and allows a focus on how the city as a media complex impact both national and international notions of culture, politics and power. In this sense, I follow Shannon Mattern's (2017) media archeological approach to the city as something that have always been entangled with media technologies. This, I argue, is a fruitful way of understanding the power of cities and how the world's superpowers of today rely on their urban media complexes.

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MCS03 - Communicating Local Culture and Heritage in Urban Spaces

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PP 271   Impacts of being European Capital of Culture. Reflections from ‚Aarhus 2017' on the interplay between media, culture, image, identity, and public debate

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In 2017, guided by the overall theme of 'Rethink', Aarhus was European Capital of Culture (ECoC). As with similar cultural mega events, 'Aarhus 2017' had an impact on the image and the identity of the city and the citizens (European Capitals of Culture Policy Group 2010; Garcia 2017). This impact related to the press coverage, which again related to public debate and opinion as well as to the communication on social media by citizens and visitors.

Heading the research-based evaluation of 'Aarhus 2017', the authors of this paper were responsible for a massive data gathering before, during, and after the ECoC year, including media content and population surveys. Thus, this paper will build on the overall evaluation from the ECoC (Degn et al., 2018).

In our paper, we present a media content analysis (Krippendorff 2004) of the press coverage and the communication on social media related to 'Aarhus 2017'. This analysis is based on two representative samples consisting of about 1700 news media articles (print and web, from local, regional and national news media) and 900 posts on Instagram and Facebook (Degn et al., 2019). Furthermore, we will combine the media content analysis with analyses of additional data from questionnaires and interviews among the citizens from the city and the region.

After an introduction of the methodological design of the study, the paper will proceed to focus on three key findings, all of which are important aspects of the way in which 'Aarhus 2017' influenced public debate and opinion as well as the image and identity of the city and its citizens:

1. **Media coverage, image, and public opinion:** The way in which the media coverage (genre, tone, etc.) and the public interest in and opinion on 'Aarhus 2017' were linked and how the media coverage influenced the cultural image of the city. Including examples of the media circuit and the different roles of different platforms characterizing some of the most highlighted media stories during the ECoC year.
2. **Strengthening local/regional identity:** The way in which 'Aarhus 2017' and the media coverage contributed to the creation of a link between the city and the region and the extent to which the ECoC project was seen/portrayed as a project of local, regional, national or international relevance.
3. **City and culture as identity marker:** The ways in which 'Aarhus 2017' became an identity marker used by citizens on social media

Being based on a large-scale data set including different types of data, this paper gives unique insight into the interaction between a cultural mega event, a city (and region), its citizens and different types of media coverage. Thus, the paper contributes to the existing research into the relationship between cities, culture and media (e.g. Bianchini & Landry 1995, Aiello and Thurlow 2006, Garcia and Reason 2007, Campell and O'Brien 2021) by further developing the role of different types of media in the formation and development of especially local citizens' perception of a city.

MCS03 - Communicating Local Culture and Heritage in Urban Spaces

PP 272   Spacing communication: Affect and senses in urban tourism development

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This research aims at assessing the role of the affective and sensory dimension of space in the communicative constitution of a touristic strategy.

Lately scholarly attention has been drawn to the constitutive relation between strategic communication and space (Cassinger & Thelander 2022). Following especially the work of Lefebvre on the production of space (1991), these studies investigate how space and meaning are said to have an effect on each other's existence, to constitute each other in their relationality. Expanding this scope, the present work looks at how the daily experience of space encompasses also elements like feelings, rhythms, affects and moods which cannot be said to fully pertain to the realm of representation (Lefebvre 2004; Thrift 2009; Stewart 2011). Working spatial thinking through communication theory, then, this study proposes an exploration onto the ways in which meaning can be shown to emerge also at the level of the everyday bodily experiences of space through communication as a constitutive transmission of affect (Ashcraft 2020). In particular, it shows how to strategically "touristify" a city does not merely entail to impact its architectural space, its carrying capacity, or to intervene in its representation, but also on its felt and pre-cognitive experience. In other words, a strategy also always implies a disciplinarization of the daily mode of experiencing, feeling and sensing a space achieved through communication as affective transmission.

Preliminary results from an ethnographic study carried out in Venice, Italy are presented. Venice is nowadays facing a major threat in the form of exponential sea level rise, which results in a more frequent flooding of the public spaces and touristic premises. In response to the national and international discourse over climate change advanced by the media, which often depicts Venice as underwater and in danger of disappearing, the city's management launched a communication initiative to stress the city's ability to deal with this natural phenomenon and, especially, discourage unnecessary concerns around it. In its media channels the municipality depicts water in Venice as static, mainly absent, successfully and purposefully kept at bay. An analysis of the relation between media messages and spatial affects can help showing that such communicative depiction of water does not merely work at the level of representation, but also implies a disciplining of the sensorium, wherein people's daily bodily encounter with misplaced water gets regulated and normalized accordingly.

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MCS04 - Whose Spaces? Inclusion, Accessibility and Sustainability in Urban and Rural Environments

PP 373   How methods exclude: exploring moving interviews with wheelchair users

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Navigating and following a route is an ordinary practice for many people. Technological developments support movement from one place to another without much effort, even in unknown environments. Media, in the form of paper maps and guidebooks, have long helped the traveller, and digital media – mapping and tracking apps using GPS technologies – are making navigation easier for everyone. However, what does navigation look like for wheelchair users? What kind of navigation media and technologies do they use? Can they as easily rely on a smartphone application like _Google Maps_ or a paper map and have all the information accessible that is necessary to navigate to a desired destination?

Studies that examine the navigation of wheelchair users often stem from the fields of human-computer interaction and software development and usually address the design of software (e.g., Mascetti et al., 2020; Tannert &

Schöning, 2018). These studies focus on how software could be improved and how spatial data can be made more accessible, but tend to exclude the lived realities of users. Even studies that include a communication studies perspective, such as Savino's et al. *Maprecorder* study (2020) that demonstrates how navigation media are embedded in the everyday lives of the users, do not consider wheelchair users. When it comes to examining media use of disabled people, research mostly focuses on the lack of accessibility of digital media (see Fox, 2011) rather than displaying the lived experiences and exploring research methods with people with different bodies.

My dissertation project focuses on how wheelchair users actually perform navigation with the help of (digital) media. I found that the systemic exclusion might result from methodological choices. In my presentation, I address this gap by proposing one ethnographic approach in mobile methods: the moving interviews. Moving interviews allow exploring the use of media while on the move.

Building on my work with five participants from German cities, this presentation outlines the key elements of moving interviews as enabling tools for media research in urban spaces and discusses how research methods affect the inclusivity of studies. I question how certain methods may often unreflectively associate certain bodily requirements and paradigms. The lessons learned from conducting moving interviews inspire more inclusive communication and media studies, since this method, as well as many others, is applicable for a diversity of study participants and researchers – disabled or not disabled.

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MCS04 - Whose Spaces? Inclusion, Accessibility and Sustainability in Urban and Rural Environments

PP 374   Digital mediated urban mobility: Barrier-free for people with anxiety disorders? Researching use and usability of passenger assistance systems and communicative support in Vienna's urban public transport

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Since digital planning and positioning systems combine previously separated geographical, physical, and media spaces (Silva/Sheller 2015) to create "hybrid" environments, the use of "locative media" for everyday management in urban public transit spaces such as urban public transport networks became popular. Passenger assistance and recommendation tools (Apps) are increasingly becoming the first point of contact for information seeking and individual route planning (Firth 2019).

Especially in urban areas, public transport can pose a threat to people with anxiety disorders and lead to restricted use or avoidance of certain mobility offers. The interweaving of media technology, mobility, and identity (Elliott/Urry 2010) requires alternative perspectives on equal access, connectivity, and participation. Also, the usefulness of digital offers for this vulnerable group is often overestimated. Studies on mental illness and passenger anxiety (Risser et al. 2015), also in connection with digital planning tools (Angelini et al. 2016) show that mobility situations are generally experienced as overwhelming by people with anxiety disorders.

Our "Mobile without Fear" project in Vienna (2021–2022) asks about the potential of digital route planning applications *prae-* and *on-trip* to enable people with anxiety disorders to use public transport. In addition to communication scientists, traffic psychologists, mobility planners, and experts from the public transport provider "Wiener Linien" are part of the interdisciplinary project team.

Methodologically, we used problem-centered qualitative interviews and accompanied mobility sense walks with those affected (following strictest ethical standards for the protection of data and personal rights/informed consent), in order to research communicative and psychological barriers in Vienna's public transport.

On the basis of the detailed description of the problems by the study group, limitations and (dis)integrative effects of intelligent urban transport planning systems and passenger assistance tools for people with anxiety disorders could be identified. Above all, these systems show a lack of usefulness and usability, and mean operational insecurity for

this population group – which asks for thoroughly rethinking their impact. The results show further that people with anxiety disorders require more human interfaces in route planning in order to cope with mobility requirements.

Mobility competence as the basis for participation in urban social life not only depends on the usability and accessibility of planning and communication tools, but also on their sensitive embedding in everyday practices, personal communication needs and information requirements. In our conference contribution we will also discuss how on-trip trainings, tutorials and new media education can help to reduce social inequalities in urban mobility, especially in public transport.

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MCS04 - Whose Spaces? Inclusion, Accessibility and Sustainability in Urban and Rural Environments

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PP 375 **Social and behavior change communication for sustainable development: An analysis on the ecology-related communicative practices of local authorities in Turkey**

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Various actors, including local administrative authorities, employ different communicative tactics and tools to trigger positive behaviors of individuals and groups in regards with the environment. From transforming their consumption patterns to introducing novel ways of transportation or encouraging them to pursue eco-friendly activities, local authorities are communicating with their publics to achieve sustainable development, deliberately or not. In this study, we investigate such communicative attempts from the perspective of Social and Behavior Change Communication (SBCC). We focus on the four metropolitan cities in Turkey, namely Istanbul, Ankara, Izmir, and Bursa, inhabiting a considerable portion of the country's population. We analyze the communication flow on the online social spaces of these cities in terms of the content related with the United Nations' seven ecology-related Sustainable Development Goals (SDGs): SDG #6- Clean Water and Sanitation, SDG #7- Affordable and Clean Energy, SDG #11- Sustainable Cities and Communities, SDG #12-Responsible Consumption and Production, SDG #13- Climate Action, SDG #14-Life Below Water, SDG #15-Life on Land.

Methodological approach of this research relies on the content analysis of the abovementioned metropolitan municipalities' sharings from their official Twitter, Instagram, and Facebook accounts. We will retrieve and analyze a selected sample of posts from the municipalities' accounts, as well as the public's response to these posts, covering the whole threats related to the issues on sustainable development and ecology. Thus, we will present the whole picture of the communicative tactics to better understand how the municipalities communicate their messages. Analyses will reveal, on one hand, the differences between the municipalities and SDGs, and the public's response to such social messages on the other. We will provide answers to the following questions: Which ecology-related SGDs are on the agenda of the municipalities? Which SDGs are deemed to be more prominent? How do citizens react to the municipalities' messages? To what extent do they interact with the posts? How does it change from one platform to another? Eventually, the public's response vis-à-vis municipalities' communicative efforts will be analyzed to reveal if the local authorities met their purposes.

Findings from this study will contribute to the literature on SBCC, illustrating how local administrations in different parts of the continent could learn from each other's efforts with a particular focus on encouraging eco-friendly social and behavior change of the publics.

Keywords: Social and Behavior Change Communication, sustainable development, ecology, social media, Turkey

Media, Cities and Space

PP 376   **Dimensions of participation in rural mediatisation: The development and appropriation of digital communication tools**

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The development of as well as the research on innovations in digital communication typically take place in urban rather than rural contexts. However, the topic of rural development increasingly integrates aspects such as innovative technologies and digitalisation on the EU as well as national levels. This presentation focuses on aspects of participation in the process of rural mediatisation and their conceptualisation. For this purpose, different dimensions of civic participation are analysed from an interdisciplinary perspective combining communications studies, informatics and software engineering, respectively. A case study of a municipal association in Germany, where a living lab for the development of digital communication tools meeting the requirements of rural areas has been installed several years ago, forms the empirical basis. It is shown, that that participation in such a context can take three forms, which are conceptualised as participation for, in and by media.

The presentation follows four steps: Firstly, the theoretical approach of rural communities as "communicative figurations" (Hepp et al. 2017: 24), with specific "actor constellations, frames of relevance and communicative practices" (ibid.: 27) is introduced. Secondly, the case of the living lab is presented, giving an overview of six years of participative software development. During this time, three communication tools (an information platform, a citizen app, an administration tool) have been developed and transferred into everyday usage. The underlying data comprise the documentation of living lab activities (co-creation workshops, scenario workshops, digital stories), secondary data for context analysis as well as user surveys and data generated by the digital tools. In a third step, three dimensions of participation are discussed, which comprise on the one hand processes of co-creation in software engineering (Hess et al. 2017) as "participation for media". The appropriation of the digital services is understood as communicative participation "in" (as well as "through") media (Carpentier 2011: 67). Then, a special emphasis is put on "participation through media". In its current activities, the living lab is seeking for ways to use digital technologies for collectively shaping further aspects of rural digitalisation and participating in political processes, in general. This includes the conceptualisation of processes of interaction between local administration, citizens and institutions of civil society. Finally, a conclusion compares the three dimensions of participation and reflects on their impacts: Participation in media reveals the specifics of rural mediatisation and the community as communicative figuration, especially in terms of communicative practices. However, all three forms of participation are characterised by close interrelations of science, research and the local population and reconfigure the communicative figuration of the rural community, on the whole.

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Mediatization

PP 377   Studying the impact of mediatization on socialisation. Theoretical and methodological reflections on measuring long-term media effects

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Children and young people nowadays grow up in deeply mediatized living environments becoming more and more complex, convergent, and personalised (Holloway et al. 2013). The long term impact of this so-called "deep mediatization" (Hepp 2020) on children's growing up remains unclear and affects fundamental questions of media-related socialisation. In this context, it is essential to consider that socialisation is not a one-way but an interactive and dynamic process in which children try to clarify their position in different social contexts (e.g. family) by negotiation processes of belonging and distinction as well as autonomy and control. To capture these processes – also in a long-term perspective – an appropriate theoretical and methodological approach is necessary.

Against the theoretical background of the concept of 'communicative figurations' (e.g. Hepp & "Communicative Figurations" research network 2017), we conducted a qualitative longitudinal study on children's media use in the family as an important social domain. Social domains are seen as communicative figurations, characterized by (1.) Actor constellation (e.g. family members), (2.) frames of relevance (kind of central topics, in this context, the question of belonging and distinction), and (3.) communicative practices (linked to available media within a social domain, ibid.). In a qualitative panel study with two cohorts of children between 6 and 11 years, we ana-lyzed children's media repertoires (Hasebrink & Domeyer 2012) and how children use digital media for processes of belonging and distinction within their families. In two waves (2018 and 2019), we conducted photo-elicitation interviews with children (using a laying technique) and additional qualitative interviews with one parent each. We analyzed the data across cases and cohorts as well as on a case-by-case basis.

Against the background of the findings, we discuss how mediatization affects the socialisation of children. One ecological impact of technologies is for example the blurring of social domains. Children are becoming part of a global web of individualized, interactive communication at an early age. Accordingly, childhood is changing fundamentally, as the mediatzed lifestyle confronts children more than ever with manifold communication expec-tations and requires early media-related self-regulation. Finally, we reflect on the appropriateness of the theoretical approach and the methodological implementation to study the long-term effects of mediatization.

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PP 378   Processes of mediatization in rural areas. The village community as communicative figuration

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Digitalization does not stop at the city boarder but digital project are widely spread in rural areas. They are treated as being a promising part of solutions to face typical rural challenges as the shrinking of population and the loss of infrastructure (Zerrer/Sept 2020; Sept 2021). The introduction of a village specific communication app is an illustrative example for this type of rural digital development.

With using a new way of communication, this shifting point is especially interesting from a mediatization research perspective: communicating digitally through the VillageTalk app constitutes a dynamic change in the used media ensemble and communicative practices by the village community. The aim of this research is two sided: on the one side it is the goal to analyse which changes are experienced by the village community through this new additional

way of communicating. On the other side it is the aim to apply and further develop the concept of communicative figurations with the perspective on rural communities. Rural areas are for now highly underrepresented in media and communication research, therefore this study marks a valuable contribute to the further development of mediatization research in general (Berg 2021; Janson/Andersson 2012).

In the empirical data the villagers describe their perception of internal and external effects on their village community by the new form of communicating through the digital VillageTalk app. They report on loose and close relationships formed with the assistance of the VillageTalk (Nitschke/Schweiger 2021). To make sense of this analysis the concept of communicative figurations, which has formerly been used to make sense of urban processes of communitarisation, gets applied on the social structure of the village community (Berg 2021; for the urban perspective Hepp/Kubitschko/Marszolek 2018; Hepp/Simon/Sowinska 2018; Robel/Marszolek 2018). The interwoven structure of the actor constellation, the frame of relevance and the communicative practices combined with the media ensemble are the characteristics of communicative figurations. Furthermore the characteristics of the communicative figuration and the trends of the changing media environment, as for example omnipresens and datafication, have an reciprocal effect on each other. (Hepp/Hasebrink 2017, 2014; Hepp/Kubitschko/Marszolek 2018)

With a change in the media ensemble used by the village community also the other areas of the communicative figuration change. For example not solely the mayor and the chair of the village association can publicly communicate to the community, news spread in real time and taking part of discussions in the village become location-independent. Those effects change the figuration and its balance of power and therefore illustrate rural processes of (deep) mediatization (Elias 1978; Hepp 2020).

MED01 - Mediatization and Social settings

PP 379 Digital mediatization impact on sport communication practice in an Australian context: Exploring the perceptions of Australia's leading sport executives

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Sport in Australia matters—economically, culturally, and socially—and it is an integral part of the lifeworlds of millions of everyday Australians, so how sporting organisations communicate with their stakeholders is important. This paper investigated the question: How is digital mediatization impacting the communication practices of professional sporting organisations in Australia? This study brings together a unique cohort of sport leaders and communication professionals from Australia's elite sports, through 27 in-depth interviews, to understand the impact of the changing nature of media-sport relationships and the ways sporting organisations are adapting, rethinking structure and practice to manage storytelling in the ever-evolving media landscape. Digital media has saturated all domains of society and has attracted the attention of scholars and researchers worldwide, but the impact of digital mediatization on sport communication practices and the role of communication professionals, has received little attention, particularly in Australia. This paper explores the impact of digital mediatization on the perception, structure, and practice of communication management in professional sporting organisations in Australia. It also contributes to the conceptual understanding of mediatization as an important theoretical framework for researching sport communication. The mediatization approach applied was influenced by Krotz (2017) and McLuhan (1964) and it explores media change in the context of sport communication practice at micro and meso levels. This study applies a phenomenological approach, drawing on the researcher's own lived experiences in the field and the experiences and beliefs of 14 communication professionals and 13 senior leaders from 14 organisations across seven sports. The framework and research questions that guide this study are adapted from Frandsen's (2015) empirical study of national sporting federations in Denmark. This study adopts the same multi-level structure approach as Frandsen, which in turn explores digital mediatization through Donges and Jarren's (2014) "three central dimensions: perception, structure and behaviour", but because of the focus on sport communication practice, this study adapted behaviour into the term practice. This paper shows professional sporting organisations in Australia are in a state of flux as the affordances of digital mediatization have led them to rethink their communication practices for business success. This includes prioritising strategic and operational communication, elevating communication management to executive status. Digital mediatization has disrupted media-sport relationships as sporting organisations can and must act like traditional media entities by producing their own content for communication and commercial benefits. The media-sport hierarchy has shifted and competition for content and data is contributing to ongoing tension and conflict. Overall, this paper concludes that despite the increased importance of digital media, traditional media and media relationships still matter and must be maintained and developed. Sport, media, and technology are intimately connected and therefore when one changes it impacts the others, emphasising the need for a strategic sport communication approach and the dawning of a new era for communication professionals. This

study makes a unique contribution to the academic endeavour in the research domain of sport communication advancing the mediatization research agenda and the use of mediatization as a useful concept for strategic sport communication research.

MED01 - Mediatization and Social settings

PP 380   Mapping sports bettors' online media repertoire: An in-depth interview study

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While scholars have argued that we now live in a deeply mediatized society in which cross-media practices prevail (Hepp, 2020), it is still unclear whether and how these observations apply to the realm of gambling. In this study, therefore, we aimed to qualitatively explore the online media repertoire of Dutch-speaking adult gamblers, paying specific attention to the mediated communicative practices they engage in for sports betting purposes. Data were collected through semi-structured in-depth interviews, all held between 5–27 April 2021 among 10 well-educated Flemish young males, recruited via social media. An overview of the interview protocol, participant characteristics and an English translation of the pseudonymized transcripts can be found open access here: https://osf.io/ez67c/?view_only=70821cceec2c4905807c9fd388dd7311.

Overall, we can draw four conclusions from our thematic analysis. First, although all participants reported using more than one online medium to communicate about their sports betting activities, Facebook/Meta-owned products seem very central to many individual media repertoires. Second, echoing previous work (Lopez-Gonzalez, et al., 2021), the various communication media were all used to reach (out to) so-called "tipsters", who, often against a small fee, offer advice on the bets to be placed. Third, expanding a recent review (Sirola, et al., 2021), the betting-related virtual communications may serve three types of goals: informational/strategic (e.g., gaining knowledge), reputational (e.g., showing off) and/or emotional (e.g., mourning losses). Fourth, in line with some technology adoption models (e.g., UTAUT2; Venkatesh, et al., 2012), the specific choice for one or more communication tools over others seems to be driven by material affordances (e.g., ease of use, usefulness beyond gambling communication) but also by habit and norms (e.g., friend recommendations).

In sum, our study provides some first materialist-phenomenological insights into the communicative sports betting figuration (Hepp, 2020). Apart from its relevance for figurational mediatization theory, our qualitative media and communication studies approach also extends the dominating psychological, often quantitative and Anglo-Saxon lens towards sports betting behaviors and the role of virtual communities therein (Lawn, et al., 2020; Sirola, et al., 2021). To the best of our knowledge, our current understanding of sports-related gambling phenomena is still poor when considered from a sports communication point of view.

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MED01 - Mediatization and Social settings

PP 381   Mediatization of contemporary motherhood: exchanging support and normalizing experience on Twitter

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Social media has influenced almost any part of our everyday life, including motherhood, transforming and extending the experience to online platforms. Mothers in Western neoliberal societies turn to *Facebook* and *Instagram*,

and other social media sites to narrate their story, gain advice, as well as to challenge or perform the role of an 'ideal mother', reproducing or defying the dominant discourse of 'intensive mothering' (Hays, 1996). As some researchers suggest that traditional media constructs news through a masculine prism, ignoring or rendering themes of interest to women un-newsworthy (North, 2016), social media may add a new dimension to the discourse of motherhood: a "safe space" (Archer & Kao, 2018), or even a "place of resistance" to redefine one's mother-child relationship (Orton-Johnson, 2017). Social media provides a 'break', an 'escape' form the grips of rigid social norms, returning the voice to the woman and letting her lead her own narrative. Recent research of motherhood discourses and mothering practices in social media has mainly focused on the evidence of mediation and mediatization (Lee & Chen, 2018; Das, 2019), exploring, how mothers use *Facebook* and *Instagram* (Locatelli, 2017). However, limited attention has been brought to examining in depth how *Twitter* as a platform may be used as a "portable" community (Chayko, 2007), especially for new mothers. Therefore, this paper aims to study the mediatization of motherhood through a seemingly unlikely source for support – *Twitter*. Data has been gathered from 15 phenomenological interviews with mothers, who have identified themselves as Latvian-speaking "*Twitter*-mothers" and use *Twitter* to share their experience, engage in conversations, and exchange emotional support regularly. This paper provides an in-depth analysis into the motivation for using an asymmetric social media platform for constructing individual narratives and portraying the reality of motherhood, as well as gaining valuable information and advice, emotional support and even "offline" or physical support, bearing evidence how the mediatization of motherhood may favour contemporary mothers.

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MED02 - What is automated communication "enabling"? Communicative AI, deep mediatization and the good life

PN 093   Smoothing out smart tech's rough edges: Imperfect automation and the human fix

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Hardly anything can withstand the allure of automation. The replacement of manual processes and cognitive procedures by machine operations promises to obliviate tiresome and dangerous tasks; automation is said to be the beacon of economic revitalization and exploding productivity (Benanav, 2020; Pasquale, 2020). Unsurprisingly, automation has become a prominent feature of today's media infrastructures where it is believed to do the heavy lifting in content moderation and the fight against hate speech in addition to absorbing the communicative labor in customer care, helpdesk duties, and retail services. All these jobs are necessary yet far from any vision of the "good life". In our paper, we scrutinize how this vision of autonomous and efficient automation is upheld by the paradoxical conjunction of a flawed vision of the technological fix and the under-acknowledged human work required to fill in the gaps between machines and users. We argue that the current enthusiasm for smart devices and services is driven not by technological progress only. Rather, it is the decoupling of imperfect automation and precarious workers that "enables" the chimera of smoothly running and powerful facilities. We approach this area of inquiry conceptually by building on research on sociotechnical imaginaries and technological fictions that allows to foreground the discursive work that is mobilised for these kinds of automation, and on recent analyses of ghost work and 'fauxtomation' that surfaces the necessary human fix to flawed technological solutions (Altenried, 2022; Gray

& Suri, 2019; Smith, 2020). Empirically, we present two case studies to illustrate this loop of humans and machines: Firstly, in content moderation of social media platforms both increasing forms of automation as well as growing teams of human content moderators are tied together to fight harmful content and behaviour. Secondly, in self-service, checkout terminals have come to reconfigure the jobs of retail workers and customers alike. Taken together, our research and the review of cognate work make us aware that the hype and marketing around automation is "enabled" by human infrastructures in which the costs of experimentation are unevenly distributed and the vision of the "good life" perishes. The technological fix is an illusion, the human fix is real.

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MED02 - What is automated communication "enabling"? Communicative AI, deep mediatization and the good life

PN 094   Rationalisation and communicative AI: The emergence and disappearance of automation pilot projects

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Public and private institutions alike have turned their attention towards automation to "enable" the simplification and rationalization of various tasks related to sorting and ranking. Automation with the help of communicative AI promises to make our lives smoother and more efficient. Projects in Sweden range from fully automated decisions of social benefit applications on the municipal level (Ranerud & Dinner Henriksen, 2019) over natural language processing software to handle reports on potential child abuse to corporate decision making including the sorting of job applications and other ranking tasks, which are increasingly delegated to communicative AI and algorithmic management. These AI projects vary in terms of the complexity of technology for automation, their use areas, and the nature of their communicative features. They share however, that they are largely implemented as pilot projects and often with the help of innovation consultancy companies. A large number of these pilot projects are never implemented on a broader scale and merely disappear after a testing period (see also overview of cancelled systems by the Data Justice Lab, 2020). In this presentation, we conceptualize automation in public and private sectors as automation for the "good life" that is characterized by the ambiguous status of constantly emergent disappearance. Rather than contributing to a sustainable technological change over time, automation in these areas is trapped in a loop of constant piloting and test bedding. The aim of the paper is to conceptualize the temporality of communicative AI further by suggesting emergent disappearance as a theoretical and empirical entry point. We propose that explorations of communicative AI need to be extended by considering its temporality in context; moving beyond mere machine time (Ernst, 2021) or micro-decision making (Sprenger, 2021).

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MED02 - What is automated communication "enabling"? Communicative AI, deep mediatization and the good life

PN 095   What is being automated, anyway? Interrogating automated sociality through histories

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The history of automation can be read as the history of how it became progressively possible for machines to carry out tasks that were previously thought to be not viable for automation. Increasingly complex elements of industrial production, for instance, were automated during the twentieth century and beyond (Guzman, 2016); a game such as chess, which was reputed to be the exclusive domain of human intelligence, was automated

after the introduction of electronic digital computers (Rasskin-Gutman, 2009). This history, however, has never been linear or devoid of complication. As new areas of automation emerged, pressing questions remained to be asked. What precisely was being automated? By whom, with which consequences and risks? And was the automation actually happening, or was it the result of simplification or overstatement? Interestingly, many of these questions never found a clear or straightforward answer: for instance, in the case of chess, it remains debatable if the statistical work operated by a computer to win the most proficient grandmasters is assimilable to what humans do when playing chess (Bory, 2019). This paper examines contemporary debates about the automatization of sociality under this light. Recent developments of technologies such as social robotics and companion chatbots have been accompanied by enthusiasm as well as skepticism, and many researchers and practitioners in Human-Computer Interaction still consider these tools to be likely a dead end from a functional viewpoint (Shneiderman, 2022). It is also not clear what is exactly the subject of automation, and to what extent it is actually an illusion of sociality to be produced, rather than social behavior per se (Natale, 2021). Finally, many wonder if these technologies constitute an advantage and a resource for users, or if they may bring about a loss in terms of people's capacity to distinguish empathy and entertain social relationships with fellow humans (Hoffman, 2020). The paper will address these questions by contextualizing this ongoing debate about the automatization of sociality within the wider history of automated communication. Particular emphasis will be given to the fact that these technologies can only be understood through an understanding and engagement with the problem of mediation and communication (Guzman and Lewis, 2019). Taking up this point of view, I will argue, provides a more robust conceptual and practical tour to further interrogate what automated sociality actually "enables" and what, conversely, it undermines.

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MED02 - What is automated communication "enabling"? Communicative AI, deep mediatization and the good life

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PN 096   What does communicative AI enable in reporting? Imaginaries and realities of pioneer journalism

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One aspect of deep mediatization is the transformation of journalism with the latest media technologies for which "robot journalism" (Carlson 2015; Montal & Reich 2017) is an often-cited example. Here the idea is that "work bots" (Hepp 2020) and other systems of automated content generation become an integral part of news production. In fact, however, automation plays a role in all phases of the news cycle (Loosen & Solbach 2020) and pioneer journalism is experimenting with various forms of automation. This involves the automated generation of audio content and systems that generate content on the basis of sensor data. On the basis of a study of pioneer journalism in Germany, we want to ask what forms of journalism are "enabled" by such technologies. Our argumentation is rooted on an extensive qualitative study: In a first step, a broad mapping of actors within pioneer journalism took place. Taking this as a starting point, we selected individual cases, which we then examined in depth using media ethnography in the framework of a Grounded Theory research design. Using this data, we will present a three step argument. In a first step, we will situate the use of "communicative AI" (Guzman/Lewis 2020) in the overall field of pioneer journalism. By this, we aim to reflect on the significance of communicative AI in comparison to other "innovations" within journalism. In a second step, we will then discuss the examples of communicative AI more in detail. In doing so, we want to show how in editorial use this communicative AI is always interwoven with human practice. Accordingly, the "enabling" is to be seen in such an "entanglement", for whose description in pioneer journalism we want to present a first framework. Finally, we will confront this "reality" of journalistic practice with the "imaginaries" of the possible, as we also find them in pioneer journalism. By this we reflect to what extent such imaginaries guide the practice of the pioneer journalists themselves or to what extent they are rather discourses of legitimation. In all, we can show by this analysis that automation in journalism is "enabling" in a double sense: First, it "enables" new human-machine figurations of doing journalism. Second, it "enables" new forms of observing society based on automatically processed data. Therefore, when we talk about "automation" and "good life" in journalism, we are not simply talking about changes in journalistic routines, but about automation of communication with relevance to society as a whole.

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MED02 - What is automated communication "enabling"? Communicative AI, deep mediatization and the good life

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PN 097   The perturbing mediatization of voice-based virtual assistants: The case of Alexa

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Automation challenges the distribution of information as it offers new channels of conveyance. These new channels are AI-based systems such as social bots (Gehl & Bakardjieva 2016), systems for the automated production of journalistic content (Diakopoulos 2019; Lewis, Guzman & Schmidt, 2019), voice-based virtual assistants (VBAs), social robotics (Fortunati & Edwards, 2021) and, last but not least, mobile phones (Westlund, 2020). The increasing number of AI-based systems and devices multiplies the number of the guardians of the threshold, their relevance depending on contexts, and the consequences of their action changing according to their specific purposes. We argue that information behaves not unlike any other commodity. In the distribution of material commodities, the passages from the producer to the consumer have become increasingly more articulated; the same is happening in the field of immaterial commodities and, in particular, of the information. However, while the materiality of commodities affords a certain resistance to changes in the various passages, we stress that it is the immateriality of information that, when it becomes digital, offers much less resistance to changes. What is sure is that the distance between the analogue, which requires a direct consumption, and the digital, which "enables" the formation of an increasingly long chain, becomes increasingly wide. For the current study, we report findings of an online survey of university students convenience sampled in two countries: the U.S. (N = 333) and Italy (N = 322). We explored the imaginary, expectations, and desires of the VBA Alexa regarding search and delivery of information. The findings of this study enable us to examine the role of Alexa with respect to issues such as gatekeeping and automatic intermediation and to reflect on the social consequences of this role: 1) Alexa as a kind of meta search engine compounds the intermediation carried out by each search engine and is likely governed by Amazon's interest to increase the sale of their products, and 2) Alexa's users lose any visibility and possibility to tailor the search of information in respect to their personal desire and will. All of this brings an automation of information-searching activity that lowers the quality of the outcome. Thus, automation flourishes by counting on users' hopes to reduce their workload by delegating it to machines and illusions that this is a beneficial process for them.

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MED03 - AI, datafied homes and dataveilllance

PP 564   Mediatized homes: negotiating privacies by media practices

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In the current times of mediatization, "the problematic relation between the home and the outside" (to use David Morley's words) has become complex, multi-faceted and sometimes contradictory as never before. The paper seeks to address these challenges by focusing on mediatization of households by empirical qualitative investigation of mundane media practices, shared notions of space, internal and external household social relations. Rather than

physical spaces, homes are sites for myriad communication relations. Media are embedded in domestic routines and may foster new ones: boundaries of mediated domesticities differ for each household member, while being unstable, incoherent, and sometimes even contradictory.

Against this backdrop, the goal of the paper is to learn how people negotiate their home privacies by their media-oriented practices. In particular, I seek to reconstruct both, mutually connected, symbolic *and* material acts of privacy negotiations that altogether establish (and sometimes disrupt) boundaries between home and the outside world. Thus, I analyze home privacies as (a) always complex, context-bound and constantly reconsidered, (b) shaped by imaginaries (understandings, expectations, and evaluations) and practices (especially media-oriented ones) that mutually reinforce each other, and (c) subjects of ongoing negotiations as boundaries of mediated domesticities are different for every household member and, thus, unstable, incoherent, or mutually contradictory.

The paper is based on qualitative methods-based empirical research comprising in-depth interviews (30) and focus groups (12) with 'ordinary' citizens (including "home members") designed to reconstruct repertoires of imaginaries and context-related practices of privacy performed by people of highly diverse sociological characteristics.

The results are analyzed comparatively to learn how particular home privacies are *approached* and *done* by inherently collective and contextual media practices. Reconstructing various privacy imaginaries and practices, and matching distinctions within both with particular contexts (sociological characteristics of users, technologies used, communicative purposes of particular situations, discourses enacted within them) help to find emerging patterns of how privacy is understood, evaluated, and how it is pursued: done and, at times, broken.

In particular, several issues are discussed:

- horizontal acts of privacy violations going beyond the simplistic imagery of surveillant platforms violating users' privacy: a number of privacy violations is performed by colleagues, friends and family members.
- changing limits of the private: they are constantly challenged – by technologies, practices, discourses – and flexible, prone to violation, and subject of mutual negotiations among social actors, and among different roles (e.g. student, teacher, parent, friend, fan) of *one actor*.
- platformization of education/work environments escalating power-related tensions: class-related pressures (shortage of resources including hardware, space & time), growing excess of power within particular relations during the pandemic (distant learning, tracking and desktime apps, parental/supervisor control software, etc.).
- new norms as response to platformization: algorithms-driven visibility becomes a new predominant norm, practice, and resource. By drawing upon the Raymond Williams idea of culture as a whole way of life, the concept of self-exposure as a whole way of life is introduced: a hegemonic norm and common practice when mediated visibility is ongoingly negotiated and compromised.

MED03 - AI, datafied homes and dataveilllance

PP 565   Trust in AI-mediatization: dynamics of social-cultural diversity and biases

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The paper anchors the emerging AI-driven or AI-supported media in the context of mediatization (where AI means artificial intelligent technologies). According to the basic claim, concepts of new media and computer-mediated communication have been only an introduction to surging complex media technologies if the speed and automation of information flow are sharply emerging. The key question is what fundamental issues have been already defined if the pieces of information are collected, generated, produced, distributed, monitored and moderated by machine learning and expert systems. In line with this, the framework question is what social impact supports trust in AI media technology.

The concepts of mediatization have already highlighted the direction to a comprehensive media future confirming socio-cultural dependence on media technology (Harvard 2013, Jansson 2015). The most integrative approach has been formulated by Hepp (2020) who argues that communication and media penetrate all aspects of everyday life. Our previous study in the research of socio-cultural AI reached a similar result. We have found that topics of media and communication penetrate the AI research in social science and humanities deeply (Feher and Katona 2021).

Considering this pervasive role of mediatization, the intention is to conceptualize the first period of AI media technologies. For comparative research of an emerging field, case studies are selected from four fields, such as NewsTech, SocialMediaTech, ConversationalMediaTech and FakeMediaTech. This selection is based on a preliminary study (Feher 2020) and a work-in-progress knowledge platform called "AI Media Research". Comparing the case studies, two findings became available. First, even if the media and tech companies have large datasets and track records,

they constantly face human and AI-scaled biases. Second, even if social impacts are moderated these companies need to represent socio-cultural diversity for their mainstream role. Interpreting the results, a key challenge is defined if biases compromise diversity and vice versa. This output suggests considering the trust in media by dynamics of socio-cultural diversity and biases. Even if machine heuristics allows reducing human biases (Cloudy et al. 2021).

Considering the findings, the paper contributes to building a human-centred AI mediatization. The next step is formulating principles for applied media ethics and defining responsibility levels for AI media services. These steps support trustworthy media services (Hohenstein and Jung 2020, Jakesch 2019) in information production and distribution of power.

Acknowledgments

MED03 - AI, datafied homes and dataveilllance

PP 566　Perceptions of personal information privacy in the context of smart home devices, mobile apps, and location tracking

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The ubiquitous use of technologies in everyday life is multidimensional. These provide continuous interactions, endless entertainment, and practical convenience for many people. Location tracking tools help people keep track of their sports activities, personal travel histories, connect with friends, and safeguard loved ones. Mobile apps offer interaction, practical support, shopping, finance, and entertainment amongst others. Smart home devices provide convenience, information and amusement. However, there are a plethora of privacy implications to be considered in the ever increasing ubiquity of these devices and applications. Not only can unwarranted third parties access sensitive information, but others might be caught up in the active gathering of information without any clear consent or control over their data. To understand how people perceive privacy we consider its social value (Regan, 2015). Building on Nissenbaum's (2004) theory of Privacy as Contextual Integrity, we explore how different technologies and contexts condition people's perception of personal information risks, norms, and expectations. This provides insights into how privacy considerations are situated in users' everyday practices, relationships, and family dynamics.

In order to explore perceptions of personal information privacy in different contexts, we conducted focus groups and interviews with 106 British and Dutch participants aged between 23 and 60. In this research, vignettes and activities were used within focus groups to prompt participants to think about technologies being used in different contexts. Interviews focused on personal uses of technology in practice. Within this research, smart home technologies, location tracking, and mobile apps formed the three topics around which the respondents reflected on benefits of technology use and their privacy concerns and risks.

This research indicated that how participants constructed risks associated with using these applications was directly connected to how they saw information flows between actors, its norms, and contexts. Preliminary results indicate that people uphold different norms of appropriate use of information for smart home technology providers, mobile platforms, and personal connections. Moreover, they voice different expectations for different types of information, for instance, private interactions in the home are deemed more sensitive than location data. The results of this research show that how people discuss the use of these ubiquitous technologies supports Nissenbaum's framework of contextual integrity. Additionally, the complexity of people's responses highlights how privacy needs to be seen as a dynamic phenomenon intricately woven into people's everyday lives. This directly influences how people adopt and interact with new technologies and applications. The contextual and everyday nature of technology use needs to inform policy and regulations around technology in order for these to be of actual use in people's lives instead of a 'one-size fits all' approach to privacy legislation.

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Media, Cities and Space

■ **MED03 - AI, datafied homes and dataveilllance**

PP 567   **What triggers chilling effects of dataveillance?—Qualitative evidence on how users' imaginaries of dataveillance inhibit their digital behavior**

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Our everyday life has become highly digitized: we read articles online, scroll through news feeds, or google health symptoms—and all these online actions leave digital data traces that are automatically collected, aggregated, and analyzed. This _dataveillance_ can be problematic as perceiving it can have a _chilling effect_ on mundane and legitimate information and communication behaviors (Büchi et al., 2022; van Dijck, 2014). Such _self-inhibition_ can manifest in avoiding searching for a certain topic online or refraining from posting something on social media for fear that these data traces could lead to potential harms in the future. These chilling effects of dataveillance are problematic in a democratic society as they deter individuals from informing themselves unrestrictedly and voicing their opinion freely, which are essential requirements for well-functioning democratic processes (Büchi et al., 2022; Penney, 2016; Véliz, 2020).

Extant empirical research confirmed that people are somewhat aware of dataveillance (e.g., Lupton, 2020) and that they limit their legitimate information and communication behavior in response to this perception (e.g., Marthews & Tucker, 2017; Penney, 2016; Stoycheff et al., 2019) . However, the intricacies of these mechanisms remain empirically understudied.

To fill this research gap, this study first addresses imaginaries (Bucher, 2017; Lupton, 2020) of dataveillance, namely, to which degree internet users have a sense of dataveillance, how they acquire it, and how they feel about dataveillance. Second, it investigates how a sense of dataveillance leads to chilling effects on digital behavior, namely, what own behaviors internet users limit due to perceived dataveillance and how they feel when (dis-)engaging in such digital behaviors.

To address these questions, we conduct qualitative semi-structured interviews with 15 individuals from diverse life stages and social environments (Brinkmann & Kvale, 2015; Lareau, 2021). The interviews are transcribed and analyzed continuously parallel to the interviewing process using the qualitative coding software MAXQDA to adapt the topic guide to emerging themes.

Our results show that people imagine dataveillance primarily in terms of state surveillance and that corporate actors are perceived as less of a threat. This sense of dataveillance mainly originates in external shocks like news articles about data scandals and internal perceptions from concrete internet-use experiences like becoming aware of personalized advertisements. Interviewees report reacting to this heightened sense of dataveillance with limiting their digital behavior. In addition to searching for information and expressing opinions, we identify further legitimate, mundane behaviors in other life domains (e.g., participating in online dating, buying things online) that are affected by a sense of dataveillance.

These results contribute to an empirically founded understanding of the nature of a sense of dataveillance and resulting chilling effects on digital behavior and thus advance research in this emerging field. Insights from the qualitative internet-user interviews contribute to rendering these chilling effects more tangible. They provide the basis for a representative survey and a mobile experience sampling study as part of a mixed-methods research design, that will investigate the prevalence of chilling effects in digitized societies on a population level.

■ **MED03 - AI, datafied homes and dataveilllance**

PP 568   **Tracking mediatization with a machine learning classifier of pseudo-events**

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Pseudo-events were conceptualized by Boorstin (1961) to differentiate those events that are staged for media publicity (e.g. press conferences) from authentic, unplanned occurrences (e.g. natural disasters). Pseudo-events flood news coverage (Boorstin, 1961; Tandoc Jr & Skoric, 2010) and are produced by those with resources and power to negotiate with news media outlets to seize the public's attention in order to legitimize and amplify their preplanned messages (Clarke, 2003). To attract media attention, pseudo-events must abide by the "modus operandi" of media institutions – media logic. Until now, how to quantitatively operationalize and measure pseudo-events, an index of the mediatization process, has remained ambiguous. This research proposes a machine learning classifier as a new

tool to measure pseudo-events, providing historicity, specificity, and measurability — three tasks set forth for new mediatization research (Ekström et al., 2016).

Developing an accurate measure for pseudo-events is challenging. It can be hard to determine after the fact whether an event was primarily staged for media coverage, or if it would have occurred without media coverage, which is Boorstin's key criterion of pseudo-events. To clarify this ambivalence, this study situates the phenomenon of pseudo-events within mediatization (Hjarvard, 2013): whether an event is dominated by media logic reveals whether the event is primarily planned for media and thus qualifies as a pseudo-event. For example, Apple's CEO touting Apple's products in a grand launch would be coded as a pseudo-event because it is dominated by media logic (and not economic logic, for example, which would only require the development and sale of new products).

To advance empirical mediatization research through content analysis, we offer a supervised machine learning classifier, which is trained with human-coded data and its performance is evaluated with its consistency with human coding results. To develop the best classifier tool for capturing pseudo-events from a large amount of news coverage, this study constructed and tested four types of supervised machine learning classifiers. Using 1,279 human-coded news articles to train and test our machine learning classifiers, we found that one classifier was superior in concept sensitivity and specificity. This tool, therefore, promises broader applications of machine learning content analysis to reveal complex mediatization phenomena in journalism.

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MED04 - Mediatized Lifestyles

PP 663   News lifestyles in the context of the digital society: the case of young people news options

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Young people's (aged 12–18) relation with news is problematic and often characterized by negative ideas, even if we rethink it in the domain of the digital society. The pandemic situation brought rebirths in the importance of news consumption and also in the need to consider news trustworthiness. In this presentation, we will rely on theoretical ground to situate the relationship between youth, news and digital citizenship since the beginning of this century, with an emphasis on the past 10 years (as it meets the transition from the static web 1.0 to a more participative web 2.0 with new trends on news production and consumption). As the 2019 Reuters report proves, younger audiences are driven by progress and enjoyment in their lives and this impacts their core attitudes in terms of their relationship with news (Galan, Osserman, Parker & Taylor, 2019). Within the project Youth, News and Digital Citizenship – YouNDigital (PTDC/COM-OUT/0243/2021), this task comprised selecting the main publishers (e.g. Sage, Taylor and Francis, Routledge and Palgrave McMillan) and search engines (e.g. Google Academic, B-on), and the multidisciplinarity of the researchers enrolled in the project. Three research questions guided our research: 1) What were the main subjects identified across time? 2) What gaps are identified? 3) What mediatized progressions the literature reveals?

Initial results point to a decreasing interest in this area from the beginning of the century with a revitalised interest in news in the last five years connected with discussions triggered by the challenges and opportunities that digital environments bring and in relation to fake news. The analysis also points to a shift from a tradition more stressed in the traditional journalism environments to the new opportunities of consumption and production (Clark and Marchi, 2017). Upholding this, Meijer (2020) proposes the move forward to a new paradigm, asserting that to reach younger audiences with good journalism, journalism cannot overlook innovation and needs to acknowledge young audiences as central figures.

Also, there is a lack of research that tackles different genders and socioeconomic environments. In these contexts, frequently, inequalities and gender bias are neglected, reinforcing the invisibility of some groups (Cerqueira, 2020). These dimensions might give some light on the different types of (des)connections between young people and news, going deeper knowing better news consumption means, incidental and leisure snacks (Boczkowski et al,

2018) and media avoidance and resistance (Edgerly et al. 2018). Participatory approaches are also almost invisible in the research (Clark and Marchi, 2017).

As we are moving forward from the deep mediatized society (Couldry and Hepp, 2017) to more complex digital by default lifestyles marked by the post-pandemic, social and digital shifts we need a co-collaborative and contextual understanding of emerging social frames and processes deriving from here. Given this, attitudes and practices towards news depend more on contextual variables than on a binary cause-effect relationship between being young and civic (dis)engagement.

MED04 - Mediatized Lifestyles

PP 664   Making "good use" of mobile media: Surveying smartphone practices as a social and moral space

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This paper applies quantitative methods to explore people's moral perceptions and values related to smartphone use based on a nation-wide, representative survey in Sweden 2021. The paper develops a sociological approach to smartphone use (and non-use) as a moral and culturally classificatory space, marked by continuous negotiation as to what it means to make "good use" of everyday technology. Similar concerns have to some extent been addressed previously, especially in qualitative research on digital media environments (see e.g. Madianou and Miller's work on "polymedia" and a series of projects on "digital domesticity" conducted by Kennedy et al.) and in studies of digital unease, non-use and what Portwood Stacer calls "conspicuous non-consumption". Many of these previous projects have their roots in media ethnographic work on the moral and symbolic aspects of media appropriation and domestication (see work by Morley, Silverstone and others). In quantitative analyses of smart-phone users, however, the meaning of "good use" has in most cases been determined beforehand, by researchers themselves (often in terms of "productivity"). Correspondingly, there is a growing body of research addressing "problematic" smartphone use, especially addiction and over-dependence leading to distress and declining school performances among young individuals. Such studies are biased towards psychological perspectives that rarely problematize the socially shaped nature of cultural values and classifications.

Against this backdrop, this paper investigates not only people's smartphone use and how they perceive of it, but also how they judge the ability of *others* – "people in general" – to make good use of their devices. The empirical analysis focuses on three areas. The first area concerns how social-cultural distinctions emerge based on the pur-poses for which smartphones are actually used. Different practices were plotted into a Bourdieusian social space, constructed by means of multiple correspondence analysis, showing that things like navigation, following online auctions, making career updates and using the smartphone for work purposes are particularly distinctive. Second, the study looked at people's attitudes when it comes to how (a) their own life and (b) the lives of "people in general" are affected by smartphone use. Here, few significant variations were found pertaining to social space, besides a positive correlation between capital possession and a belief that people's quality of life is improved by smartphone use. Younger individuals and women stated to a greater extent than older individuals and men that the smartphone made them – *and especially other people* – more stressed, while at the same time leading to less loneliness and providing important societal and commercial information. Third, the study addressed the moral aspects of *how* smartphones are used by (a) oneself and (b) "people in general". Whereas men and younger people thought themselves to be more knowledgeable than others about the usefulness of apps, especially young women felt that they, and even more so *others*, were easily distracted and wasted time on their smartphones. A "third-person effect" – that respondents ascribed over-dependence, illegitimate behaviour and a lack of control to others rather than to themselves – was found across most demographic categories.

MED04 - Mediatized Lifestyles

PP 665   Mapping media life: Mediatization as conceptual mediator in a hyper-fragmented academic field

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This paper forwards the empirically driven argument that the open-ended study of the importance of media in peoples' everyday lives provides empirical nuance to the predominately theory-oriented field of mediatization

research. Additionally, our endeavor charts new terrain in media and communication studies, as it instigates dialogue between different, more or less insular, sub-fields of media and communication research.

In this paper, we approach mediatization as "growing reliance on media", which is anchored especially in Couldry and Hepp's (2016: 37) understanding of deep mediatization as "the increased reliance of all social processes on infrastructures of communication," but also in other strands of research that approach mediatization foremost as a matter of growing dependence on media texts, technologies and institutions (e.g., Jansson, 2014, 2018; Hjarvard, 2018). This means that we understand mediatization as a movement through which people to a growing extent experience that their lives are entangled with and reliant on various media.

We use three waves of a Swedish "mediatization survey" – which spans over five years (2017–2021) and includes over ten thousand respondents. Empirically, we illustrate a relative stability in the domains of basic human desires (Reiss, 2004) wherein media are perceived as indispensable. Using exploratory statistical analysis, we arrive at the conclusion that deep mediatization revolves around three main dimensions: people's reliance on media for: 1) *(re)productive desires* (i.e. sustaining and managing the private, intimate, social sphere), 2) *recognition desires* (i.e. influencing and getting recognition from others), and 3) *civic desires* (i.e. affirming one's anchoring in society at large). Accordingly, these three dimensions cut across the sociological layers of family life, "others" from which social recognition is sought, and society at large, and they constitute what we refer to as the *variants of deep mediatization* in the realm of everyday life.

Given the relative stability in the variants of deep mediatization over time, we initiate a theoretical discussion on how different *types* of media reliance – functional, transactional and ritual – pertain to the three social-psychological realms identified. Such an elaboration, we argue, has the potential not just to delineate mediatization in a more detailed manner. Also, it helps us in identifying both shifts in the foci of media scholars over time, and the contemporary blind spots in the "hyper-fragmented" (Waisbord, 2019) field of media and communication studies. We thus end by opening up a discussion on how different strands of our rather disparate field may be brought into dialogue through the notions of deep mediatization and media reliance.

MED04 - Mediatized Lifestyles

PP 666   Rethinking the impact: Dimensions of mediatization

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The aim of this paper is to contribute to 'Rethink Impact' of mediatization and mediatization research. This is done by analysing a specific context over a longer time span. Thus, I reply to the call for an open agenda in mediatization research issued by Mats Ekström, Johan Fornäs, André Jansson and Anne Jerslev (2016). They ask for 'historicity', 'specificity' and 'measurability' in mediatization studies.

My understanding of mediatization is in line with Ekström et al. as 'media-related social transformations'. They observe in particular 'the area of culture and everyday life'. I apply *religion* as a prism to study mediatization in general.

Through analyses of a range of cases on 'religion in the grip of the media' from 1970 to 2020 I draw conclusions on the general mediatization in Norway over the span of fifty years (Lundby 2021).

The mediatization in Norway, as in other countries, relate to dominant media. There has been an acceleration in media saturation and media dependency which indicate a growing impact of communication technology through the years. Today's increasingly digitized lives must be understood on the background of former media settings. With cues to the different phases in my study on Norway:

- 1970–1980: Broadcasting monopoly, few alternative media.
- 1981–1991: New radio and tv channels, the party press dissolves.
- 1992–1996: Commercialization of the media sector.
- 1997–2006: Digitalization of 'old media', World Wide Web.
- 2007–2015: Smartphones, social media, big platform companies.
- 2016–2020: Datafication, Artificial Intelligence, deep mediatization.

The mediation of public religion changed during these fifty years, indicating expanded cultural and social diversity as another precondition for an intensified impact of mediatization:

- in relation to society: From challenged hegemony to intensified conflicts.
- in media production: From meaning control to digital participation.
- in media content: From respect for tradition to critical distance.

· in user patterns: From collective response to individual choice.

Mediatization occur in the interrelation between media changes on the one hand and social and cultural changes on the other. However, grand generalisations may be misleading. With my methodology of 'measuring' mediatization through characteristic cases of mediated public religion over time, I discovered that in my material the impact of mediatization varied along several dimensions. In my cases I observed:

· **Realized** vs. **potensial** mediatization.
· **Intended** vs. **unintended** mediatization.
· **Long-lasting** vs. **short-term** mediatization.
· **Deep** vs. **superficial** mediatization.
· **Global** vs. **local** mediatization.
· **Contemporary oriented** vs. **tradition oriented** mediatization.
· **All-embracing** vs. **conflictual** mediatization.

Thus, the impact of mediatization, understood as media-related social transformations as well as in political regimes of societal impact, must be nuanced along a range of dimensions.

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MED04 - Mediatized Lifestyles

PP 667   Guided or steered? A logistical approach to tourism in the platform economy

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This theoretical paper advances a logistical approach to the study of tourism in the platform economy. As such, it initiates a dialogue between media(tization) studies, tourism studies, and critical geographical research on logistics.

One of the most pervasive consequences of, and premises for, the platform economy is that people's spatial and communicative practices are monitored, predicted, and *steered* as part of the extractive processes whereby various industries turn digital data streams into formulas for customizing services, information and advertising. In critical scholarship, this latest stage of "deep mediatization" (Couldry & Hepp, 2016) has been framed as, for example, "surveillance capitalism" (Zuboff, 2015) and "data colonialism" (Couldry & Mejias, 2019). At the same time, the platformization of daily life has seen the expansion of unprecedented media affordances for people to envision, plan and coordinate various tasks and activities, not least in relation to travel and mobility. Thus, the platform economy brings together and entangles two principal realms of logistical activity, fostering a potentially turbulent social condition (cf., Chua et al., 2018). What is at stake, ultimately, is the question of human autonomy and agency; whether the new techno-socio-spatial order (cf. Leszczynski, 2015) favours human ambitions, or, rather, leads to further conformism and predictability.

This paper examines *tourism* as a paramount example of this development. Not only is there a well-established ensemble of *logistical media* (e.g., Case, 2013; Peters, 2013, 2015) accompanying tourism (maps, time-tables, guidebooks, and so forth). Tourism is also a realm of reflexive choice, yet marked by social stratification and differences in terms of whether, where and how people are actually able to utilize new logistical platforms to realize any of their travel projects. It is thus a good place to look if one wants to problematize questions of agency in relation to digital logistics. Still, while the relevance of logistics, and logistical media, has started to gain attention in media and communication studies, especially due to the growing concern with (digital) infrastructures, software and surveillance (e.g., Peters, 2015; Rossiter, 2016; Andrejevic, 2018, 2019), as well as in critical geographical and sociological research on global supply-chain management (e.g., Neilson, 2012; Kanngiesser, 2013; Hepworth, 2014; Chua et al., 2018), similar views have not yet been appropriated in the study of digital tourism geographies.

The suggested approach entails three key components. It (a) takes "digital logistics" to include not just digitalized forms of logistical management but also logistics *of* the digital, what is called *logistical accumulation*, and (b) applies a *bottom-up perspective* concerned with the compromised agency of tourists in the face of logistical accumulation, which in turn opens up for (c) a critical account of the *logistical frictions, conflicts and inequalities* characterizing digital tourism geographies.

Media, Cities and Space

PN 183   Three Strands of de-Europeanization

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The talk will present some first results of the Horizon 2020 project EUMEPLAT- European Media Platforms: Assessing Positive and Negative Externalities for European Culture. We will focus on three emerging threats to Europeanization, all related to resurgence or strengthening of nationalism: the level of trust in political and media institutions; the lack of contents circulation among countries; and the fracture between Eastern and Western European media systems. In the first case, second-hand data will show a consistent pattern, according to which people tend not to trust the EU, and at the same time they are increasingly skeptical about news media and public service media – to some extent, the problem on which disinformation campaigns are premised. In the second case, data reveal the scarcity of cultural exchanges among countries, and the stable centrality of national TV contents, thus preventing the shaping of a properly pan-European audiences and taste. Finally, the last decade has also marked an inversion in the convergence process between Eastern and Western European media systems, with Western investors leaving Eastern Europe after the 2007–2008 economic downturn. With this respect, the "first-wave" of reformation has played everywhere a fundamental role in the de-monopolization of State control and in the transition from public control to public service, without being able to overcome some structural limits, related to slow technological innovation, limited professionalization of journalism, and lack of Europeanization of media regulation, likely to favor new concentration tendencies and the resurgence of nationalist discourse.

PN 184   Europeanisation, trust and media systems

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Much like a system is made both of elements and its relations, Europeanity and Europeanisation (E&E) are made of different dimensions (elements) and sustained by unique and contingent forces (relations). One of such relation is trust, which, cutting across the E&E dimensions of culture, values, political Institutions, and European Public Sphere (EPS) and media industries, is an indicator of the quality of the experience of being and becoming European. Starting from the premise that a process of European integration would require its citizens' trust rather than distrust, in this paper we will explore how trust relates to Europeanity and Europeanisation. Considering the E&E dimension of culture, we recognize that the recent socio-political ruptures (e.g. Brexit), public health crisis (e.g. the Covid-19 pandemics), the environmental crisis (e.g. the COP26 meeting of Oct-Nov 2021), have inaugurated a new, challenging post-pandemic era of neo-globalization. One of the ways deployed by the EU to address some of these challenges is to invest in science and technological innovation. This strategy capitalizes on the integration of transnational research collaboration and pursues scientific research excellence as one of its essential E&E value. However, as with all cultures, this European culture of scientific excellence relies on constitutive outsides, for example, European citizens being presented with science and technology innovation solutions rather than being given the chance to influence such solutions from an early stage of development. In other words, while technological and financial innovation advances neo-globalization processes at the supra-EU level, its citizens are excluded as key stakeholders Therefore, we outline the implications that this contradiction bears on citizens' trust. We will do so against a backdrop of Euroscepticism as a form of distrust in EU political institutions, a phenomenon that is exacerbated by the weakness of a common European Public Sphere and whereby European people end up preferring a local form of identity as a response to the spread of supra-national flows. Since Euroscepticism thrives across European media systems, we will finally focus on trust in media communications across the media industries. To this end we will outline how trust in media in general as well as trust in the information coming from specific types of news media, including those on digital media and social networks, link to trust in European political institutions. By doing so we will be able to outline areas for intervention in media and communication strategies that directly impact on and support efforts directed at fostering Europeanisation and Europeanity in the future.

MED05 - Media platforms and Europeanization

PP 755 **Refugeedom and the struggle over the construction of Europeanity: A discourse-theoretical analysis of the documentary Along the Borders of Turkey and its YouTube comments**

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Europe has many meanings, and there are many approaches towards understanding Europe. Even when common sense often points to its material characteristics, such as a land mass or the people living in this territory, the many contingencies and vagueties—even at this level—bring out questions about how Europe is discursively constructed (Delanty, 1995; Said, 1995; Paasi, 2001; Aydın-Düzgit, 2012; Wodak & Boukala, 2015).

The discourse-theoretical approach (Laclau & Mouffe, 1985; Torfing, 1999; Carpentier, 2017) that we will use in this paper, is highly suited for a reflection over Europeanity, or what it means to be European. This approach allows us to acknowledge that Europeanity has no stable essence; it is a deeply contested concept, with a long history of diverging articulations, as we will discuss in the theoretical part of this paper, first mapping out the different discursive constructions of Europeanity, and then zooming in on some of its (semi-)hegemonic articulations, especially those related to benevolence.

This theoretical framework will then be activated for a case study, using a discourse-theoretical analysis (Carpentier, 2017), of two episodes of a documentary series, Along the Borders of Turkey, produced and broadcast by the Dutch public broadcaster VPRO (in 2012), and later uploaded on YouTube (in 2017). As discourses—including the discourse on Europeanity—are always performed, we are interested to see how these episodes and the comments they provoked (368 and 59 comments respectively), contribute to particular constructions of Europeanity.

This documentary series is particularly relevant because it constructs Turkey as constitutive outside of Europe, and because the two selected episodes (on Cyprus and Greece) focus on refugees, displacement and migration. Particular the tensions and contradictions caused by different migration flows, with bodies considered 'strange to Europe' entering the European territory, provide amble opportunity to better understand how particular articulations of the Europeanity discourse are made visible, evaluated and gently discredited and/or validated in these episodes. More in particular, the analysis will show how the episodes represent the contradictions between European benevolence on the one hand, and popular intolerance and the workings of the border apparatus on the other. The episodes can thus be seen as both the representation of, and the intervention in, an unresolved discursive struggle over what being European means.

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MED05 - Media platforms and Europeanization

PP 756 **The Awakening of Volksgeist: Dual Nationality and Nationalism in the Lithuanian Media**

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Around 90% of the European Union (EU) allow or *de facto* tolerate dual citizenship. The remaining ten percent do not allow dual citizenship *de jure* and do not tolerate it *de facto*. Lithuania is one of those 10% countries, and, in fact, has one of the most punitive citizenship laws in the EU. This harsh dual citizenship policy attracts heated public debates but has not yet reached sufficient scholarly attention in Lithuania or abroad.

In 2002, Lithuania liberalised dual citizenship, allowing it for migrants residing in some countries. However, in 2006, the Constitutional Court of the Republic of Lithuania reached the decision that dual citizenship could be granted in exceptional cases only; and, in turn, ruled against the Lithuanian diaspora in the United States, Canada, Australia, and Argentina who, at that time, were eligible for dual citizenship.

The constitution can be amended by a referendum, and if 3/4 of all eligible voters participate in it. In 2019, a referendum was held to amend Article 12. The proposal for this referendum involved amending the constitution and allowing Lithuanians to hold dual citizenship with a list of EU, EEA, NATO, and the OECD countries. However, Lithuanian citizens would be prohibited from obtaining dual citizenship if the second citizenship were of a country affiliated with Russia, or were participating in some international partnerships, such as the Commonwealth of Independent States, Collective Security Treaty Organization, and the Eurasian Economic Union. In the 2019 referendum, the majority of people in Lithuania voted in favour of dual citizenship; but political apathy won – the results of the referendum were inconclusive due to the low electoral turnout. This disturbing political apathy is not a new occurrence in Lithuania and is open to interpretation, but some lessons from the referendum should be learnt – those Lithuanians that participated in the referendum supported the idea of dual nationality – those that ignored the referendum may not have had any interest in the matter; or, by exercising their right not to vote, were by default voting against.

Through the lens of nationalism, this research aims to investigate whether the proposed and failed attempt to alter dual citizenship laws has been impacted by the Lithuanian digital news media. It investigates two everyday phenomena – everyday nationalism and everyday news media. To find the answers to the relevant questions, a qualitative content analysis of news media articles was employed. This presentation argues two Lithuanian digital media portals – Lietuvos Rytas (Lithuanian Morning) and Respublika (The Republic) – may have contributed to the aforementioned referendum failure, as both articles show various signs of nationalism when reporting on the dual citizenship question. Ironically, this study could also lead to making an impact as there are plans to organise another referendum on dual citizenship in 2024.

MED06 - Digital communication and media perception

PP 776   Tactics of invisibility

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The means how datafied platforms have permeated our (mediated) everyday lives has gained a considerable amount of attention, both in public and in the recent literature on critical data studies (van Dijck 2014; Kennedy 2018). Through manifold datafied platforms in our everyday lives we write ourselves into being. At the same time, we operate with data and data technologies, inside a nexus of data-mediated relationships (Lee 2021). Consequently, we work out our relation to data, to data interfaces (through which we connect to digital contexts), to data circulation" (how data is stored, how it moves), and eventually to the ways the data is abstracted and manipulated (Lee 2021). Data and the relations we make to and through it profoundly shapes our everyday living, in becoming a (digital) subject. As Barassi (2019) argues, the presence and visibility on datafied (social media) platforms – and the associated uses of surveillance technologies and personal data collection, are mechanisms of constructing datafied citizens and can be seen as part of neoliberal governance.

As various data platforms force the individual into constant presence and visibility, they also normalize surveillance culture in everyday life. However, the demands for visibilities are not equal. Recent literature in critical data studies uses the term vulnerability in problematizing this (Hermida et al. 2020). Drive for constant visibility brings to light new types of vulnerabilities, which often multiply existing (structural) ones. Eubanks's idea of double vulnerability suggests that we should focus on the processes of how structural inequalities are written into datafied everyday life. At the same time, we need to look on algorithmic vulnerabilities: how subject positions and frames for agencies are constructed through data visibility, and how they seldom fit with individuals' lived experience and self-understanding (Thornham 2019). The problems posed by data-driven culture have been analysed from the perspective of discrimination and inequality (focusing on already disadvantaged or vulnerable groups (Favaretto et al. 2019; Eubanks 2018, Kennedy 2018), but the ways how datafied environments are part of experienced vulnerabilities in our everyday life is still unclear.

The paper focuses on three groups of people commonly defined as "vulnerable": those who are unemployed, undocumented migrant persons and asylum seekers, and older people. Through diaries and interviews with a total of 85 participants from three groups in presumably vulnerable positions currently living in Finland, we aim to understand the tactics (de Certeau) of balancing invisibility and connectivity within everyday surveillance culture. We cover the ways forced visibility manifests in our analysis and identify four kinds of tactics, for example those of sidestepping and non-sharing. We argue that the participants developed agency through these tactics. What

seemed at the outset as digital resignation – and as giving up – was experienced as "standing up for" one's liveable datafied life. This resistance may not change underlying power structures, but it illustrates that resignation is also about resisting the forced visibility of datafied platforms.

Keywords: tactics, invisibility, data platforms, surveillance culture, vulnerabilities

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MED06 - Digital communication and media perception

PP 777   Match made in the technical heaven – a discourse analysis of dating technologies

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During the past decades, the number of involuntary singles has been rising significantly in industrialized societies (Statista, 2021). Internet meetings mediated through dating apps and platforms is increasingly replacing the roles that family and friends once played in bringing couples together (Rosenfeld, Thomas, & Hausen, 2019), and has a considerable impact on how relationships are formed, and the way couples meet today. Thus, single persons represent significant business opportunities for online dating technologies. Dating technologies promise to assist with finding the single a partner, yet several users report the opposite: that these technologies have done it more difficult to find a partner (Romano, 2017). We wanted to investigate this paradox through the following research questions:

· What does dating technologies promise users?

· What arguments are these promises based on?

To answer these RQs, we conducted a critical discourse analysis (Fairclough, 1995) of 46 dating apps focusing on narratives concerning love and match making. We find that dating technologies reproduces two main discourses. First, the platforms address a romantic discourse that is prevalent in our modern society, which is a narrative about finding the right one, experiencing great and long-lasting love (Øfsti 2010). This romantic discourse is predominantly represented in the apps in five narratives: 1) Finding love; 2) The One; 3) You [deserve love]; 4) Romance, and 5) Life change.

The second discourse we find, accord with an optimistic and magic-like perception of technology and what it can do. It can be sorted in three technology-optimistic narratives that fit the romantic discourse: 1) Sorting mechanisms; 2) matchmaking-technology, systems, and algorithms (inclusive artificial intelligence), and 3) other different technical affordances (e.g. like, search for).

A key construct in both discourses, found in all the apps, is the rhetorical figure – and technological feature – 'match' which points to _The One Person_ that fits _You_. An argument that complies with 'match' is related to the digital dating-space (free from the spatial and temporal restraints of physical meetings) and their 1) advanced matching technology and, 2) large pool of platform members. With reference to successes of 'matches' in the past (number of couples being previously matched), present (number of members in the app) and the future (number of people that are likely to be members shortly), the argument is that the apps will assist the user with solving the problem of finding romantic love – if not today, then tomorrow or next week.

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MED06 - Digital communication and media perception

PP 778   Internet Galaxy's Techno-meritocracy: On the Myths of Deep Mediatization

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According to Manuel Castells (2001) there are four cultural layers of Internet galaxy: techno-meritocracy, hackers, virtual communitarians and entrepreneurs. Scholars usually focus only on the latter three, but it is science and technological world on the top of this cultural construct. I will argue that this leads to two different views of the myths

of deep mediatization. One, represented by Californian ideology (Barbrook & Cameron 1996) and counterculture (Turner 2006), proposed Stewart Brand as a crucial pioneer of technological development and Silicone Valley as the avant-garde. Brand himself relied on the findings of neoliberal intellectuals and cyberneticists, but in order to understand the differences between mythologies of different layers of Internet galaxy we have to start with techno-meritocracy that "was enlisted on a mission of world domination (or counter-domination) by the power of knowledge" (Castells, 2001: 60). I will propose a different set of myths of deep mediatization which should be considered as the myths of the upper echelon.

1. *Myth of ,them'. Myth of ,us'* (Couldry 2015) implies a corporate narrative about freedom of the users. It is "based on business models of generating revenue from users' data" (Hepp 2020: 117). The myth of 'them' is based on the power-holders' view of humans as merely behavioural systems (Schelling 1978), information processing insects (Simon 1996), cluster of gnats (Popper 1972), that could be "nudged" by paternalistic alterations and AI (Thaler & Sunstein 2008). Myth of 'them' replaces human agents with artificial simulations in computerized models.

2. *Myth of knowledge.* There is an assumed God view behind colonial datafication (Couldry & Mejias 2019) or "perfect knowledge" (Zuboff 2019) that will lead to the big data consciousness (Mayer-Schonberger & Cukier 2013). Actually, for neoliberals there is no Queen of knowledges (Drucker 1993, Hayek 1960), especially "so-called scientific knowledge" (Machlup 1980). For Machlup (1980: 150) knowledge is understood in populist and post-truth terms as "what people think they know", their desires, feelings and mental states that could be turned into data.

3. *Myth of social automata.* Instead of "total algorithmic control" (Couldry & Mejias 2019) and utopia of certainty (Zuboff 2019), there is no command economy of the digital automaton but persistent disequilibrium (Kelly 2008), chaos theory (Drucker 2004) or automata's self-reproduction through random error (Neumann 1995). Techno-meritocracy does not propose automatic regulation of social interactions but introduces market-like disequilibrium and expects users to self-regulate and produce new level of complexity.

4. *Myth of the 'singularity of economics'.* Economics as a branch of sociology that is applicable to all human behaviour (Mises 1996, Becker 1976), so that it provides analytical tools for everybody. It should take the place that astronomy had at the beginning of the modern age and heliocentric revolution (Drucker 1969). It is Nobel Economic Prize Winners that have to be at the centre of the analysis of datafication and digitalization. Deep mediatization is a process produced through academic achievements in connected fields of economics, cybernetics and computer science.

MED06 - Digital communication and media perception

PP 779   The COVID-19 vaccination campaign and the rise of the mediatization of ignorance

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Modern medicine is full of unknowns. Many of these correspond to unknowns that health professionals are aware that exist, therefore they can be called known unknowns (Whooley & Barker, 2021). In situations of deep uncertainty – like in the case of the COVID-19 pandemic – certain known unknowns arouse a great deal of attention in media. For example, when the first news about the coronavirus disease appeared in the media between December 2019 and January 2020, expressions like 'mystery virus' or 'unknown pneumonia outbreak' were constantly used by journalists. However, as knowledge became available, a name was given to the 'mystery virus' (SARS-CoV-2) and the 'unknown pneumonia outbreak' was established as a new disease (COVID-19).

While known unknowns are not unreliable on its own, it is argued that they can become misinformation if its circulation is maintained over time once knowledge has been established. Considering the 'infodemic' (Lovari, 2020) that has surrounded the pandemic, the purpose of this theoretical study is to discuss the consequences of disseminating known unknowns through the media, albeit temporarily, on the management of the COVID-19 crisis. Particularly, the paper draws on insights from mediatization theory and ignorance studies to analyze AstraZeneca vaccine controversies in the media. When several countries stopped using the vaccine in early March 2021 to investigate its possible relationship with cases of blood clots (Wise, 2021), the link between the two quickly became a (bio)mediated reality (Hallin et al., 2020).

That is, in the process of waiting for more evidence, what was mediatized at the beginning was not knowledge about the vaccine but its unknowns (known unknowns). The process where unknowns end mediatized is what this study denominates as the mediatization of ignorance, which in the case of the COVID-19 pandemic results from a combination of logics from the areas of politics, health, and science/industry. Furthermore, it is argued that the mediatization of ignorance should be understood as a three-step process that likely increased vaccine hesitancy at

a time when vaccination was crucial to advance towards the end of the crisis. The paper concludes by suggesting that only by exploring the power that ignorance holds the 'infodemic' that has accompanied the pandemic will be fully addressed.

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MED07 - Mediatized working worlds and learning

PP 852   A question of perspective?! From Research-Based Learning to Research-Based Seeing via Video

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Within the framework of a joint research project, funded by the Federal Ministry of Education and Research, Germany, we deal with the use of video technologies in the context of research-based learning in large groups by the example of sustainability. Based on Reimann's (2016) model of academic teaching, which distinguishes three stages of research orientation with different levels of maturity, we develop and test the use of different video technologies on an individual, social, and organizational level in the sense of a design-based research approach.

One focus here is on 360-degree video, which, compared to fixed-frame formats, offers specific didactic options on all levels mentioned above, in that a (learning) space can be individually opened up in all directions and, when using appropriate devices, highly immersive access becomes possible (Hebbel-Seeger, 2018). Presence experience and transportation (Hofer, 2013) in the course of the reception of 360° videos prepare the field for a phenomenological access to a problem field as a starting point for the development of a problem awareness, which again is causal for a research-based engagement with the subject in question. This aspect plays a special role, not at least in the field of sustainability that we have worked on as an example, since existential experience and emotional involvement are inherent in the subject matter.

When exploratory seeing is video-based, distanced and repeated viewing is possible. The manipulation of the video in terms of temporal progression (slowing down or speeding up) also opens up new possibilities for cognition, as does a change in the direction of playback. Cuts and filters promote an "exploding vision" in order to discover new things. In the exchange with others, the use of 360° video allows interindividual approaches to be understood in the sense of "social video learning" (Vohle, 2016) and different perspectives to be negotiated in the truest sense of the word.

In the proposed contribution we want to outline the concept of "exploratory viewing" as a specific interpretation of the didactic model of exploratory learning based on concrete examples.

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MED07 - Mediatized working worlds and learning

PP 853   **Framing mediatised worlds – A theoretical model to analyse and visualise the impact of entertainment on our everyday lives**

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Our mediatised daily life is characterised by a multitude of entertainment experiences (Wimmer 2013: 114), be it the mobile game with friends on our commute to work, the chat about the latest Netflix series with colleagues or going to the cinema with our partner on Sunday. These entertainment experiences do not take place in a vacuum but are actively integrated by people into their everyday lives, unfolding an individual and context-specific meaning and significance. However, media effects research usually assumes a passive immersion into narrative worlds or monocausal, linear effects without any real world context (ibid.).

In contrast, the theoretic model developed and presented within this study offers the possibility to conceptualise and visualise entertainment as an active construction of "mediatised worlds" (Hepp & Krotz 2014). Movies, TV shows, games, books and other mediatised worlds of entertainment are considered to be "communicative figurations" of pleasure (Hepp 2013). These communicative figurations are created or spanned by the communicative practices of both para-social (fictional characters) and social actors (friends, relatives, co-viewers) along thematic frames. Building upon the work of Deterding (2012), who considers media usage situations as "framing" in a literal sense, I differentiate between "mondial framing" (allocating narrative content), "relevance framing" (allocating significance and personal meaning) and "reference framing" (allocating reference to one's personal life). As a result of this framing, movies, books and other mediatised worlds of entertainment can create meaning within the daily lifeworld, which in turn can be visualised through their size and distance as in a coordinate system (with the "self" in its centre). For instance: The closer a gaming world is allocated to the self and the larger it is framed, the more relevance and reference it unfolds in the life of the gamer. At the same time, these framings give rise to the investigation of two-sided exchange relationships that take place between these worlds.

The model thus allows for a comprehensive and comprehensible way to analyse and visualise the interrelation of mediatised worlds of entertainment and the daily lifeworld. It conceptualises entertainment as communicative figurations of pleasure that are actively integrated into our everyday lives – bearing in mind all its personal, social and spatio-temporal contexts. The applicability of the theoretic model will be illustrated based on preliminary results of a media diary study on the daily impact of movies, TV shows, books and games.

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MED07 - Mediatized working worlds and learning

PP 854   **Impacts on the mediatization of professional work: Learnings from the pandemic**

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The proposed presentation wants to discuss how the pandemic has fostered the mediatization of professional work. It reconstructs how a wide range of professional working practices have become mediated in 2020 and 2021 and discusses external, pandemic-related as well as structural and individual factors that have functioned as driving forces.

Referring to the theory of mediatization (Krotz 2014), it assumes that the integration of digital technologies into professional contexts is grounded in the applicability of their communicative potentials. Thus, professional work becomes comprehensively mediatized as soon as it makes sense to work constantly via the internet and with the help of digital technologies. The COVID-19 pandemic is regarded as an exogenous, non-originally media-induced stimuli. It has entailed conditions under which transferring professional work into mediated practices has

become meaningful. Against this background, it is argued that the pandemic has fueled "highly dynamic mediatization" (Author 2022).

The empirical research reconstructs how professional work was mediatized due to the pandemic-related contact restrictions and how the digitization of professional work progressed in the Corona lockdowns by examining working with digital media in 2020 and the first quarter of 2021. The media practices of twelve professionals were analyzed by doing qualitative in-depth interviews via Zoom (Salmons 2016). The interview partners work in the fields of further education, as sports trainers, and social workers in Germany: Due to the pandemic, they had to transfer a core professional activity, which they previously did not perform digitally or just to a very limited extent, to the internet. The sample was systematically quoted according to age, gender and profession. The interviews focused on the practice of digital work in everyday life as well as on the role of media technologies during the pandemic, infrastructures like IT-support and individual media skills. Data Analysis was done inductively using the analytical tools of Grounded Theory (Corbin & Strauss 2015).

Findings show that the pandemic had an enormous impact on the mediatization of professional work. Employees from all three areas underline that processes of digitalizing professional work were speeded against this background. Not only working together as teams and with clients or customers was comprehensively mediatized via video conferencing and other tools, but also structures of data storage and for working on remote were established. Individual characteristics as age or the infrastructure – digital media and support that were provided by the employer – had an impact, too. Also, little digitized German administration as an external factor shaped the mediatization of professional work by slowing it down.

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MED07 - Mediatized working worlds and learning

PP 855   The Mediatization of Work? Young workers and gig work apps in Sweden

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In the past few years, Sweden has seen the rapid growth of a type of company using web and mobile app platforms to match workers with casual jobs (e.g. Gigstr, Yepstr, Taskrunner). These companies position themselves as part of the "gig economy" (i.e. an economy based on payment for individual "gigs" rather than permanent employment contracts) and crucially also function as media platforms: they create web pages, apps, and online content; they encourage users to create their own media content; and utilize some features of social media. They are different from delivery-focused gig economy companies (e.g. Uber, Foodora) because they act across many different categories of service work rather than just one.

Our theoretical lens for analyzing the (potential) mediatization of work through these apps is an updated version Schultz's now-classic model of mediatization (2004:88–90) which proposes four dimensions of mediatization: *extension, substitution, amalgamation* and *accommodation*. Schultz's model was developed in the 2000s, and recently scholars have described the rise of digital media platforms as a further "deep mediatization" (Couldry & Hepp 2017:34) which includes *datafication* as an additional dimension where "… an increased proportion of communication relies on infrastructures of communication based on the collection and processing of data" (ibid, 52). A further update to the model is Jansson's (2018) introduction of the term *counter-mediatization* to describe how media users invent and engage in practices in order to maintain a sense of autonomy (Jansson 2018: 156–157). Mediatization does not necessarily imply the wholesale acceptance of the media saturation of everyday life, and nor does it imply that this is a "natural" and unavoidable process.

Based on 31 in-depth interviews with young (16–25) gig-workers using these platforms (interviews were conducted in 2019–21, mostly during the COVID-19 pandemic; interviews covered "normal" as well as pandemic-era practices), a complex image of the mediatization of work emerges. The practices and attitudes related to mediatization among respondents range from indifferent to reluctant: none of the respondents could even remotely be described as an enthusiastic participant in a mediatized working life. None post about their jobs on social media, and all

respondents make limited or no use of the mediatization options on offer by these apps, beyond the bare-bones basic function of applying for/getting jobs. Some respondents do engage in counter-mediatization, e.g. calling or physically visiting the gig platform companies directly in order find jobs (thereby bypassing the app altogether), or maintaining direct contact with previous employers (also intentionally bypassing the app). Neither are respondents particularly enthusiastic participants in the "gig economy" but rather view their "gigging" as pragmatic and temporary; nearly all envisage their future jobs and job market participation as stable, secure – and non-mediatized.

Pointing towards future research, we suggest that these platform companies engage in what could be called *performative mediatization*, i.e. exaggerating their mediated nature and similarity to social media platforms as part of their marketing and in order to attract venture capital funding. The paper also presents some observations on the (counter)-mediatization of work during the COVID-19 pandemic.

Media Industries and Cultural Production

PP 057 **Where are the women? Gendered Indian digital production culture post #metoo**

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My article examines the influence of platformization in labour exchanges to assess how gendered expectations impact digital production cultures. It investigates the socio-cultural transactions that women from the above-the-line professions have to navigate as they seek work opportunities in Indian online video services—celebrated for employing 92,000 workers (see Deloitte, 2020) and facilitating autonomy and relatively progressive content (Kay, 2018).

Using a feminist production studies (Banks, 2009) approach, I locate the varied ways through which gendered expectations become the norm in portfolio distribution. Drawing from scholarship that foregrounds feminist intervention in production studies, this research offers a nuanced understanding on how and why on-screen dynamic representations and democratic entrepreneurial working structures do not eradicate gendered production norms.

To do so, first, I conduct an empirical study to assess women's participation in Hindi-language web-series (N = 359) produced between 2014 (first web-series produced in India)-2020 in critical roles (Direction, Production, Writing, DOP (Director Of Photography)) on YouTube, Zee5, SonyLIV, Netflix, Amazon Prime Video, Hotstar, Hooq, Viu, Disney Hotstar, Voot, Ullu, ALTBalaji, RelianceJio, TVFPlay. Within production, the specific roles I consider for the data collection are Producer, Head of Production, Executive Producer or Creative Producer. The collected data on the mentioned roles were coded as per their gender. I have taken the help of flixgini.in and Imdb to ensure that we cover most web series. Second, I complement this data with semi-structured interviews, ranging between 60–90 minutes, from above-the-line media practitioners (esp. women) (n-22) consisting of writers, directors, producers, editors, cinematographers, streaming service executives who come from Mumbai, Kolkata, Kochi, Chennai, Delhi, and Bangalore.

Preliminary findings reveal that 496 women were employed compared to 2029 men in 359 webseries produced between 2014–2020, with the lowest participation of women in Cinematography (6%). Further, the ongoing interview data highlights that the politics of power, privilege and entrenched patriarchy help govern the gendered digital production cultures. My respondent of cohorts alluded to how implicit biases often drove the reading of algorithmic viewership metrics to suit the hiring of men over women. Some of the recurring themes that have emerged from our on-going interviews with cinematographers, writers, producers, directors, and streaming service executives (n-14) reveal the following: Systematic use of algorithmic data to exclude women writers from the labour force, exclusion of women based on education, caste, class, and colour, gendered notion of production roles like cinematography, direction and costume, abuse of the #Metoo movement to exclude women from networking and production roles, pay disparity, and gendered gate-keeping to maintain the invisibility of marginal communities. The paper concludes that the power of opportunity arising out of technological intervention masks patriarchal structures. On the contrary, it encourages novel ways of reinforcing labour inequalities.

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PP 058 **Multiskilling on Location – Occupational convergence in factual TV production**

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Skills are a central issue in debates about training requirements and enhancing "employability" for current and future media practitioners. Technological developments, particularly the rapid rise of digital technology, and the correlating changes to media production and training have gained a prominent position in these debates. A central concept in this context is convergence – the convergence of media forms, technology and organisations but also

of occupational roles in media production. This paper focuses on the latter and explores the impact of recent shifts in the division of labour for workers in factual TV production with a focus on skills and multiskilling.

Within media production studies and cultural industries research, most studies investigating skills and multiskilling focus on journalism practice and the impact of multiplatform journalism on work processes and responsibilities. They highlight the ambiguous impact of convergence processes including multiskilling on journalistic practice and attitudes. This includes, on the one hand, perceptions of greater creative autonomy, upskilling and empowerment (e.g. Nygren 2014, Menke et al 2016), and, on the other, a loss of autonomy, deskilling and stress (e.g. Wallace 2013, Bro et al 2016), especially when coupled with economic rationalisation.

The majority of convergent skill requirements for journalists relate to what Domingo et al (2007) call 'media multiskilling', meaning the production of content for different media. While multimedia production is a central concern in journalism production, multiskilling in television production tends to concern different aspects. This includes what Domingo et al (2007) call 'technical multiskilling', referring to the convergence of technical production tasks, but also relates to a shift in occupational profiles and responsibilities. In contrast to journalism, TV production teams tend to be bigger with a wider range of specialisms and greater dependence on close collaboration. But in the last two decades, economic and technological developments have rearranged traditional divisions of labour in the television industries, introduced new technologies and created new job roles. Although this makes the boundaries between production roles more porous and enables flexible career specialisation, discussions in trade publications and on online industry fora raise questions about programme quality and production standards (e.g. cinematography.com, broadcastnow.co.uk), while industry trade publications and production handbooks claim that a broader skill base covering a range of production roles is a necessity for contemporary television workers (e.g. Ward et al 2016).

This paper presents initial findings of an ongoing research project investigating skills and digital technology in television production in the UK. The presentation focuses, firstly, on the TV industry discourse surrounding skills requirements and training, and secondly, on the experience of multiskilling demands among production staff. Building on the debates outlined above and drawing on the analysis of industry and trade publications as well as interviews with factual television production staff, the paper discusses the impact of multiskilling and occupational convergence on working in TV production. In particular, this discussion will address the implications for (1) training, (specialist) expertise and career development, (2) collaboration/isolation and working conditions, and (3) autonomy and textual (including technical) quality.

MICP01 - Shifting Production Cultures

PP 059   AI at the movies: should algorithms determine which films get made?

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Film, as a particularly complex multi-stage and multi-modal gesamtkunstwerk, has so far seen attempts to incorporate AI technologies into parts of the cinematic production process in both small and significant ways, whether through image and graphics creation, object recognition during photography, animation, special effects generation, and editing, amongst others. However, it is in the film industry's business and commercial aspects and at the early production stages that AI is now making strides. Hollywood companies are gradually adopting AI tools developed by new technology start-ups to analyse financial, script, and/or audience data and ultimately influence studios' commissioning decisions. This paper examines the nascent emergence of AI applications in the film industry, specifically at the pre-production and greenlighting stage, where decisions are made as to the feasibility and earning potential of film projects. Based on case studies of two of the more high-profile companies providing predictive analytics to the film business, interviews conducted with their chief technology officers (CTO), and an analysis of the media discourse surrounding recent developments in AI in the film industry, I interrogate the critical discussions emerging from the use of intelligent algorithms in the film business. Concerns explored include the notion that the data used to train such algorithms reflect certain biases (racial, gender, or ideological) that, if left unaddressed, may shape mainstream film production and notions of diversity and novelty in problematic ways. Further, what impact will the use of AI-enabled tools in the film industry have on its human labour force, and how will this change job scopes? This paper thus seeks to outline current efforts to navigate these questions and tease out further nuances in the cultural and industrial implications of AI's growing influence in film production processes, particularly the ways AI might influence notions of creativity, labour, and reception. While this phenomenon is still in its infancy and the first use cases have not been made available for scrutiny, there is nonetheless an urgency in articulating such concerns and possible implications to create more awareness about the potential trajectories for the use of AI in film culture and in media production more broadly.

Media Industries and Cultural Production

PN 040   Extended Choice 2.0? New publication practices in public service television the digital era

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Streaming platforms' huge entertainment catalogues and appropriation of AI based personalization within a larger on-demand driven media culture is currently changing the television industry (e.g. Frey 2021; Lobato 2020; Poel et al. 2021; Johnson 2019). This development has changed the conditions for what John Ellis (2000) famously called "The last creative act in television": the discipline of scheduling in the broadcast television industry. To schedule, that is to put together a time structured editorial product according to certain principles and with a number of communicative and commercial functions has been a cornerstone in television production for decades. The schedule – and the ability to schedule content – used to be a key parameter in attracting and retaining viewers. Still these professional abilities are of utmost importance for the television companies, and for public public service television it is of cultural-political importance too to meet core public service obligations and values. However, the "last creative act" is challenged. Building on recent contributions to television content promotion studies and to scheduling studies the paper argues that in the present changes to the television industry the time structured dimension of television is of continued importance. However, the characteristics of the medium's identity is accompanied by the space structured dimension of the inhouse (S)VOD-services produced by the television companies themselves. These new time-and-space structures of content publishing need to be included in the professional work and skill sets of the schedulers alongside the kind of input the on-demand use of television by the viewers generates. Based on findings from Danish PSTV we suggest a theoretical and methodological framework that focus on how 'the schedule', the curated 'interface' of the (S)VOD as well as the links between the two modes of television can be an object of analysis. Furthermore, the paper will focus on how the professional work of the schedulers, the editors and the curators can be approached. In this framework recent contributions to the discussion of the future of the public service idea and its institutional organization are included. Based on this theoretical and methodological approach we will finally point to a possible new phase in the continued ability of public service television to adapt and re-configure itself as a medium central to democratic society in the digital era (Syvertsen et al. 2014). The suggestion is to re-visit the conceptualizations of public service television argued in the industry and among scholars the late 1990s and ask whether an extended choice 2.0- approach is a feasible framing of the future trajectories.

PN 041   Algorithm + Data + Interface = Programmes: A relational analysis of BBC iPlayer

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In a world of seemingly endless choice, algorithms have become integral to the organisation, delivery, and discoverability (Lobato, 2018, 2019; Mazzoli and Tambini, 2020) of audio-visual content. In offering us more tailored recommendations, they are a necessary and effective means to combat what John Ellis presciently called "choice fatigue" (2000). But they also change the fundamental nature and experience of legacy media – in the case of television, from one of a linear, "planned flow" (Williams, 1974) through which broadcasters can achieve their commercial and/or public service objectives via the act of scheduling, to a more non-linear, database (Manovich, 1999) form determined by opaque, abstruse, and sometimes unpredictable algorithms. These developments raise a number of important questions which media studies scholars have begun to address: What does the proliferation of streaming platforms mean for the production, planning and discoverability of audio-visual content? To what extent can the established temporal logics and practices of broadcast scheduling be transferred to the spatial realm of the VOD platform? Is personalisation compatible with the delivery of public service values? The answer to these questions requires a technical expertise and understanding of these platforms and their concomitant algorithms – a type of domain specific knowledge that is not traditionally associated with the field of media studies. Even with this knowledge, critics such as Paul Dourish (2016) have argued that algorithms are highly resistant to analysis for a myriad of reasons: They are complex, multifaceted and difficult to "read" as they are written in a variety of programming languages; they are often proprietary and therefore impossible to access; their performance relies on the (often propriety) datasets that underpin them; they can be hard to locate and/or demarcate within a networked eco-system comprised of dozens if not hundreds of other algorithms. Given their inextricable nature, Dourish argues that algorithms cannot be examined as discrete objects and thus advocates a model of relational analysis inspired by Niklaus Wirth's (1975) formulation that "algorithms + data structures = programs". This paper

builds on Dourish's model of a relational analysis by describing and demonstrating its potential application to an analysis of BBC iPlayer. In doing so, I identify and examine several distinct components of VOD platforms and consider the relationship between them. These components include algorithms, data and data structures, and interfaces. The analysis will make use of original interface and catalogue datasets compiled over several years and will combine these with analyses of data ontologies and data architectures published by the BBC. Ultimately, I utilise Dourish's model of relational analysis to demonstrate one possible method for VOD research, to demonstrate the potential insights that such an approach can yield, to "re-think" the broader challenges, opportunities and impacts that platformization has for the discipline, and to argue for improved data literacies and access to data so that media scholars can keep abreast with their rapidly changing object of study.

MICP02 - Challenging the discoverability and diversity of Public Service Television in an on-demand media culture

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PN 042 An Expedition into the Heart of Data: Learning from Data-mining Video on Demand Interfaces

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The increasing importance of Video on Demand (VoD) interfaces as means for TV companies' exposure of programming ('content') to viewers ('users') creates an interest in studying these interfaces. However, the classic methods and concepts from broadcast scheduling must be combined with methods from the fields of Human Computer Interaction, User Experience and online marketing. The interactive spatiality of the VoD interface adds new questions of visibility and discoverability. Algorithmic personalisation adds further to the complexity in answering the question: Which content is shown to the users (and which users)? This paper is a field report on the discoveries made in the process of collecting, cleaning and analysing VOD data from the Danish public service media "DR" and its VOD service "DRTV". The paper reports on the initial challenges and choices in research design, on the iterative and reflective processes of data-cleaning which eventually leads not only to new observations but also to a conceptualisation of new exposure metrics for VOD interfaces. The paper reflects on the reflective process in which these metrics emerge, an on tensions between the heritage of scheduling studies and the 'new land' of data mining as interplay between hypothesis-driven research and 'explorative data analysis' (Tukey, 1977). Finally, the paper discusses, based on the DRTV experiences, the blind spots and methodological traps when producing quantitative descriptions of cultural phenomena, such as video on demand services: Behind the neat grid-structure of the VOD interface, one will find a jungle of data ambiguity, conflicting categorisations and typos which all together transforms the quantitative description into an act of creative interpretation of data.

PN 043 Challenges in television programming

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There are differences in how the television stations, "digital content companies" as some like to call themselves, deal with the changes that have occurred in the audiovisual panorama in recent years, and in particular since the arrival of the VoD services. The different attitudes are conditioned, among other factors, by the public or private ownership and management of the company, its size and the scope of coverage (local, national or international). But there are certain issues that all them share, the perception that this is a crucial moment, a time of a paradigm shift and that it must be faced from the assumption of certain risks and the conviction that there is no magic formula for all and not yet an established and validated work pattern for success. The changes that programming professionals working on Spanish and Basque television stations define as most relevant in the field of creation of the offer and its consumption can be grouped into three main groups: the internal organization of the medium, the creation of the programming schedule from a multimedia perspective and, consequently, the new relationship with the audience. In the first case, the traditional television companies, both public and private, have entered a phase of deep restructuring of the company itself, redefining the professional profiles and functions of programmers and, in many cases, creating new services and accessory companies that work for or with them. Secondly, the scheduling of the offer, already integrating the space-time perspective, is not constricted to a single medium and is planed thinking on the "content path" or, in other words, on the user's journey when accessing and using the unlimited audiovisual content available. Finally, all these factors create for the multiplatform media companies new ways of understanding the relationship with the audience, provoking the rethinking of the role that the audiovisual media should play in society, and in particular of those in the public service sphere, the redefinition of the ways to measure success and, therefore, new audience metrics with that objective. This paper will analyze these questions based

in the information collected in twelve in-depth interviews with professionals of the programming departments of some of the most significant television stations in Spain and in the Basque Country. This qualitative research covers the relevant pre-pandemic period (2019) and until the end of 2021 a time when the evolution that has been taking place in the audiovisual landscape in the last decades suffered a major acceleration.

MICP02 - Challenging the discoverability and diversity of Public Service Television in an on-demand media culture

PN 044   What to Watch? The Impact of Discoverability on the Socio-Cultural Value of Television

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A growing body of academic work has explored how interfaces, algorithms, data, technology, software, and the broader industrial contexts within which they operate, shape the visibility and discoverability of content. McKelvey and Hunt (2019: 1) describe discoverability as 'a kind of media power'. The power of industry actors to act as gatekeepers in the circulation of content doesn't just determine which content is most visible or available, but also has the ability to shape what is deemed of economic, cultural and/or social value to users (Mazzoli, 2020: 310). Yet, despite growing academic, industry and policy interest in discoverability, there remains relatively little data about how audiences find and decide what to watch. One consequence of this is that academic research has tended to focus on the technological, industrial and economic factors shaping people's routes to content, while social and cultural factors, such as household dynamics and communities of interest, have been less visible. It also means that audiences' potential agency and subjectivity in the power dynamics of on-demand media culture are often over-looked. Questions of audience subjectivities are particularly important in relation to public service television (PSTV), given that public service media systems depend on audience legitimacy for their survival. Furthermore, if discoverability has the potential to shape the value of media systems, then how might changes to the discoverability of television be altering the value of PSTV in the eyes of audiences? This paper draws on a quantitative survey of 1,500 UK participants conducted in May 2021 that built on two waves of qualitative semi-structured interviews examining how people find and decide what television to watch. Combined this dataset asks what impact discoverability has on the diversity of people's media consumption and the values they place on television. In doing so, it argues that industry, policy and academic debates about discoverability need a far greater empirical sense of audiences' situated agency in order to understand the power dynamics of on-demand media culture and their impact on PSTV.

MICP03 - Infrastructures, Platforms and Approaches to Media Industry and Cultural Production Studies

PP 264   Global tech and data sovereignty. Communication infrastructures as boundary objects in the networked media economy

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Global tech corporations have relentlessly blurred and obfuscated their nature and their role in the media industries with the hopes of avoiding scrutiny and accountability. They assume key roles in the distribution of communicative power effectively interconnecting the world through an intricate array of networks. These networks form the backbone infrastructures on which the media industries operate and are currently shifting from nationally regulated systems of telecommunications and broadcasting networks towards a global ecology where 5G technology, data centers and content distribution networks become increasingly important. As the relentless privatization of the world's communication infrastructure continues to grow in favor of global tech corporations, the public ideals of open networks become more elusive, exposing issues of power and control within these emerging infrastructures.

This paper proposes that communication infrastructures can be understood as boundary objects that help both highlight and untangle the function of global tech organizations and their power. Our theoretical discussion rests on boundary theory (Star, 1989; Akkerman & Bakker, 2011), institutional logics (Lounsbury, Ocasio, & Thornton, 2012), and democratic theory to understand how datafication connected to increased ownership of communication infrastructures by global tech organizations allows these companies to escape policies and regulations in most countries. More concretely, we propose a typology of media and tech organizations in relation to their position regarding data production, data collection, and data distribution vis à vis national institutions.

Using Norway as an exploratory case study, we map and analyze these new value chain players and the concentration of physical infrastructure ownership. Through document analysis and policy reviews, we focus particularly on the organizations' communicative power, and societal reach to assess the overall threats to nations' data

sovereignty and the formation of media conglomerates that while escaping national regulations are now integral to a networked media economy and slowly becoming too big to fail. This new form of networked communications ecology is crucial to understanding how to apply legal jurisdictions, and how to even define what communication infrastructures are.

MICP03 - Infrastructures, Platforms and Approaches to Media Industry and Cultural Production Studies

PP 265 **Expanding Perspectives on Media Industries Research: From Sites of Production to Productive Relations across Sites**

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This paper proposes an approach that reorients and expands the agenda of media industries research to account for a range of transformations that have occurred in the past decade in the content and form of mediated communication. Developments in sensing technologies, computational media, data storage, and software have transformed the politics of media production and distribution, re-orienting media towards transactional exchanges that occur "behind the screen". In parallel, transformations in the ownership and organization of the digital infrastructures of media production and distribution have been changing the landscape of actors and power relations within various sectors. Big Tech companies are today largely dominating the infrastructural layer of media production and distribution, while new infrastructural services that they provide have broadened the possibilities of smaller media companies to build new digital services, while bringing local and national content into new international, online media markets.

This paper proposes "media backends" (Parks, Velkova and De Ridder, forthcoming) as an approach to think through these transformations by expanding the concerns and objects of study of media industry research in two ways. First, it outlines the need to transcend a long-standing analytic within the field that divides media production and industries into different genres; and orient instead towards the critical study of industrial and institutional logics, labor politics, and economies of media distribution at the "backends" of digital media. This involves asking questions such as how "AI" and recommender systems are sourced, in terms of labor, materials, and energies? How are media systems anchored, institutionally and politically across distributed but interconnected places? How does automation transform media labor and production cultures? Whose work maintains computational processes and operation of digital media infrastructures? How can media policies be designed to account for these conditions? Second, such questions require going beyond thinking in terms of "sites" of media production (such as studios) to specifying and analyzing multiple distributed sociotechnical relations across sites. These include algorithms and "AI", data centers, and infrastructure workers; prisoners, scholars and artists; research labs and exhibition galleries. They also involve legislation, electricity grids, cables, antennas, rare minerals, and feminine voices. Attending to how these multiple entities become enrolled in the production of media today requires further integration of media industry studies with approaches from science and technology studies, platform studies, and design studies that could enrich understandings of media labor, policy and relations of cultural production.

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MICP03 - Infrastructures, Platforms and Approaches to Media Industry and Cultural Production Studies

PP 266 **Big Tech & the Welfare State: Comparing Scandinavian Internet Infrastructures & Political Economies**

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Over the last decades, Scandinavia has grown into one of the most digitized regions in the world with almost universal internet coverage, high-speed broadband connections, and substantial usage of all kinds of digital services (Randall and Berlina, 2019). The internet, by now, serves as a critical foundation for a wide range of societal functions as illustrated and accentuated by the handling of the COVID-19 crises (think of remote schooling, testing and detection activities, information dissemination, etc.). The Scandinavian welfare states are, in other words, deeply reliant on internet infrastructures and on the market actors who supply the basic tools and services to make digital solutions operational (Andreassen et al., 2021).

The extensive digitization of the Scandinavian welfare societies has, on the one hand, been pushed by national governments through extensive public digitalization strategies and investments. On the other hand, the inherent

processes of datafication and platformization emerging from the growing use of digital services, challenge the basic welfare principles and structures (Dencik and Kaun, 2020). Global big tech companies hold increasingly dominant positions in the Nordic digital markets and bring with them entirely different ideologies, corporate practices, and modes of governance. Public regulators and policymakers struggle to amend and develop frameworks to protect 'the common good', ensure citizen rights, and promote fair competition. In other words, the evolution of the Scandinavian internet is both a result of and a threat to the historical pillars of the Nordic welfare states (Syvertsen et al., 2014).

While the ubiquitous power of big tech is increasingly addressed in public debates, we lack empirical evidence and scholarly discussions about how to understand the historical transformations that welfare states in Scandinavian are currently undergoing. Contributing to this agenda, our paper analyses and compares the infrastructures and markets that support digital communication in respectively Norway, Sweden, Finland, and Denmark. Specifically, we compare the ownership of access networks, backbone infrastructures, apps and websites, and third-party services to assess how globalized, disrupted, and commercialized the four contexts are.

The empirical investigations provide a unique insight into an unmonitored and largely hidden, but essential, part of the digital economy. They draw attention to the consequences of the persistent focus on legacy media and show a path for future analyses and regulatory initiatives. As such, we encourage scholars as well as policymakers to scrutinize and discuss the broader digital ecosystems and market structures.

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MICP03 - Infrastructures, Platforms and Approaches to Media Industry and Cultural Production Studies

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PP 267 **At the mercy of the objects, we study? Approaching the implications of relying on commercial and proprietary data sources and tools for critical research**

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In recent years, researchers have become increasingly reliant on commercial and often proprietary data sources in order to conduct studies with and about digital platforms and infrastructures for datafication (Schroeder, 2019). This dependency, which is far from reciprocated, raises important questions regarding future avenues for scholarly research. In other words, it calls for new and fundamental discussions of the consequences of being at the mercy of large commercial corporations and their technologies for carrying out critical research, often on and about the very same corporations and technologies.

The paper approaches this issue through an analysis and discussion of three cases of standard and widely accepted data sources and tools within digital research that are 1) commercially driven, 2) developed for purposes other than research, and 3) only available so long as the actors that offer them find it advantageous. The cases and what they are in fact *a case of* include a) the Facebook engagement score and the *selection of measurements*, b) Amazon Alexa's web audience measurements and the *construction of rankings* c), and Google's app store Google Play and the *mapping of data markets.* Each constitute a critical case that illustrates the opacity of metrics as well as the limited access to data and methodologies. At the same time, the cases traverse the subject areas of various fields within the broader digital research community. The analytical discussion maps out the methods and intentions that go into the data sources or tools in question in order to get at the implications of their (lack of) transparency, the incentives for making them available, as well as possible alternatives. As such, we ask of each case: Who owns and offers it and why? What is (not) measured and how? And what role does it play in contemporary research?

As such, the paper is adjacent to recent discussions of the gradual limitations and shutdowns of the APIs of large digital platforms (e.g. Perriam et al., 2019; Venturini & Rogers, 2019), which used to comprise large 'data pours' for both private industry and scholarly research. It is also somewhat related to discussions of industry-academic partnership like the contract between Harvard and Facebook for the Social Science One project, which also holds important repercussions for researchers' ability to carry out critical studies (e.g. Bruns, 2019). And lastly it builds on early work within critical data studies that conceptualises of a divide in research between respectively the data rich

and the data poor (boyd & Crawford, 2012; see also Andrejevic, 2014). However, the paper broadens the discussions, while also focusing specifically on the data 'poverty' inherent in the unequal reliance on sources and tools, which were built for purposes that are quite often far from the research purpose they serve in scholarly inquiries.

MICP03 - Infrastructures, Platforms and Approaches to Media Industry and Cultural Production Studies

PP 268 How have streaming services evolved on the web and can we find their contents, metadata, and graphical user interfaces in the web archives?

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Today, the media companies that rely on streaming services are constantly publishing new versions of their software, and thereby altering the user's experience. This is part of a highly competitive market, which is evolving as quickly, if not faster, than the web and app ecologies that support it.

The Internet Archive, as well as national libraries in countries with mandatory deposit legislation, document the cultural industries online and receive or collect their published content. However, no National web archive nor the Internet Archive hold a copy of the Netflix catalogue for research purposes. Nor its websites or its many apps that frame users' access points to the Netflix catalogue across different devices. If Netflix and similar streaming services do not grant access, then researchers must build their own collection or turn to the national archives.

This paper presents findings from a survey of web archiving of _streaming services_, in the form of published content, metadata, and user interfaces as collected in the Danish web archive 2005–2021.

I apply a broad yet flexible definition of streaming (Spilker & Colbjørnsen, 2021; Herbert et al., 2019), which states that streaming has various dimensions and is best understood comparatively. Utilizing an open explorative approach proposed by Fage-Butler et al. (2022), I map the evolution of the term 'streaming' (incl. semantic variants: stream*) in the Danish Web Archive. First, this will show when and how often the term 'streaming' occurred on the Danish Web. Second, which actors (websites) on the Danish Web used the term 'streaming' the most, and how their use has evolved. Third, who among these actors (websites) were the most important, and how this changed over time (network analysis of links). The mapping allows me to narrow the focus by reviewing to what extent 50 prominent streaming services in Denmark have been collected. I measure the number of elements archived per streaming service: websites, web players, the published media content, its metadata, and device-specific apps.

The existing collection and documentation of streaming services and their elements are lacking. These findings point to an urgent need to optimize how we document and collect streaming and its elements to research the impact of streaming across national and international web domains. This paper further unlocks the archived Web as a source with its own particular features and as empirical data (cf. Brügger et al., 2020).

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MICP04 - Digital Media Values: Apps, Movies, News, Podcasts

PP 368 Who made my clothes? The impact of critical consumption apps on the legitimacy in cultural fields

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Like many cultural industries, fashion is going through a political moment (Lusty, 2021). Critical consumers, magazine editors and designers demand a transition to a more sustainable and just industry, stimulated by online activism (Horton and Street, 2021). More 'radical transparency' in the supply chains of fashion is thereby often seen as a panacea, both by activists and industry insiders, leading brands to disclose their supply chain information (Richards, 2021). This information is often overwhelming and difficult to parse. Apps like Good On You and Clear

Fashion offer a solution by translating opaque supply chain information into clearly understandable sustainability and fairness criteria against which brands are rated ranging from 'avoid' to 'great' (Good on You, 2020).

This paper uncovers how these apps emerge as novel cultural intermediaries that impact the logic of cultural legitimacy in fashion by introducing new political criteria of who and what counts as legitimate. They thereby compete with the fashion media usually constructing these criteria. By translating supply chain information into understandable ratings, these apps are not unlike magazines translating Parisian runway trends into comprehensible fashion styles for their readers. This paper thus asks how these apps do this intermediary work in practice, focusing on design choices for legitimation frames and how these apps relate to actors like fashion media, activists, and brands. Ultimately, this paper demonstrates how apps introduce political legitimation frames in cultural production fields that traditionally revolve around a 'dual economy' of culture and economy (Bourdieu, 1993).

Theoretically, this paper brings the literature on cultural intermediaries and legitimacy (Smith Maguire and Matthews, 2014; Alexander and Bowler, 2021) in dialogue with the bourgeoning literature on the platformization and appification of culture (Morris and Murray, 2018; Poell et al. 2021). While studies acknowledged the role of algorithmic 'infomediaries' in digital contexts (Morris, 2015), the role of apps in reshaping cultural legitimacy in traditionally non-digital cultures like fashion remains understudied. I therefore combine the insights of intermediary literature on legitimation with platformization and appification literature's insights into the role of apps in cultural production and disintermediation.

Methodologically, I combine the walkthrough method (Light et al. 2018) with semi-structured interviews with app designers and entrepreneurs of three apps. The first method allows for structured understanding of the apps' usage and intended purpose. The interviews uncover the underlying design choices and business strategies and what motivates them, and how they engage with other fashion actors.

The expected results of the paper are twofold. First, I demonstrate how apps serve as a conduit for political legitimation logics pushed by activists. By using judgement criteria set out by fashion activists, apps introduce political frames of legitimation to compete with aesthetic and economic legitimation logics, while also drawing in new actors in the field. Secondly, I find that through their strategies, apps are potentially replacing traditional intermediaries like fashion magazines as authoritative figures in fashion, upsetting the fashion's symbolic hierarchy and threatening fashion media industries. These findings are relevant for all cultural fields facing the twin challenge of digitalization and critical consumer activism.

MICP04 - Digital Media Values: Apps, Movies, News, Podcasts

PP 369   Imagined affordances and value creation in social network markets in the case of film industry

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The contemporary dynamics between film industry and film audiences is often characterised by increasingly diverse, idiosyncratic and personalised content delivery and consumption options, as well as a shifting producer-consumer relationship. The emergence of streaming platforms and platformized film consumption has emphasized the relevance of these characteristics, while datafication and digitalization of audience experience has expanded the dynamics even further. Such processes that shape the relations between film industry professionals and film audiences have put more pressure on big and small, global and local, commercially-oriented and state-subsidised film industry players to know, manage and shape their audiences.

But how to address these dynamics in a multidimensional manner in order to examine how such interconnections and relations shape the film experience as well as how public, economic and consumer value (Holbrook, 1999, Ibrus et al., 2018) is created? By integrating the notions of imagined affordance (Nagy and Neff, 2015, Davis & Chouinard, 2016), value network (Peppard and Rylander, 2006) and social network markets (Potts et al., 2008), we examine the following research questions: (1) how the formation of imagined affordances by film industry professionals and film audiences shape the film experience; (2) how value is created in social network markets and how imagined affordances of film experience impact it. Thus presenting a theoretical framework for dealing with the specifics of contemporary dynamics within the film industry as a social network market.

In order to answer the research questions and apply the theoretical framework, we focus on a case study on the Estonian film industry. The paper is based on over 20 in-depth interviews with Estonian film industry professionals from different nodes of the network (CEOs of cinema theaters, distributors, producers, financiers etc.), document analysis, and 5 focus group interviews with film audiences (N = 21). The results illuminate such practices of different agents that lead in one hand to forming and shaping imagined affordances and film experiences and on another to co-creating value. Thus, we present the specifics of how social network markets operate and how value creation is collectively performed in such markets.

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MICP04 - Digital Media Values: Apps, Movies, News, Podcasts

PP 370   Trust in times of Polarisation and Social Media: the challenge of building an audience for digital news

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The World Wide Web has been a massive booster for the expansion of information and communication services. This is especially valid for information about recent affairs and issues where a huge number of available digital resources meet with an increasing interest in news. The recent growth in digital news consumption has sparked a renewed interest in the relationship between trust and patterns of news use. We know that trust in the news was in decline in many (but not all) countries before the Covid-19 pandemic. The pandemic itself has been an exceptional situation bringing some contradictory implications with it. On the one hand we can see that declines in trust occurred in parallel with falling trust in many other institutions, also coinciding with declines in traditional print and broadcast news use, and sharp drops in advertising revenues. These decades-old trends have been compounded by more recent concerns over so-called ‚fake news', and associated attempts by politicians and other powerful people to use this term to discredit the mainstream media. On the other hand we see traditional and established media providing very much trusted information in crisis situations. Despite this, we currently know relatively little about how the dynamics of trust in news operate beneath the top-level figures and headline trends – and beyond exceptional situations in general.

This paper uses data from the Reuters Institute Digital News Report to focus on how trust in different types of news outlets varies. This variation is explained by a diachronic perspective and using the annual surveys conducted in Austria for the years 2016–2021. The Austrian context is complemented with key findings from the global survey. The Digital News Report data is based on an online survey of around 90,000 respondents globally. Special survey segments complemented questions about overall trust in the news with questions that explored levels of trust people have in individual news outlets. Thus, this paper is able to examine whether different types of news outlet are more or less trusted, and how this relates to their use. It also explores how other socio-demographic factors shape trust in individual news outlets, and how this combines to create an overall perception of the news environment.

More specifically, this paper is structured around answering the following research questions: (i) Is trust a necessarily condition for building and maintaining a large audience? (ii) What are the conditions for success for those news outlets that score low on trust but nonetheless have a large audience? (iii) How does the relationship between trust and news media literacy vary for different news outlets? (iv) How is polarisation and partisanship of news outlets evolving and affecting trust in mainstream news media?

This paper uses the Austrian surveys as a national case study in combination with international trends in digital news. Some specifications of the Austrian news market (e.g. the highest usage of printed newspapers of all countries compared) provide valuable explanations on the relationship between different news distribution channels, digital outlets and consumption patterns in combination with trust.

Media Industries and Cultural Production

PP 371   Paying for podcasts? An analysis of which factors predict past payment for podcasts

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As podcast has become a mainstream medium with industrial production and large audience figures, podcasters increasingly focus on monetizing their activities. One unknown but central factor in this pursuit of financial sustainability, however, is the audiences and their willingness to pay. While previous studies analyze podcasters' strategies for capturing value through various revenue streams (Authors, 2022, in review; Crofts et al., 2005; Quirk, 2015), they say little about how audiences approach podcast as a commodity.

Focusing theoretically on "past payment" (which correlates strongly with actual payment, cf. O'Brien et al., 2020), this paper explores audience attitudes to supporting podcasters financially. This way, it engages with the research gap that exists around the audience perspective on the business of podcasting within both podcast studies and the media management literature. The research questions are: How do demographic variables (RQ1), general media use (RQ2), past payment (RQ3) and specific practices connected to podcast use (RQ4) predict past payment for podcast?

To answer these research questions, the paper presents the results of a representative survey (n = 2,535) among adult Danes. Since the dependent variable in our analysis is a binary one ("Have you supported one or more specific podcasts financially?": 0 = no/don't know, 1 = yes), we use binary logistic regression analysis to test if different independent variables predict past payment significantly.

The analysis finds that age, use of television and AV streaming, and past payment for television and online news are the most significant predictors throughout the models; gender is found to be a significant predictor in three of the four models.

The paper contributes in various ways. First, it provides empirical evidence of willingness to pay for one specific type of media; podcasting. Second, the paper broadens the theoretical understanding of willingness to pay, arguing that researchers and practitioners need to look beyond ordinary payment for content and also consider, for example, payment for ancillary products, crowdfunding, and exposure to advertising as ways of paying for content. And third, the paper has industry implications since its empirical insights can help inform strategic decision-making among podcasters, who find themselves in an increasingly competitive and commercialized market.

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PP 372   Playing the game while staying true: Personally branded media producers navigating across platforms

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YouTubers, TikTokers, Twitchers and bloggers: different platforms have different 'stars' specializing in utilizing their designated platform's aesthetic, algorithm, function and user base. Often, different platform 'stars' bring different connotations. For instance, influencers on Instagram are commonly seen as commodifying an authentic lifestyle, while content creators on YouTube are linked to productive and creative activities (Bishop 2021). All the same, many social media profiles and content creators operate across platforms to cultivate specific communities of interests, promote their persona or brands, connect with fans and followers, and reduce platform dependence (Abidin 2018, Cunningham and Craig 2019, Poell et al. 2022). Hence, they need to 'play the game' while 'staying true', meaning they need to utilize the distinctiveness of each platform (and how it affects cultural production) while also retaining a consistent (and 'authentic') persona or self across them.

This paper investigates how creators and profiles operating across platforms make sense of the various platforms and the production logic guiding them. Using the term 'personally branded media producers', it focuses on creators, influencers, profiles, and cross-platform/micro-celebrities who work across platforms and whose personal brand consists of their personalities, skills, interests, or looks (Sundet and Lüders 2022). It asks: How do personally branded media players make sense of production logic on various platforms, and how do they navigate to utilize specific platform logic?

Theoretically, the paper combines cultural production perspectives on social entertainment platforms (Cunningham and Craig 2019, Poell et al. 2022) with perspectives on cultural and industry logic (Van Dijk and Poell 2013, Valentino 2020). Van Dijk and Poell (2013) identify how social media are guided by a distinct set of logic—programmability, popularity, connectivity, and datification—distinguishing them from 'mass media logic'. Yet, specific algorithms, structures and business models also guide platforms, meaning we must understand how various platforms work and how producers on these platforms make sense of them.

Empirically, the paper builds on an analysis of a small selection of well-known Norwegian personally branded media players, all originating from a different social media (blog, YouTube, TikTok), but later expanding to have an appearance across various platforms. By interviewing three such profiles (@sophieelise, @victorsotberg, and @ agnetesh) and following their social media appearance, the paper discusses how they make sense of platforms, work to attract followers, maintain authenticity, and utilize platforms' logic.

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MICP05 - Legacy Media and Platforms: Intersections and Transformations

PP 457   Podcasts – a new revenue stream for legacy media or just another platform dependency?

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More and more companies, media and individuals are discovering the podcast market worldwide. Even though the demand for podcasts in Germany is low compared to other countries like Ireland, Spain or Sweden (25 per cent of adult internet users in Germany listened to a podcast at least once a month in 2021), the market has grown in recent years (BLM et al., 2021; Hölig et al., 2021; Newman et al., 2021). An end to the podcast boom is not in sight: According to a survey among media managers in 52 countries, most effort this year will go into podcasts and other digital audio (Newman, 2022). Although news podcasts are only a tiny proportion of all podcasts published, about a fifth of the most popular episodes in different countries are news podcasts (Newman & Gallo, 2019). In Germany, news, politics and business podcasts are top-rated (Sven One Audio, 2020; Hölig, 2021; Frühbrodt & Auerbacher, 2021).

Our study focuses on top-rated news and business podcasts in Germany and Austria. So far, a systematic analysis of the creators behind successful news and business podcasts, their business models, their audience management and their dependence on platforms like Spotify, Apple, Google or Podimo is missing. The last aspect is relevant as the declining importance of RSS feeds and the rising influence of platforms are among the most significant changes the podcast industry faces (Sullivan, 2019). Moreover, it is interesting to know if platforms like Spotify have become severe competitors to media companies in the podcast market with their productions. The study aims to close the research gap. Our study wants to answer the following questions:

RQ1: Who are the creators of Germany's and Austria's successful news and business podcasts? Is it predominantly traditional media such as daily newspapers, magazines or radio stations entering the podcast market? Or are other players dominating the news and business podcast market?

RQ2: Moreover, above all, what does top-rated podcasts' business model look like?

RQ3: How dependent are successful podcasts on platforms like Spotify, Apple or Podimo?

We conducted a content analysis to answer the questions, analysing the top trending 50 news and business podcasts rated in the Spotify-Charts in Germany and Austria. We chose Spotify because it is the essential source for listening to podcasts in Germany and Austria (Goldmedia, 2020; Reichow & Schröter, 2020; Oberbucher, 2020). Moreover, we will work out if podcasts could be another revenue stream for legacy media. In the next step of our study, we will conduct expert interviews with the podcast-responsible of different legacy media companies. Moreover, as Spotify, Apple, and other platforms introduced a paid content model (Apple, 2021), we will also conduct a survey to analyse the willingness to pay for audio content.

The first results of our study show that legacy media dominate the market of news podcasts, and however, it looks different for business podcasts.

MICP05 - Legacy Media and Platforms: Intersections and Transformations

PP 458 **The Use of AI Tools by Public Service Media in Europe – Three Levels of Advantages and Threats**

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In most European democratic societies, public service media (hereafter: PSM) hold a, sometimes shaky but overall persistent, position as a cornerstone of the media and communication landscape, encompassing ideals and values such as nation-building, universal access, and diversity of content. In contemporary fluid digital ecosystems, technological development and a drastically innovative environment are producing unforeseen conditions, particularly the developments regarding artificial intelligence (hereafter: AI) and user data, needed for algorithms and machine-learning processes within AI. These transformations raise specific points of attention for PSM due to its unique legal and societal position within different national media ecosystems.

AI and its implementation particularly in media production and distribution bring both opportunities for PSM development and challenges to their role and their key values, particularly to universality and to diversity. Studies show that these AI-related technological innovations come with opportunities and challenges, some generic to legacy media but many specific to PSM. These analyses also show that PSM organizations, to various extents, are involved with existing automation and algorithmic systems as key aspects of AI, as part of media production and recommendation dynamics but also in developing their own systems for more diverse)exposure and personalized services.

For one, to stay relevant, PSM must invest in personalization and customized services that allow for better provision of relevant content, answer audience expectations, and create additional audiences as well as, in cases of mixed financing, additional revenue. At the same time, several features of these innovations can undermine some of PSM's historical, core values like inclusiveness, universality, and respect for the welfare of the audience-as-citizen, including privacy. These core values guarantee PSM's continued, if contested, mandate and public financing and, most of all, audiences' trust in the institution.

This contribution develops a three-layered theoretical-analytical framework that positions the use of AI by PSM organizations in their economic-political-cultural context, within its specific position in media industries, in the context of organizational-innovation cultures, and in the context of (target) audiences. The model highlights the factors that determine (1) how different organizations choose to deploy AI and (2) what specific PSM values and principles – as well as related challenges – guide those choices.

Subsequently, the contribution applies the model combining market data, secondary research on innovation cultures in PSM organizations, and on the use of AI by PSM, as well as original data from a questionnaire and semi-structured in-depth interviews with key practitioners at selected PSM institutions in Europe including the Nordics and Belgium. These countries represent small but rich media markets, with robust PSM organizations that have invested heftily in digitalization. The aim is to examine how these 'harbinger' PSM organizations address the complex dilemmas created by the opportunities and threats of AI and how the three layers of the model can help explain this.

The contribution provides significant insight into the innovation proceedings in selected PSMs, the relationship between technology and management issues as well as specific public-value expectations, thus offering relevant insights for global PSM organizations as well as for media industries in general.

PP 459 Radio Rocks! Public broadcast pop music radiostations as examples of strategic management with ambidexterity as a second nature

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Radio rocks! And not just in music. We should rethink the way we regard radio in the creative industry, with public broadcast pop music radiostations as an example of ambidexterity: The ability to combine exploration and exploitation simultaneously, to make flexibility towards innovation possible whilst striving to maintain the unique selling position (O'Reilly & Tushman 2013). Creative industry adapts to its turbulent surroundings and innovates further at the same time; an example for all companies who want to keep innovating. However, legacy media are overlooked in this discussion. Public music radio is declared redundant regularly in an always changing media landscape, because of commercial competition since the 1990's, because of algorithm curated playlists online, because of the discussion what governments should curate and what is up to market forces. Meanwhile, radio has always been adapting to competition, political changes and technological challenges, whilst staying true to its own core concept, now even apart from its technological parent platform, the medium radio.

This study proposes a framework for casestudy research to prove pop music radio's adaptability and innovation power, shown in the strategic marketing and programming of a radiostation over roughly thirty years, between 1990 and 2020. Marijanen and Virta (2017) did some ground work for radio in analysing the dynamic capabilities of the Finnish public radiostation Yle. This study builds on this framework and takes it further, studying radiostations in certain decades and analysing specific decisions for exploration or exploitation. Media and organisation sources are analysed for different radiostation cases: Relevant findings are plotted on timelines of market, policy and technological developments in these decades, highlighting exploration or exploitation phases in programming and marketing. This study builds on mediastudies and strategic management, communication and marketing studies, adding multidisciplinarity to mediastudies, adding longitudinal casestudies to ambidexterity studies.

NPO 3FM is a Dutch station that had to deal with heavy commercial competition in the 1990's, while it was just becoming a unified youth popmusic station with some common identity itself, after a long struggle with its pillarised broadcasters making up the station. At a high audience number in the newly balanced radiostation market around the millenium, 3FM was under constant scrutiny from government and commercial parties, discussing what public radio should be when popular music was so well served by commercial stations. The zeroes marked by technological upheaval, 3FM both lost listeners by leaving star DJ's as gained new as they experimented with online and interactive social media. It reinvented radio as a visual medium with the Glass House events, gathering money for the Red Cross, and stayed at a steady high marketshare until the tenties, when all went down, the station shifted programming and management a lot, and listeners left on their horses. Specific results from this case study are expected towards summer 2022 and can well be presented at the ECREA conference, as can the methodology of this study.

PP 460 Local TV in Norway

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In Norway, as in several other West European countries, local broadcasters were the first actors to operate outside the state broadcasting monopolies. In Norway the government allowed local television from 1981 but without a sound economic basis, most activity was on voluntary non-profit basis. Gradually advertisement and lottery were allowed as sources of income and local newspapers became involved in local TV stations. From 1995 to 2009 most local TV stations had an additional source of income as they got payed for redistributing one of the national commercial satellite/cable channels through their terrestrial transmitters. When the digital switch-over was completed in 2009 this source of income disappeared, and the number of local TV stations decreased from 26 to 8.

The objective of this paper is to analyse how these remaining local TV stations survive in the present situation. An ecological approach is used, connecting the developments within the local television sector with developments in other parts of the surrounding ecology (national TV, local newspapers, local radio, social media, etc.), as well as looking at how local TV stations use different platforms to increase their sources of revenue and impact locally.

Methodologically the inquiry is based on qualitative interviews with the chief editors of the eight remaining stations. These interviews, together with written material, provide information about the stations' ownership, structure,

organisation and other factual traits as well as their mediation strategies and program philosophies. In addition, a textual analysis/content analysis of their programs will be carried out. The schedule of one week in January 2022 will be analysed in terms of content and aesthetics of their programmes.

Preliminary analysis shows that most local newspapers have withdrawn from broadcasting locally as news production was too expensive and new ways of using audio-visual material can be streamed online. Still several local TV stations were re-established by former employees. Most of the content has a local or regional basis, but the stations vary between more old-fashioned style programs and more up-to-date style reports and studio programs. On the national level the national public service broadcaster NRK is concerned with diversity and inclusion, but the regional offices increasingly produces regional material from the point of view of the national audience. Local broadcasters on the other side seem to earn their existence by producing local programs for a local audience.

MICP06 - The Politics of Place: Location and Labour in Regional Screen Industries

PN 115 Representing a nation without borders: NRK Sápmi's role in a decolonial context

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How can an Indigenous public service broadcaster fulfil its obligations towards its Indigenous population in a nation without borders? As a state owned, public-service broadcaster, The Norwegian Broadcasting Corporation, NRK, has certain obligations. NRK should strengthen democracy, language, identity and culture in Norway, and it should also broadcast programmes for the Sámi population on a regular basis (Ministry of Culture 2019). NRK Sámi Radio, which later changed its name to NRK Sápmi, is the indigenous division of NRK. It was established in 1976, and the main office is located in the village Kárášjohka, a north-Sámi speaking area in northern Norway. It has eight other offices in Sámi areas in Norway. NRK Sápmi's main mission is to provide programming for the Sámi in Norway, but also for all the Sámi people (approximately 80,000), who live in four countries, Norway, Sweden, Finland and Russia. The broadcaster is obligated to present a wide range of programmes and services which maintain and strengthen a feeling of Sámi nationhood, including Sámi language, culture and identity. NRK Sápmi publishes in three Sámi languages, and Norwegian. As the biggest Sámi media institution, NRK Sápmi plays an important role for Sámi media producers, as a training ground, but also because Sámi film workers work for NRK Sápmi on a freelance basis. However, this paper discusses and problematizes the idea of NRK Sápmi as representing and building Sápmi and Sáminess, in the aftermath of previous colonization and Norwegianisation, as the broadcaster has produced more Norwegian content, trying to reach a broader, Norwegian audience (Sand 2019). Sápmi, as such, is a concept that reflects both geography, and nation/sense of place. So far, few studies of NRK Sápmi exists, and previous research has focused on language (Pietikäinen 2008), self-determination and financial independence (Plaut 2014), and political journalism (Skogerbø, Josefsen & Fjellström (2019). This paper focuses on NRK Sápmi's role in a decolonial, nationbuilding process, and the idea of "Sápmi" as an imagined community (Anderson 1983). After all, Sápmi constitute a large, geographical area and the Sámi people are spread in four countries. Using strategies and political documents as sources, as well as journalistic content on their website, the paper examines NRK Sápmi's obligations and practices as a public service broadcaster that should cater the Sámi, but also reach the majority population.

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PN 116 Public Service Broadcasters as Place-makers: Obligations and Contradictions

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One of the traditional and arguably most important roles played by Public Service Broadcasters (PSBs) is to represent the breadth and variety of regional voices in the nations they serve. According to the UK communications regulator, Ofcom, PSBs should produce 'regional stories, characters, places and issues' to ensure that television 'reflects and

responds to all the identities and communities of the UK's increasingly diverse society' (2005: 56). They should also help 'to disperse and stimulate investment and job opportunities in the [broadcast] sector throughout the UK' in order to 'address geographical imbalances within the national television production industry' and thereby lessen London's dominance. These dual responsibilities, cultural and economic – often enshrined in statute or enforced by production quotas – form PSBs' place-making function, reflecting the cultural particularities of their region, as well as acting as 'anchor firms' which attract additional investment, thereby helping to provide employment, sustaining a local media infrastructure and nurturing talent. However, PSBs are being asked to increase regional production at a time of rapidly increasing global competitiveness – from satellite broadcasters and subscription video on demand platforms (SVODs) – alongside a decline in their budgets. This paper examines that central contradiction. To explore these general issues, the paper will examine the regional policies and place-making strategies of one UK PSB, Channel 4. In 2017–18, under the slogan '4 All the UK', Channel 4 completed a much-publicised relocation out of London, opening a new headquarters in Leeds and two 'creative hubs' in Bristol and Glasgow. Channel 4's CEO, Alex Mahon (2021), claimed that regional centres made the broadcaster 'even more open to new talent and fresh voices from underserved areas, and better reflect the diversity of all the UK … We are becoming more connected to – and rooted in – the lives of the communities that make up Britain.' Based on primary research in all three cities (interviews and case studies) but with a particular focus on Bristol, the paper examines whether relocation has made this highly metropolitan company more representative of the UK as a whole and whether it has indeed become more 'embedded' in particular communities. It analyses how Channel 4 has attempted to realise Mahon's laudable aspirations in practice by scrutinising its commissioning choices, and its work with regional organisations and local institutions. Channel 4's strategies are contrasted with those of the BBC, which has pursued very different policies. The paper concludes by reflecting on Channel 4's difficulties in squaring its regional aspirations with the need to compete internationally in a UK production ecology increasingly dominated by SVODs and in the face of a hostile government. SourcesDoyle, G., R. Paterson and K. Barr (2021), Television Production in Transition: Independence, Scale, Sustainability and the Digital Challenge, London: Palgrave Macmillan. Mahon, A. (October 2021), Royal Television Society talk: https://rts.org.uk/article/channel-4s-alex-mahon-talks-privatisation-regional-production-growing-digital McElroy, R. and C. Noonan (2019), Producing British Television Drama: Local Production in a Global Era, London: Palgrave. Ofcom (2005), Reshaping Television for the UK's Nations, Regions and Localities: Ofcom Review of Public Service Broadcasting – Phase 2, https://www.ofcom.org.uk/__data/assets/pdf_file/0013/34015/nations.pdf.

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PN 117 TG4, Irish language broadcasting and the impact of location

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As befits a small, relatively homogeneous, island nation, Ireland's television broadcasting infrastructure is predominantly centralised. RTÉ, the national broadcaster, is based in Dublin, as is the sole commercial broadcaster, Virgin Media. Most Irish homes receive British television services, such as the BBC. Irish television viewers have access to the available commercial streaming platforms. The exception to this provision is the Irish language public service broadcaster, TG4 (formerly Teilifís na Gaeilge or TnaG), which launched on 31 October 1996. Based in the Connemara Gaeltacht (Irish language speaking region), TG4 broadcasts seven hours per day of Irish language material with the remainder being bought-in, predominantly English language material. Irish language television broadcasting had previously been provided by RTÉ Television (launched 31 December 1961). This was deemed inadequate by Irish language campaigners, leading eventually to the establishment of TG4. TG4 is funded by a combination of government supports and commercial revenue and operates as a publisher-broadcaster. Its tagline is Súil eile (Other eye). TG4 supports an infrastructure of independent production companies in the Gaeltacht. In 2020, TG4 spent €25.8m on creative services in Ireland of which €21.3m was spent with regional creative companies. Of the €25.8m, €20.6m was spent with independent production companies, of which €18.1m was spent with regional independent production companies. (TG4 Annual Report, 2020). Critical writing on TG4 has largely focused on its Irish language policies (Kenny 2005; Moriarty 2014; Watson 2016). In this paper, I take a different approach, questioning the impact of TG4 on the West of Ireland's creative economy. The findings will be drawn from interviews with the director-general of TG4, and from companies funded through the broadcaster's commissioning scheme. I will consider the content of these commissions and discuss what image of the West of Ireland's Irish-language speaking communities has emerged from these locally commissioned productions.

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MICP06 - The Politics of Place: Location and Labour in Regional Screen Industries

PN 118 **How do global streaming platforms understand 'regional' production?**

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In 2012 Netflix picked up the international distribution rights for the Norwegian drama series Lillyhammer, and launched it world-wide as a Netflix original. To everybody's surprise, the quirky mix of the gangster genre and bureaucratic red-tape comedy became a global hit. The title refers to the town of Lillehammer in south central Norway, famous as the site of the 1994 Winter Olympics, which the gangster king-pin picks as the destination for his witness protection programme. Distributing such a place-specific drama series would seem to suggest that the notion of region is of importance when Netflix – and also HBO – engages in Norwegian productions (as well as elsewhere). However, the concept of region/regional held by Netflix and HBO differs significantly from the more familiar one held by public funding bodies, such as the Norwegian Film Institute. Netflix has just (2021) opened an office in Stockholm, with a satellite office in Copenhagen, while HBO opened its office in 2016 (also in Stockholm). Netflix and HBO conceive region in a global context in which the Nordic countries constitute one common region. For HBO or Netflix, it makes little sense to treat each individual country as a separate region, and even less to recognise the existence of regions within those individual nations. Nevertheless, at the level of representation, their productions display distinct and highly specific regional qualities and a strong sense of place. For instance, the romantic comedy drama series Home to Christmas (2019, Netflix) was filmed in picturesque Røros; the zombie crime comedy Post Mortem (2021, Netflix) takes place in a small town; while the teen fantasy drama Ragnarok (2020, Netflix) is located in outer Northern Norway. The outer region of Northern Norway is also the site for the northern-western Welcome to Utmark (2021, HBO). All these series have a distinct local sense to them, often more so than Norwegian productions made by indigenous companies. In this regard it is interesting to note that Ragnarok is a Danish production, while Utmark has a Danish screenwriter and an Icelandic director. This paper will examine a selection of Netflix drama series, as well as ones produced by HBO, in order to analyse how they identify themselves as distinctly local by tapping into ideas of Norwegian-ness (the above-mentioned town of Røros is on the UNESCO world heritage list). In an international catalogue, these titles stand out as exotically local and that might constitute their marketing 'hook' for audiences.

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MICP06 - The Politics of Place: Location and Labour in Regional Screen Industries

PN 119 **A tale of two cities: the role of place in building and sustaining freelance careers**

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An occupational group characterised by their responsiveness, resilience and innovation, freelancers make a vital contribution to the UK's creative economy. Although there has been a general acknowledgement of their importance, existing studies often abstract freelancers from the localities in which they work. This paper constitutes a comparative analysis of the working lives of creative freelancers in Bristol and Cardiff, two cities connected by their proximity but separated by particular geographic, political and cultural barriers. Based on 35 in-depth interviews with freelancers and key industry figures across Bristol and Cardiff, it will explore the historical development of the film and television industries within the two cities, their current configuration and the complex relationships of creative workers and companies to their locality. It argues that freelance work is strongly situated in place and locality and, as such, defining the nature of freelance work also requires understanding the local cultural, political and economic contexts in which it is situated. Located in South-West England, Bristol is the UK's third largest cluster of

film and television workers after London and Manchester. It is perhaps most notably home to multi-award winning Aardman Animations and he BBC's world-renowned Natural History Unit, which has produced ground-breaking programmes for over half a century. But while Bristol has grown incrementally, Cardiff's film and television sector has been heavily 'engineered' by Welsh Government intervention and BBC investment. Over the past decade Wales has experienced exponential growth in its film and television industries, with this sector increasing nearly fourfold in value from £30.2m in 2010 to £108.9m in 2015 (ONS, 2017) spearheaded by financial support from Welsh government, with the establishment of a £30m Media Investment Budget for commercial investment in film and TV development, production and distribution in 2014. This paper compares how these broader political and institutional contexts impact on the sustainability of freelance careers across Bristol and Cardiff. Finally, the present paper will examine the extent to which a shared freelance workforce operates across the two cities. While often treated as distinct clusters, the proximity between Bristol and Cardiff –44 miles and 50 minutes apart by car or train –has resulted in an economy in which many creative freelancers work across the two cities on a regular basis. Since the abolition of the Severn Bridge toll, which separates, Wales and South-West England, in 2018 there have been proposals to create a shared economic, or 'Western Powerhouse', between Cardiff, Newport and Bristol. However, as this paper will discuss, there are several historical constraints and barriers that continue to constrain the nature of freelance work across the two citiesReferencesGenders, A. (2019). An invisible army: The role of freelance labour in Bristol's film and television industries. Available from https://uwe-repository.worktribe.com/output/849501Morgan, G. and Nelligan, P. (2018). The Creativity Hoax: Precarious Work and the Gig Economy. London, Anthem Press. Pratt, A.C. (2011). The Cultural Contradictions of the Creative City. Culture and Society, 2(3): pp. 123–130. Spicer, A. and Presence, S. (2017). Go West! Bristol's Film and Television Industries. Project Report. UWE Bristol, Bristol.

MICP07 - Precarity and Entrepreneurship: Platforms, Labour and Cultural Production

PP 653   Platform entrepreneurship in African filmmaking: between techno-optimism and subversion in Ghana

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Digital media platforms purport to offer creative workers an entrepreneurial space where anything is possible and any creative dream can be realized. Digital entrepreneurship—that is, creating new market opportunities and generating value by utilizing the affordances of digital and platform technologies—has been ever more vigorously celebrated in an African context. A fundamental imaginary of platform technology is that it will democratize and facilitate access to and success in the creative industries, remedying the persistent inequality that has long characterized these industries and make way for the success of previously marginalized creatives, such as African filmmakers. In the new digital economy, or so the techno-optimist imaginary goes, the playing field is now level.

These imaginaries and their underlying assumptions must be rigorously interrogated. They must be neither essentialized nor universalized on the basis of technological attributes: namely, the user-friendliness, global reach, interactivity or accessibility of platform technologies. Rather, they should be examined in specific industrial and socio-cultural contexts as worked with and worked upon by situated social agents. To that effect, we examine how filmmakers in Ghana undertake platform entrepreneurship, drawing on in-depth interview and focus group data from 50 respondents from across four regions of Ghana. In order to understand the way filmmakers in Ghana imagine video platforms we interviewed filmmakers who were using these technologies and those that were not.

Platform imaginaries are neither equally distributed nor universally accessible, but are negotiated and contested in local entrepreneurial practice. Film entrepreneurs in Ghana take-up and subvert universalizing platform imaginaries in complex responses to their locally situated business aspirations for the future and in the face of a self-assessed dearth of skills, capital, and appropriate infrastructure to prosper on global video platforms. These creatives, however, are not debilitated by these imaginaries, rather they critically adopt or discard them as they work towards their desired business futures. The commercial and exclusive logics of global video platforms seem to have engendered strong local counter-imaginaries. Ghanaian filmmakers, aware of industrial, technological, and infrastructural shortcomings, do not give in to despair and inaction but dare to 'imagine otherwise' and escape the totalizing commercial logic of global tech giants. They work to build uniquely local solutions to achieving their ambitions of global reach and business success, such as creating their own Ghanaian platforms.

We make two contributions to the literature on platform entrepreneurship in the creative industries. Firstly, based on our empirical material, we contribute to studies that have contested the global and universalizing reach of Silicon Valley digital imaginaries, by showing how African entrepreneurs work upon, with, and against imaginaries of platform entrepreneurship in their local and situated creative work practices. Secondly, by specifying the techno-optimistic imaginaries surrounding video platforms, we respond to recent scholarly calls to treat platform entrepreneurship not

as undifferentiated and globally uniform, but to differentiate and discriminate between various and local types of platforms and their affordances (cf. Friederici et al., 2020).

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MICP07 - Precarity and Entrepreneurship: Platforms, Labour and Cultural Production

PP 654   "But that also happens to YouTubers": Sexual performance as cultural production

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Webcam performers, usually classified as a group of online sex workers (e.g. Jones, 2020), livestream performances and interactions for compensation, not unlike other streamers on, for example Twitch (Ruberg, 2020). Unlike Twitch streaming, however, webcamming is not recognised and studied as cultural production (Nayar, 2021, p. 160; Woodcock & Johnson, 2019, p. 818). The likely reason for camming's exclusion from cultural production (studies), and its difference from Twitch streaming, is its explicitly sexual nature. In this paper, based on theories of cultural production and sex exceptionalism as well as in-depth interviews with 34 webcam performers in the Netherlands, I show: i. why camming is usually excluded from cultural production studies, ii. why it should not be, and iii. what elements of online cultural production are intensified in this line of work. There is undeniable value in classing cam-ming as (online) sex work when studying and organising around the specific stigmatisation and discrimination sex workers face (Jones, 2020, p. 244). But also including webcamming in cultural production studies simultaneously counteracts the stigmatised special position of this work and expands the field to include more critical analysis of gender, sexual content, and marginalised producers.

So far studies of camming fit with traditions of either criminology or sexualities research (Jones, 2015). Constructions of sex (work) research as 'dirty' and sex itself as exceptional drive this demarcation of the subject (Irvine, 2014; Webber & Brunger, 2018). But sex and its representations are cultural products (Vance, 1984, p. 11), so there is a theoretical case to include camming when studying online cultural production. Based on my interviews with 34 webcam performers in the Netherlands, there is also an emperical one. These performers outline how their work compares to influencer labour through: their dependence on big social media platforms; shared tactics in working with algorithms; and similarities in emotional labour. Like influencers, webcam performers negotiate algorithmically organized work (e.g., Cotter, 2019), are dependent on access to and relationships with platforms (Nieborg & Poell, 2018, p. 4277), and these platforms hold disproportionate power over their expressions, speech and products (Tiidenberg, 2021, p. 383). In this paper I show how these webcam performers' specifically gendered, sexualized and precarious experiences are particularly suitable to illuminate risks and opportunities for a much wider variety of online cultural producers.

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MICP08 - From subsea cables to mobile tracking: Empirical approaches to infrastructures for datafication

PN 185   Different paths to similar goals: The historical development of the surveillance infrastucture

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Surveillance capitalism was catapulted to centre stage of critical academic debates about digital society with the publication of Shoshana Zuboff's book (Zuboff, 2019). Subsequently, research has begun to uncover the full extent of the massive infrastructures for surveillance that enable processes of datafication and monetization of the traces of user activities in a wide range of digital media and systems. Yet less attention has been paid to the historical development of the global surveillance infrastructures, and to the social and cultural factors that has shaped it. This presentation departs from the notion that the global span of contemporary digital infrastructures calls for an increased global view of digital media in general (Schroeder, 2019), and argues that the phenomenon of web tracking can serve as an exemplary case of this – both because web tracking was the first successful implementation of global tracking at mass-scale, and because a substantial part of the history of web tracking is preserved in online archives that cover its entire history. The presentation compares the historical diffusion (Rogers, 2003) of web tracking technology in 10 world countries selected to represent a maximum variation sample in terms of socio-economic factors, and illustrates how different factors at the national and the regional level have shaped the speed and timing of the successive waves of new tracking technologies that have been used on the web, just as it reveals the changing dynamic of infrastructural and economic power that has characterised the different countries. On the one hand, the analysis shows that the idea and practice of web tracking has indeed acquired global prominence, but on the other hand, it finds substantial differences between countries from different regions (Helles et al., 2020). The analysis serves to initiate a discussion about what factors have influenced the development of tracking, and how they might potentially be leveraged in efforts to regulate tracking in the future.

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MICP08 - From subsea cables to mobile tracking: Empirical approaches to infrastructures for datafication

PN 186   Privacy Sandbox or Privacy Moat? Embedded Platform Monopolies

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This talk draws on AHRC funded research that has investigated how Facebook and Google have expanded their quasi-monopolies by operating inside the majority of popular applications. On the one hand, these platforms operate as discrete entities that facilitate the participation of billions of users; on the other hand, they act as distributed agents, wherein they are reconfigured to provide a number of different services for app developers. I will therefore begin by demonstrating how large platforms like Facebook and Google exist as both first parties and as third parties via a new service economy model that is enabling a much deeper technical integration—something that has been overlooked and under-researched. The contention is that this new configuration of the mobile ecosystem, predicated on embedded third party services is enabling a more mature phase of datafication. Our interdisciplinary and experimental approach demonstrates how we researched technical objects of datafication—objects that transform sociality into data—namely: i) Software Development Kits (SDKs) and ii) manifest permissions which govern privacy permissions. As I will argue, this interrelationship is enabling Google and Facebook to create more opportunities to expand their dominance within the personal data economy. While Apple's iOS privacy update and Google's Privacy Sandbox promise a more secure, accountable and transparent 'post-cookie' approach to digital analytics and advertising, the accumulation of personal data for the production of inferences remain a primary asset, not only for large platforms but for a growing number of third-parties. To assess the integration of these services and the privacy threats that trackers pose, I will examine the anatomy of an SDK via a taxonomy that maps the services they offer. Drawing on the influence that Tarde has had on Latour's work, I will argue that the small is indeed bigger than the whole. Thus, an approach that inspects these small digital objects of datafication is critical if we are to understand the expanding monopolisation of platforms. I will conclude by presenting the methodological approach we have developed to open up and compare the different services that reveal the kinds of personal data

that SDKs provide and draw upon. By using the platform we created that holds over 7000 mobile applications as a starting point, we propose extending the walkthrough method developed by Light, Burgess and Duguay (2018) to account for those backend objects that facilitate personal data economies via our apps. Since SDKs don't typically open their code to developers for any kind of inspection, there is a built in need to trust that these objects are accountable to those who install them and the users who will be exposed to their practices. This backend walkthrough method helps us to understand more clearly how platforms and third parties use our devices and opens up new methodologies for research on processes of datafication within the mobile ecosystem.

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MICP08 - From subsea cables to mobile tracking: Empirical approaches to infrastructures for datafication

PN 187 **Healthcare appscapes: How patient data flow from public welfare systems to private tech**

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This paper discusses the datafication of patients across public and private app infrastructures in the welfare state of Denmark. It is based on an empirical study of self-tracking and other forms of person-based tracking across key contexts of everyday life. The project, Datafied Living, follows 80 Danes from all walks of life for one year through interviews, photo diaries, and app usage logs to understand how datafication shapes possibilities for human flourishing and what it means to live a good and meaningful datafied life. This paper focuses on a subset of the study participants – namely individuals who track their health, either as part of a structured and coerced procedure administered by health professionals or on their own on voluntary terms (or both). It casts the participants' mobile phones as tracking devices and analyses the personal phone as a distributed system where many stakeholders, including apps and in-app third-party services, are involved in datafication processes for various purposes, including health. To approach and analyse (mobile) infrastructures for datafication, the paper analyses the appscapes (Lai & Flensburg, 2020) of the individual patient-participants. An appscape refers to 1) the participant's full app repertoire, 2) the mobile permissions requested by the apps for them to harvest data, and 3) the third-party services embedded in each app for various purposes including analytics, advertising, optimisation, and profiling. The analyses show how a wide range of different market actors with diverse business models and incentives make up the underlying ownership structure of the individual patient-participant's appscape as well as the apps that are particularly aimed at health tracking. The analyses illustrate new power asymmetries based on access to data and control over technological infrastructure currently characterizing the app ecosystem at large as well as pertaining to health apps in particular (Sharon, 2016). We use the appscapes to discuss 1) the implications of public-private partnerships in digital healthcare through intertwining commercial mobile tech with the digital infrastructures of the public healthcare system in Denmark and 2) how appscapes constitute a methodological resource for mapping patient dataflows as well as ownership structures in datafied patient life.

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PN 188 **The heterogeneous listener: Playlists and datafication practices on Spotify**

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Existing research highlights how playlists sit at the heart of the platform economy of digital music streaming practices (Eriksson, 2020). Characterised by a combination of editorial and algorithmic-based content (Bonini and Gandini, 2019), playlists today represent for many users the main means to consume music, as well as a key component of platforms' data-driven accumulation model (Prey et al., 2020). This paper investigates the datafication processes

taking place around playlists on Spotify. To this end, it employs an innovative software, SpotiGem Hub, that queries the Spotify API to collect playlist features and metadata (cfr. Gandini and Corbella, forthcoming). Adopting qualitative digital methods principles (Caliandro and Gandini, 2017), the paper presents an analysis of playlist data with regards to 'situational' music consumption (Airoldi et al., 2016), discussing the different data features of music genres as they are encoded in the Spotify platform, by means of an analysis of Spotify branded playlists. Contextually, the use of this tool is combined with the use of the Spotify Artist Network feature (Rieder, 2020), with the goal of investigating how algorithmic connections among artists intertwine with playlist metadata in the datafication economy of Spotify. Data reveal how Spotify promotes highly heterogeneous playlist composition in terms of music genre, with the apparent goal of fostering diversified music consumption. The heterogeneous listener, I argue, emerges to be Spotify's ideal user as it ensures a plurality of data sources are fed into its algorithmic infrastructure, as opposed to listeners who are 'loyal' to one (or few) music genres, whose exposure to new content may be limited and therefore less suitable to the effective workings of an algorithmic recommendation system.

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PP 766   The global network(s) of cookies on news websites

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This paper explores on a global level one aspect of the relationship between news organizations and third-parties such as technology companies (Google, Amazon, Microsoft, etc.) and online advertisers (Atamai, etc.) – namely that of data capture by the use of cookies. In a digitized and datafied context, user data constitute a most valuable resource for doing business and developing services (Lindskow, 2015; van Dijck, 2014). This is also the case in the news industry, where the availability and processing of vast amounts user data is regarded a crucial remedy for identifying and implementing viable business models for the digital future.

One of the most prominent methods for capturing such user data is through the employment of cookies on websites. Cookies are small text files that are placed on users' devices upon visits to websites, and they allow for third-parties to extract information about the use and users of the websites. So, analyzing which cookies exist on which websites can exhibit who has opportunities for collecting user data – and, this way, for becoming (more) powerful actors in the digital economy.

Pursuing such a technological business-informed approach and focusing on the news industry, this paper asks which cookies are placed on news websites, who owns the cookies, and what their purposes are (optimization of performance; adjustment of user preferences, statistics; marketing; or "unknown"). Specifically, the paper analyzes cookie placement on 323 news websites from 34 countries across all parts of the world and all kinds of media systems. Since the sample of news websites is global, the empirical data allow for identifying national and regional differences and patterns in a way that national case study cannot. Analytically, the study draws upon network analysis as well as analysis of ownership structures in the digital realm.

The analysis is not conducted at the time of writing, since the data collection is still ongoing. However, earlier empirical studies of the intersection between digital infrastructures, the political economy of the internet, and digital transformation of the (news) media consistently find that "big tech" (such as Google, Amazon, Facebook, and Microsoft) are the most important third-parties play an increasingly central role also in the news industry (e.g., Hindman, 2018; Kammer, 2021;Lai & Flensburg, 2020; Lindskow, 2015). There is no reason to expect that the findings of the analysis presented in this paper will diverge from that, but there is amble ground for adding details to the existing knowledge and painting a more nuanced picture grounded in media-systemic, social, and political differences on a global scale.

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Whatever the findings of the study are, they will contribute to explaining the political economy of the internet, mapping how international technology companies operate through global infrastructures for capturing data traces and offering empirical evidence about the simultaneously collaborative and conflictual relationship between the news media, the technology companies, and other actors in the global market for online advertising.

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PP 843   Does market size still matter: How the global expansion of SVOD players redefines audiovisual markets

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Investment and production practises of global SVOD providers are reshaping European screen media industries and are impacting established industry structures, institutional practises and policies (Burgess & Green, 2018; Lotz, 2018; Doyle 2017; Picard, 2011). The extent of the impact varies between countries, with larger European markets faring better than the others. While VOD providers such as Netflix and Amazon are emerging as important players in buying audiovisual content, and partially in co-investing in screen productions in small markets, significant investments in original content are mostly limited to large markets such as UK, France, Germany and Spain (Raats et. al., 2018; European Audiovisual Observatory, 2017, 2018, 2019). US-based streaming giants prefer making long-term and strategic investments in large audiovisual markets such as the UK, where both Netflix and Amazon Prime Video have signed multi million deals with the Pinewood Group for exclusive use of Shepperton Studios capacities, prompting even the development of new production facilities (Ramachadran, 2022; Sweney 2021; Grater, 2021). Only in 2020, Netflix invested more than 1 billion Euros in UK-based productions of major shows including The Crown, The Witcher and Sex Education. Conversely, the higher risk for scalable distribution and limited number of subscribers makes VOD players more cautious when investing in smaller audiovisual markets, which are already characterised by a number of challenges for sustaining a strong audiovisual industry. These include smaller number of domestic players, smaller domestic market to generate return-on-investment, smaller or less available budgets per project, limited export capacity (due to cultural specificity and language barriers), and dependence on larger neighbouring markets (Raats and Jansen, 2020; Puppis, 2009; Lowe & Nissen, 2009; Petrie & Hort, 2007; Pauwels, 1995). Drawing on quantitative and econometric analysis, this paper seeks to analytically rethink the notion of smallness which has been used to "reveal how distinctions of scale and power make a tangible difference to how content is produced and distributed" (McElroy et al., 2018 p.1). Informed by theoretical underpinnings from media economics (Doyle, 2013; Albarran, 2002; Picard & Wildman 2015; Evens & Donders 2018) and comparative media industry analysis (Herbert, Lotz & Marshall, 2018) this research aims to reassess the substance of market size as an analytical framework and reality in the context of VOD-dominance. In doing so, we aim to inform practice and policy, and expand understanding on audiovisual industries within the study of media economics (Doyle, 2013; Albarran, 2002; Picard & Wildman 2015) and media industries (McDonald, 2022; Havens & Lotz, 2017).

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PP 844   Pure operators vs tech operators. The value of content in the Spanish audiovisual market: a proposed typology of SVOD platforms

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The incorporation of transnational SVOD (subscription video-on-demand) service operators in the Spanish market in recent years has led to profound changes in the dynamics of the country's audiovisual industry, both in the socio-economic and political-regulatory spheres. These companies have become key agents in all the digital intermediation processes that structure the production, distribution and consumption of audiovisual content. The aim of the research is to describe and analyse, in terms of audiovisual diversity, the degree of integration of the five main operators (Netflix Spain, HBO Spain, AmazonPrime, Apple TV and Disney+) in the Spanish market. We propose

to identify the differences between the respective business models, corebusiness and business strategies of these platforms. To do so, we will provide the keys that define their production and distribution activities, agreements with other transnational and local players, the relationships they establish with consumers (datafication) and their impact on the advertising market. Each of these operators has particularities in their audiovisual content monetisation systems. In order to establish these differences, it is essential to specify the importance for each of them of traditional financing through advertising, the revenue generated through the exploitation of user data, subscriptions to the pay as you go model, or the indirect revenue generated by the commercialisation of audiovisual content in other lines of business. Our research concludes with the proposal of a specific typology applicable to SVOD operators, based on the different characteristics mentioned above, which allows us to understand the strategies developed and their impact on the transformation process of the audiovisual market in Spain.

The main difficulty of this research lies in the high degree of opacity that characterises these companies. To overcome this obstacle, a methodological design has been applied that combines different techniques and sources of information. The period of analysis has focused on the data generated by these companies in the period 2019–2022. An analysis template of SVOD operators has been developed, with different variables to be tracked for each operator, based on the values of which they are classified into the typology. Information from specialised databases, corporate reports of the companies, annual accounts, external technical reports and information from specialised media was consulted. In-depth interviews were conducted with key players in the audiovisual industry (government representatives, content managers, creators, etc.) to complete the definition of each operator's model.

This paper presents the partial results of the research project Diversity and on-demand audiovisual services by subscription (PID2019-109639RB-I00), funded by the Spanish Ministry of Science, Innovation and Universities, developed by the Audiovisual Diversity Research Group of the Carlos III University of Madrid.

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PP 845   Aligning policy strategies in the era of VOD dominance: Towards sustainable European audiovisual ecosystems

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Video-on-demand providers, such as Netflix, have evolved into global players whose strategic decisions for commissioning, acquisition and distributing content have profound impact on film and television industries in Europe. For local European companies, it is difficult to achieve balance between quality and exclusivity expected by audiences and brought off by global SVOD providers. Vertical integration is put at the core of strategy (Lotz, 2018), both by VOD providers who move upstream and integrate their own production of content and by studios, such as Disney, who move downstream and create SVOD providers. By producing original content, Netflix has advantage of keeping all rights and eliminating "bottlenecks" of studios (Lobato, 2019). Besides the competitive pressure on rights acquisitions, VOD's multi-territory distribution and access to worldwide audiences give opportunity of locally produced content to travel. Overall, within the context of digital transformation, VOD providers are both competing and collaborating with local traditional players.

A common theme running in scholarly and policy discussions is how to come up with strategies to survive the digital disruption and strengthen the local film and television ecosystems (Doyle and Barr, 2019; Lotz, 2021). However, vis-à-vis the VOD disruption, there is insufficient scholarly attention on understanding whether there is an alignment of policy strategies for film industry on one hand, and for television industry, on the other. In times when platformization troubles the boundaries between film and television industry, alignment of different policy measures, such as subsidies, incentives, investment obligations and rules that define release patterns, policies for protection of IP rights (Kostovska, Raats and Donders, 2020; Kostovska et al., 2022).

This research, therefore, uses policy document analysis, interviews, and quantitative analysis to understand the complex relationships between policy alignment and developing long-term resiliency of domestic industries. Main RQ underpinning this paper is: How to align policy measures in film and television industries into coherent policy strategies to build resilient industries. It relies on case-study research of three small markets: Belgium, Denmark and Norway. Firstly, it explores newly introduced funding schemes and other incentives. Based on interviews with policymakers and industry players, it analyses whether there is a fit between different policy measures. To strengthen the methodological robustness, the research includes econometric analysis of performance indicators (Lehrer and Xie, 2021). The research builds on theoretical underpinnings on ecosystem (Adner, 2021) to understand interdependence between actors and how the ecosystem value creation process is contingent on the characteristics of individual actors and the ecosystem in general (Talmar et al., 2018).

The preliminary results suggest that policymakers introduce new incentives and schemes to attract investments from global SVOD services and improve the competitiveness of domestic companies. However, policymakers face challenges to come up with coherent policy strategies. Overall, the research theoretically contributes to

the discussions in media industry scholarship on the need for more ambitious cultural policy measures in response to industrial reconfiguration and applying economic perspectives on the characteristics and operation of media industries (Lotz and Potter, 2022; Doyle, 2021).

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PP 846   'One story away': The re-popularisation of documentary through the Netflix Original

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As part of their global strategy to attract new subscribers and keep existing users on the platform, streaming platforms have been increasingly involved in the production and acquisition of content. To better assess the impact on global audiovisual markets, recent research has focused on defining these ‚original' productions. Often, 'Netflix Originals' and the likes are opaque labels that do not offer much clarity over the type of investment made, nor the company's actual involvement in the production process. Existing research into original production patterns primarily focuses on scripted content, although recent catalogue data has also shown increased diversification and a rise in other genres, such as reality-TV and documentary offerings. This paper presents an analysis of Netflix investment in original documentaries, due to the genre's growing popularity and the platform's notable interest in documentary film and series. Documentary was the fastest-growing genre on global streaming platforms in 2020, a growth particularly driven by original productions, as well as the driver for the European rebound of film production in 2019, according to the European Audiovisual Observatory.

The analysis focuses on: (1) the volume of investment in documentary originals over time, according to the typology developed by Afilipoaie et al., (2021); (2) Netflix's strategies and investment patterns; (3) country of origin and language; and (4) genre diversity. This was done by mapping all documentary titles produced worldwide from the beginning of 2012 to the end of 2021 labelled as 'Netflix Original', which resulted in a database of 488 original documentary titles, corresponding to 94770 minutes of content. Findings point to a substantial increase in investment in documentary productions, from 1–2 titles in 2012–2013 to 126 new titles released in 2021, following a peak in released minutes of content in 2020, due to the addition of new seasons. Unlike investment patterns in fiction, full Netflix Original documentaries account for over 80% of the titles, while minimal attention has been paid to licensed originals, continuation, and co-production/co-financing deals. Although there is increased diversity in country of origin and language, US productions still account for over 70% of all original documentary titles, while English is listed as one of the original languages in 80% of the titles. Regarding genre, original documentaries mainly focused on society, culture, and politics, followed by crime. Netflix original documentaries have been criticised for contributing to the commercialisation of the genre. However, a significant number of titles have received critical acclaim, while less entertainment-focused topics have also proven popular with audiences.

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PP 847   'All roads lead to Squid Game': Fractured viewing, SVOD prominence, and content discoverability

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According to Ofcom's 2021 Media Nations report, the average UK viewer consumed 5 hours and 40 minutes of video content each day. While the growth over the previous year was largely driven by lockdown periods of 2020, it was only a mild acceleration of existing trends (Ofcom 2021). Before COVID-19 had any impact on consumption, British audiences were already consuming more and becoming more fractured, with multiple screens in use, more televisions in the home, and more individualised viewing.

This paper looks at published industry documents, including the BARB Establishment Survey and Ofcom reports, and original research conducted for industry use, reviewing changes in how television has been viewed, as seen by the industry itself. While providing historical context, focus is given to recent years, during which time broadcasters have attempted to make sense of growing non-linear viewing and the rapid adoption of Subscription Video on Demand (SVOD) platforms.

Utilising data produced through industry research products, it is possible to see the scope of SVOD catalogues and the proportion that achieves viewing (TRP Research 2022). The original research conducted through these products produced a suite of daily SVOD viewing measurement, full catalogue attribute analysis, and survey-based audience feedback, allowing for a holistic view of SVOD use in the UK. This large data set was analysed for key attributes such as genre, 'Original' status, previous broadcast outings, and country of origin.

Across all content types, 3,722,624 minutes of content were added to UK SVOD platforms in 2020, a 236% growth over 2019 additions. Looking at finalised partial-year data for 2021, content additions are tracking with 2020 levels rather than returning to 2019 levels. The impact of platform launches, production delays resulting from the Covid-19 pandemic, and mergers and acquisitions within the wider entertainment market have balanced out to create a deep sea of content which audiences are struggling to navigate.

After reviewing the total catalogue content available and how it is split across different elements, we examined each platform, assessing how content is marketed within the user interface. We asked users to navigate to a set list of titles outside top performers to create a metric for ease of use and discoverability. Finally, we conducted a survey to measure usage of features such as Netflix's 'Play Something'. From this we were able to arrive at several conclusions about content discovery, promoted content, and eventual viewing.

First, prominence is crucial as content catalogues expand. Signposting of content as new can help with discovery, but presence in 'Top 10' carousels within the user interface is an important marketing tool. Second, algorithmic recommendations offer viewers a connection to the wider catalogue that would otherwise not be possible. Third, original-branded content tends to outperform non-branded content at release, but non-branded content performs more consistently over time.

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Organisational and Strategic Communication

PP 011 **Regaining impact through reflexive digital public relations research: A literature review on recurrent digitalization narratives of the last decade**

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The debate on digitalization in public relations (PR) research has not only fragmented over the last decade. It has also led to a self-critical assessment of disciplinary impact. While early approaches have envisioned PR as a leading discipline that will foster public engagement (Kent & Taylor, 1998), later work on PESO-modelling and agility (e.g. Dietrich, 2016), and even more so current approaches that reflect on datafication (e.g. Weiner & Kochar, 2016), consider PR research as lagging behind and in danger to get replaced by more techno-savvy disciplines, such as digital marketing. To overcome this perception of fragmentation and decline, this contribution proposes to rethink the meaning of impact in digital PR research. This proposition builds on the critical observation that PR research is hardly a fashion setter that drives digital transformation. Rather, it presents a fashion adopter, which gains impact from borrowing and popularizing digital ideas from other domains in organizational and public discourse (Piazza & Abrahamson, 2020). This popularization, however, is widely driven by the constant quest and affirmation of latest concepts and ideas. What is lacking, yet crucial to accountable impact, is reflexivity in PR research on the very origins of these concepts and ideas with a balanced focus on both prospects and risks.

To provide the basis for such a reflexive and accountable understanding of impact in PR research, this paper, based on literature from media history and science and technology studies (e.g. Balbi & Magaudda, 2018; Jasanoff & Kim, 2015), traces the historical roots of five central narratives mirroring early societal imaginaries of digitalization (digitalization as cybernetics, networking, community, transhumanism, and disruption, respectively). They already emerged over the last century, yet experience significant revival and popularization in fashionable concepts dominating the current digitalization debate. Based on these five digitalization narratives and drawing on Labov's analytic scheme, we perform a narrative literature review on the digitalization debate in 13 leading public relations journals of the last decade (2010–2021).

These five core narratives allow for a systematization of the fragmented digitalization debate in our field reconstructing their fashion curves and mergers over time. The more, it helps to trace expectations and complications inherent to these narratives and grants an integrative perspective on recurrent promises and risks at the organization-public-interface. Concretely, this perspective suggests to acknowledge that digital human enhancement always bears the risk of degradation (transhumanism); that digital open collaboration bears the risk of prioritization conflicts (networking); that digital affiliation bears the risk of polarization (community); that digital flexibility implies the risk of an increase of control (cybernetics); and that radical digital innovation bears the risk of exploitation (disruption).

The originality of this contribution lies in proposing a revised understanding of impact in digital PR research. It transcends mere adoption and promotion of the latest fashionable digital concepts and ideas. Instead, it strives for an integrative perspective that is reflexive about the origins, prospects and risks of recurrent narratives of digitalization and the disciplinary accountability that arises from their popularization in the organizational and public realm.

PP 012 **The chairperson of the supervisory board as a new communicator for companies**

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A lot of public relations research puts the spotlight on the CEO's role as a communicator. Yet, the chairperson of the board of directors doesn't get much attention in this context. This seems peculiar considering that the chairperson plays a decisive role in corporate governance and shareholder relations. Europe has two distinct corporate governance systems: a unified administrative board (known as a one-tier system, i.e., the Anglo-American model), or a separation between the management and supervisory board (known as a two-tier system, e.g., applied in Germany). Within the two-tier system, the supervisory board's responsibility is to control the management board (Tüngler, 2000). Representing the company and communicating about the business tends to remain in the domain of the management though.

But the tide is changing. Capital markets have become more international. Investors from markets with a unified board system demand direct access to the chair of the board when investing in German corporations. In 2017, the German Corporate Governance Codex called for more communication between the supervisory board and

investors (Regierungskommission DCGK, 2017). This poses a significant challenge to corporate communications officers: they need to adhere to the law with its clear boundaries while addressing this new demand from investors.

This development provides an opportunity for public relations research to analyze the supervisory board's new communications role and how it can be integrated into established communications practices.

The dissertation is based on structuration theory: Firstly, it determines the communication of chairs of the supervisory board conceptually because previous concepts of strategic communication cannot be applied. Secondly, it analyzes and ultimately overcomes the boundaries of corporate communication to integrate the chair's communication in its communication management.

A multi-method design is used: From an external perspective, the requirements of stakeholders are analyzed to understand their specific demands for communication with the supervisory board. From an internal perspective, insights into company structures, communication measures, and the integration of the chairperson's communication within the communication management are derived. This paper will present the internal findings based on an empirical study with 28 qualitative expert interviews with supervisory board chairpersons as well as representatives of Public Relations and Investor Relations departments of 10 German DAX and MDAX companies.

The interviews show that the management for the communication of chairpersons of the supervisory board is in its infancy. Neither analysis, planning nor evaluation is conducted systematically. One key challenge is the lack of accountability of communication managers due to unclear responsibilities. For the first time, the study reveals not only the emergence of a new corporate communicator, in the form of the chair of the board, but also a transformation of the established roles and processes of the communications function.

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OSC01 - Emerging Theoretical and Applied Proposals

PP 013 Personal values and executives' communication: Findings of a literature review and a future agenda

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Purpose

Research indicates that executives' communication is a significant parameter in organisations, e.g., for employees' trust (Mishra et al., 2014) and loyalty (Mayfield & Mayfield, 2002). It also shows that personal values influence executives' performance and actions in organisations, such as leadership style (Bruno & Lay, 2008). Arguably, executives' personal values are related to executives' communication, making them an important subject of internal communication research. To the best of our knowledge, however, there is no systematic review of the body of research on personal values in the context of executives' communication. Hence, we performed a theoretical literature review to map the research and identify gaps as well as starting points for further research (Paré et al., 2015).

Approach

The review was based on a systematic literature search in the databases "Communication and Mass Media Complete," "Scopus," and "Web of Science", considering journal papers and conference proceedings in English with no restriction on publication date. By combining communication science and interdisciplinary databases, the search encompassed the fields of organisational and strategic communication as well as related fields such as management research and psychology. Search strings were deduced based on key concepts and definitions (e.g., leader* OR manager* OR CEO* OR executive* OR supervisor* AND values OR personal values OR personal beliefs AND communicat*). Thirteen publications met the criteria and were analysed.

Findings

The review highlights that there has been little research to date but indicates a growing research interest within the last five years. The publications found are predominantly empirical and mostly belong to the field of management research, with only a few coming from organisational communication research. The review further shows how the research is structured and points to knowledge gaps from which recommendations for future research can be derived. First, the publications focused on a few personal values, the selection of which varied across studies. They found positive and negative links between executives' values and communication, e.g., self-determination is positively related to the frequency of executives' email communication (Peterson et al., 2010) and the "human relations" value is negatively related to a perceived ability to communicate a strong vision (Hensel & Visser, 2018).

Second, executives' values and communication have so far been studied largely in relation to specific sub-areas (e.g., email communication). Third, most of the publications, probably due to their empirical focus, have weaknesses regarding a theoretical framework, leaving out, e.g., value theories (e.g., Schwartz, 1992; Gouveia et al., 2014).

Originality

The paper provides a mapping of the research on personal values and executives' communication. Based on the findings, an agenda for future organisational and strategic communication research is proposed, indicating that more attention should be paid to original communication aspects, while taking into account findings from fields such as management research. It must be clarified, e.g., which personal values are associated with executives' communication and in what way. By analysing topics that span different sub-areas (e.g., executives' communication styles or quality), the two concepts can be explored more comprehensively, contributing to further analysis of internal communication.

■ OSC01 - Emerging Theoretical and Applied Proposals

PP 014 Co-creation for research and the new research value chain – a theoretical and a practical approach to rethinking knowledge creation, relevance and social impact

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The collaboration between researchers and practitioners has long been discussed within applied sciences and theoretical disciplines. However, discussions often lack approaches which are both grounded in empirical data and thoroughly reflected from theoretical perspectives. This abstract aims to rethink the collaboration from both a theoretical and practical angle. Thus, I discuss how the collaboration between communications researchers and practitioners (and students) can be conceptualized in terms of translating "experienced practitioners' tacit knowledge into mid-range theories about what works for whom under which conditions" (Perrin 2013:32).

This paper identifies three paradigms (Kuhn 1962) that detail how knowledge and knowledge creation are conceptualised and put into practice by communications researchers when aiming at collaborating with practitioners.

In paradigm 1, _the top-down dissemination of knowledge_, the researchers' goal is to collect knowledge and make it available to practitioners.

In paradigm 2, _the top-down dissemination and feedback_, knowledge transformation is conceptualised as a social process of sharing and exchanging knowledge within a social context.

The researchers' main focus in paradigm 3, _co-creation of knowledge_, is to actively collaborate with practitioners and to create new knowledge and expand understanding together. This approach conceptualises knowledge as dynamic and socially co-created over time within a situated practice (Lethinen et al. 2014).

The goal is _knowledge development_ (Huysman & Wit 2002) and to establish a _knowledge-creating relation_ (Gravengaard 2017) where both practitioners and researchers (and students) are engaged in a joint endeavour to identify, analyse and develop solutions for relevant real-world problems and dilemmas. I term this _co-creation for research_.

This research process is typically designed using _the new research value chain_ (Gravengaard 2017) to involve both researchers and practitioners and facilitate the collaboration between them throughout the entire research process: developing research questions, collecting data, conducting analysis, ongoing discussions of findings and conclusions, and developing tools for improving practice and reflections on practice.

This way of collaborating is part of contemporary efforts to create participatory and co-creative studies aiming at creating new solutions for complex and _wicked_ problems (Ansell & Torfing 2014). This is a relatively new way of conducting research (Agger & Tortzen 2015) inspired by theories of co-creation (Bason 2010) – and at the same time inspired by more established participatory research approaches such as action research, nexus analysis, and design thinking.

The practical angle will be a discussion of the research project: The Communications Advisor of the Future – and of how this research project uses the co-creation for research approach on several levels engaging both communication scholars, practitioners and students.

Data will be +200 interviews with communications advisors and those working with the advisors, 3 surveys among advisors and +30 workshops and focus groups with advisors as well as university courses developed as part of this research project.

The focus of reflection will be on how co-creation for research can help establish a more _public scholarship_ (Rosen 1995) and also legitimize research in society-at-large by contributing to solving socially relevant problems and hence have important impact.

Organisational and Strategic Communication

PP 015   Rethinking impact – rethinking the measurement and evaluation of strategic communication

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In strategic communication research, addressing impact is part of measurement and evaluation (M&E) research. This field of research can be assigned to the dominant managerial approach: M&E typically examines the contribution of strategic communication to the success of the organization. In this case, impact is equated with effectiveness, and effectiveness with success for the organization.

The argument here is that this understanding of impact falls short. It is no longer appropriate given the rise of alternative, critical approaches to strategic communication. This means that the premises of M&E research need to be reconsidered. Solely focusing on the organization and its success is no longer a sufficient starting point. Instead, we need a better integration of critical and alternative theoretical approaches to strategic communication into M&E research, and along with it, an expansion of the methodological toolkit to meet the challenges of strategic communication in a dynamically changing public sphere.

This paper proposes theses for theoretical and methodological advancement of M&E research, referring to, among others, van Ruler (2019) and Macnamara (2018). In theoretical terms, it is suggested to adopt the perspective of a hybrid network public sphere to consider the impact of strategic communication. This perspective focuses on the embeddedness of organizations in public and semi-public communication networks and emphasizes that individual actors are no longer as capable of unilaterally controlling and managing communication processes. This theoretical perspective on M&E of strategic communication also implies the need for new methodological approaches.

In methodological terms, it is proposed to study three types of networks to assess the impact of strategic communication in a networked public sphere: a social network analysis that examines different communication relationships between actors, an issue network analysis, and a two-mode network analysis to measure relationships between actors and issues. Examples from research are used to illustrate and discuss the possibilities of each of these approaches.

The contribution of the paper is to bring a new perspective to M&E research, which has so far been strongly management-oriented. It proposes ways to move away from "vanity metrics" (Rogers 2018) towards critical and meaningful methods to critically assess the impact of strategic communication.

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PP 111   Pandemic meetings: old wine in a new bottle?

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Based on the widely accepted assumption that Organisational Communication is a form of Human Communication, this study questions how companies deal with virtual meetings and to what extent they understand them as true expressions of human collaboration rather than mere technological means for sharing information. Through the analysis of the internal communication practices of a multinational Bosch plant in Portugal, a manual for virtual meetings was produced, drawing attention to the importance of observing the basic principles of Human Communication when conducting these online gatherings, in order to increase communicative efficiency, but also the sense of belonging and work satisfaction.

An unavoidable feature of organisations is that people do not work in isolation. Therefore, group identity, information transmission, and the process by which information becomes meaningful, must be understood. Furthermore,

organisations are goal-oriented, which directly influences the content and patterns of communication, increasing its complexity. Yet very little time is invested in improving employees' communication skills (Cacciattolo, 2015).

The Bosch's Virtual Meetings Manual is a good example in this regard and was designed to develop communication efficiency in online settings, by giving visibility to the fundamental principles of Human Communication. Without quality meetings it is very unlikely that a team will achieve its goals (White, 2014). At BCM – Portugal, the remote work scenario is not new and the use of videoconference calls is a daily routine to connect employees in different locations, but it was widely extended during COVID-19 confinements.

Through a broader action-research project – 2019/2020 -, it was possible to diagnose that one of the obstacles to good communication in the company was the lack of quality of virtual meetings. Namely because the interaction was reduced to verbal communication, which intensified the cultural and identity gaps among participants. This context led to the development of a strategic communication plan that included the preparation of a guidebook for the planning and implementation of virtual meetings.

Our study now focuses on the analysis of this guidebook in the light of the fundamentals of Communication Theories, testing the hypothesis that virtual meetings do not imply a shift in the paradigm of Organisational Communication – as, in essence, these interactions are about human beings communicating among themselves in organizational 'societies', through the mediation of a technological channel. For this analysis, the elements largely identified as central to the basic phenomenon of communication (Croucher, 2016) were defined as categories: sender/receiver role, message content, communication channels, codes in use, redundancy/entropy devices, noise, barriers and feedback.

Results show that (1) the quality of virtual meetings relies essentially on the quality of the human interaction; (2) the interaction rests on the efficiency of communication dynamics; and (3) the gratification of the participants is based on emotional and humanized aspects, rather than on the transmission of information.

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OSC02 - Internal Communication and Leadership

PP 112   Rethinking the Impact of (Social) Change Communication via Internal Social Media – Results from a long-term survey among up to 500 German companies 2013–2022

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Introduction & Literature Review

According to the Call for Paper for this conference, "proving the value of strategic communication for business is still a challenge in many organizations, despite it is commonly understood that communication is crucial". However, in the specific area of change communication this value issue should be traditionally very clear (Kitchen & Daly 2002). But in reality, it often isn't – especially linked to corporate culture issues like trust (Yue et al. 2019) or organizational identification (Woods & Watkins 2022). Nevertheless, according to recent studies, internal social media can have a strong impact on engaging employees (Ewing et. al. 2019), moderating processes (Liu & Bakici 2019) and allowing more, perhaps even critical or emancipatory participation (Lu & Pan 2019). But if it comes to the specific link of internal social media and change communication, only some few studies are available (e. g. Gode 2019, Goksoy 2020, Madsen 2021). Therefore, this paper wants to contribute to this field of study by analysing some data from a long-term online survey concerning the use of internal social media among up to 500 German companies 2013–2022, dealing partly also with change communication.

Methodology

The underlying survey studies were conducted in 2013, 2016, 2019 and 2022, in each case online in January, with 579, 555, 352 and 421 respondents respectively. The questionnaire link was distributed to company representatives in the areas of communications, human resources and general management via address lists and editorial references. One third of the 2022 questionnaire was explicitly dedicated to change communication issues; other change issues already occurred in different parts of the previous studies. While this study is, like many company studies, not really representative, it does, however, illustrate a broad selection of companies in the country, roughly corresponding to official statistics. Above all, however, it is most comparable in terms of developments since there is a very similar composition of distributors and participants for all four surveys.

First results & Conclusion

Since this study was realised in January 2022, only some results have been analysed so far, but more will be for the full paper and presentation. Looking for the importance of internal social media within different phases of change processes, a relative majority of interviewees of the most recent survey presented see the inclusion of employees in the change process itself as most relevant (43,0 percent), followed by enforcing newly established changes afterwards (35,7 percent), but not so much the development of a common understanding of the change situation (21,3 percent). Generally, a stronger inclusion of employees is seen as more and more important over the years – starting with 36,0 percent top box values on this item in 2013, followed by 40,7 percent and 2016 and ending currently up with 53,1 percent in 2022. Based on these and other data, the paper will rethink the impact and illustrate the value of strategic (internal) communication for business, using the important example of change situations.

OSC02 - Internal Communication and Leadership

PP 113 Rethink internal communication: When journalism is invited into the communication department

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Strategic internal communication can build trust, develop relationships and influence employee engagement (Neill & Bowen, 2021), and the Covid-19 pandemic has highlighted the importance of internal communication (Ruck & Men, 2021). Internal communication is no longer just a question about informing employees (Ruck, 2015). There is also a wish to involve and empower employees, so they can solve challenges and advocate for the organization (Dahlman & Heide, 2021). An aim that can be encouraged through internal communication that is transparent, authentic, and positive (Men & Bowen, 2017; Ruck & Men, 2021), and through organizational listening and dialogue with employees (Macnamara, 2016).

Trained journalists share common professional values that are closely connected to the role and function of journalism in a democratic society (eg. Anderson and Schudson, 2019; Hallin & Mancini 2004; Waldenström *et al.*, 2019). They have an obligation to keep an eye on those who hold the power, be loyal to the public and treat everyone equally (Hallin & Mancini, 2004). The question is whether this journalistic mindset can bring something different to internal communication and help fulfill the ideals of transparent and trustworthy internal communication or whether trained journalists working with internal communication will be restrained by the organizational reality.

An interview study with twelve journalists educated from Danish Media Schools working within internal communication in twelve different Danish organizations were conducted to explore how they work with internal communication and whether their professional values, mindset and approach in their perception made a difference to internal communication in their organization. The twelve journalists came from five corporate, four public, two nonprofit and one media organization to explore whether there was a difference between the different types of organizations. The preliminary findings indicate that trained journalists perceive that even though they have to communicate in line with organizational values they bring more relevance and transparency to internal communication as they know how to find and communicate the good story, dare to ask critical questions and are unimpressed by organizational hierarchies.

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Organisational and Strategic Communication

PP 114 **Can social media guidelines make a difference? Assessing individual and organizational antecedents of employees' work-related social media behavior**

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Social media allow employees to take on corporate communication roles that used to fall exclusively under the responsibility of public relations practitioners (Madsen & Verhoeven, 2019). On platforms like Facebook and Twitter, they can share positive information about their employer, acting as organizational advocates. Employees can, by contrast, also behave as organizational adversaries, disseminating criticism or confidential information (Kim & Rhee, 2011). For organizations, work-related social media use can thus be "a source of competitive advantage or a time bomb waiting to explode" (Miles & Mangold, 2014, p.402). Researchers have therefore started examining the motivational factors underlying employees' positive and negative work-related social media behavior, both on an individual (e.g. self-enhancement motives) and organizational (e.g. organization-employee relationship) level (Lee, 2020; Lee & Kim, 2020). An organizational factor that has not been examined in this regard, are corporate social media guidelines. These guidelines are a broadly adopted internal communication tool in practice and can affect how employees communicate about their employer on social media (Soens & Claeys, 2021). Organizations must know how the impact of social media guidelines relates to that of other motivational factors. To establish which factors carry most weight in determining work-related social media behavior, an online survey will be conducted among about 500 Belgian employees. The sample will be drawn from a set of companies who either do or do not have social media guidelines in place. In contrast to prior surveys, employees' communication behavior will not be exclusively assessed through self-report measures. Instead, to prevent social desirability bias, self-reports will be complimented with a content analysis of participants' actual work-related posts on different social media channels. Specifically, participants will be requested to look up their last two work-related social media posts and copy-paste their content in the survey (with the possibility to anonymize any personal or company details). They will also be asked to indicate the platform on which they were published, as well as the posts' privacy settings (e.g. shared with friends only). After being coded for some relevant variables, such as valence (i.e. positive, negative or neutral) and type of content (e.g. information sharing, ambassadorship behavior, minor complaint, criticism), the output will be connected to the individual and organizational factors measured in the survey.

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PP 220 **To Trust or Not to Trust: Consumer Perceptions of Brand Activism in Times of the Black Lives Matter Movement**

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The salience of socio-political issues on social media has led to increasing pressure on companies to engage in corporate social advocacy (CSA), referring to them taking a stance on these issues (Austin et al., 2019; Edrington and Lee, 2018; Gaither et al., 2018). CSA may include taking actions such as contributing to a certain cause financially, creating advertising campaigns related to the issue, lobbying local and state governments, making donations and engaging in philanthropic efforts known to the public, or using the company's large platform to raise awareness, for instance through social media (Waymer and Logan, 2021). Despite this new phenomenon, the research on CSA is limited in literature, and CSA has often been classified as a subset of corporate social responsibility rather than its own category of corporate action. This paper aims to understand to what extent perceived corporate motives of engaging in CSA affect consumer skepticism and brand equity. We also examine whether a consumer's social

issue involvement moderates the proposed relationship. An online survey was conducted (N = 375). The results revealed that values-driven motives and egoistic-driven motives were significant predictors of consumer skepticism. However, no significant impact of strategic-driven motives and stakeholder-driven motives was discovered on consumer skepticism. In addition, consumer skepticism was found to be a significant mediator of the relationship between egoistic-driven motives and brand equity. The results however did not reveal any significant moderation effect of social issue involvement. The findings imply that companies need to develop a good understanding of the consumers' attributions when engaging in CSA as the latter can result in consumer skepticism and negative impact on brand equity.

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OSC03 - Marketing Communication and Advertising

PP 221 Dimensions of believability in metaverses to study brand communication: the applied case in automotive marketing

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This paper aims to explore the influences of the dimensions of believability in virtual reality (VR) to construct brand communication through an experiential and multi-sensory marketing perspective. As starting point, it is assumed that VR interfaces may produce in the user a feeling of presence and immersion in the represented environment, in consequence creating widely possibilities for multi-sensory, engaging and performic relationship between brands and consumers. As suggested by De Gauquier et al. (2019), Van Kerrebroeck et al. (2017) or King (2017), when properly designed, VR allows the individual to dive into the brand's universe to explores different contexts, spaces, objects and, so on, to absorb communication messages through a first-person perspective experience. Also, it is important to underline that the concept of believability – developed by Pausch et al. (1996) and explored by others VR researchers (Slater; Wilburn, 1997; Burdea, 2003; Thom, 2008; Zuffo; Lopes, 2008; Slater, 2009; Calleja, 2011; Borba; Zuffo, 2017; Skarbez et al., 2017) is central to this paper, precisely, because its dimensions of analysis allow the study of structural aspects of realism, interactivity and engagement existing in the social, semiotic and technical (socio-semio-technical) relationship among user, device and represented environment in VR (Zilles Borba, 2020). Therefore, in addition to presenting a conceptual basis on VR, metaverses, avatars and fundamental aspects for the formation of a user's believability in these emerging digital contexts, the article presents an applied study in the automotive sector. The methodological conduction is guided by an exploratory approach, through participant observations with three communication pieces of brands in VR (Volvo, Jeep and Audi), supported by a head-mounted display for smartphone applications (*i.e.* Google Cardboard, Samsung GearVR, VR Box and others), in order to experience and perceive the dynamics, structures, plots and sensations and, with this, collect and analyze qualitative data about dimensions of believability influencing the brand communication goals. The choice of this sector of the market is justified by the vanguard position of the companies that compete in it, betting on the use of VR as a media channel to generate some kind of communication with the consumer. In short, it is expected that the results indicate guidelines for the communication practices of brands in VR to the automotive sector, in addition to serving as a theoretical-empirical approach proposition for future researchers on brand communication in metaverses. Furthermore, it is noteworthy that during the observations, more than the user's impressions, data will be recorded for post observations and descriptive notes of the researcher will be taken after their exploration, as they will subsidize information for a reflective analysis, in order to investigate details of realism, interactivity and engagement for building believability of the brand's virtual experience.

Keywords: Virtual reality; Brand communication; Strategic communication; Metaverse; Automotive marketing

Organisational and Strategic Communication

PP 222   Use of emotions in marketing communication: the presence of the love emotion in brand and product communication ads

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Love is an emotion that surrounds everyday life. This includes areas such as the mother's love when her child is born, paternal love, brother/sister love, amicable love as well as passionate or romantic love. As emotional appeals are highly affecting the purchase or intention of purchase behaviour of consumers, companies are implementing them more and more in their communication approach, specially in brand and product communication pieces.

The frequent use of emotional appeals is a natural postmodernism outcome, since the consumers' need for symbolic senses increased (Rytel 2010). Symbolic features have a strong impact on contemporary consumer choices when making a purchase decision. Rytel argues that the increasing significance of symbols, their meanings and senses in our society, have led to the trigger of new and innovative marketing-communication shifts, and became "the key consumption stimulating factor and forms a new ethos of consumption" (2010, p.30).

This research paper aims to analyse the use of 'love" by brands as an emotion in their marketing communication. In this regard, a rhetorical analysis has been conducted to examine how they have implemented different concepts related to love in their ads to transmit their message to the mind of the customers. A mix of qualitative and quantitative research was adopted through a code book with different categories for analysing the video ads from Airbnb, McDonald's, Kinder Schokolade, FerreroKüsschen and Coca-Cola.

After the main insights from data, it has been concluded that most of the brands were making use of this powerful emotion in multiple ways, applying specific language, colours, music, behaviour as well as symbols -such as hearts and roses – related to love. Also, brands employed the colour red in most of their ads, a colour that is proven to be related to love. This study provides an exploratory foundation for any further research on that field. Additionally, communications managers can also profit from this research by understanding the strength of an emotional approach and exploring how it has been implemented by other well known brands already.

Rytel, T. (2010). Emotional Marketing Concept: The New Marketing Shift in the Postmodern Era. *Business Theory& Practice*, 30–38.

PP 223   The peripherical role of advertising on strategic communication studies

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In academic studies, Advertising is often associated with consumption and widely associated with marketing. Other Advertising studies address attention to discourse analysis, semiotics, pragmatics and related knowledge areas. In general Advertising is seen as part of our cultures, in postmodern societies. It is mainly entertainment (Lipovesky). But, in what regards to its relationship with strategic and organisational communication studies are scarce.

Despiste this scenario, in their daily work, advertisers develop an in-depth process by setting communication goals, defining and distributing key messages and developing creative strategies to influence through persuasion and creativity. Advertising is driven by strategic decisions linked to the organisation overall strategy. Morever advertising plans must be evaluated accordingly to predefined goals.

This work intend to bring a new angle to strategic communication studies. By analysing reputed authors in strategic communication studies we tend to conclude that Advertising is out of the discussion. In an article dedicated to the nature of strategic communication, Hallahan, Holtzhausen, van Ruler, Verčič & Sriramesh pointed that "six relevant disciplines are involved in the development, implementation and assessment of communications by organizations: management, marketing, public relations, technical communication, political communication, and information/social marketing campaigns." (2007: p.3)

In "The strategic Communication Imperative" article Argenti, Howell and Beck mention briefly Advertising in association with marketing and sales purposes as well as image building, on a consumption perspective. To mentioned another example, a book about European perspectives concerning Organisational and Strategic Communication Research (edited by Gonçalves, Somerville & Melo, 2013) no chapter is dedicated to advertising.

This phenomenon may be related with what Christopher Paul (2011) stresses defending that "there is not consensus on the definition of strategic communication". In its book on strategic communication, he has compiled and

reviewed all the official and unofficial definitions of strategic communication he could find. "They mostly agree, but not so much in the details or the boundaries." To Paul boundaries matter, "because sloppy boundary definitions lead to things that should be considered strategic communication being excluded, or things that should not be considered strategic communication being included." (2011: p.2).

In fact, advertising practices are based on the fundamentals of strategy thinking: situation analysis, diagnosis, objectives setting, audiences definition, channels and resources definition and evaluation. But perhaps the incantatory part of advertising – the "Magic System" as called by Raymond Williams (1960). Maybe the lightness of its narratives hide a deeper layer which underlies creative strategies.

The aim of this paper is to perform a content analysis of works developed by recognized authors in the field of strategic communication. Specifically, it is intended to count the number of times the word "Advertising" appears as well as to detect what kind of associations are made between advertising and other disciplines. Bentelle, Perez, Sandhu, Hallahan, Argenti, Argenti, Howell, Beck as authors; Gonçalves, Somerville, and Melo as editors, are the selected researchers.

The expected results intended to bring Advertising to the studies of strategic communication by positioning the discipline beyond the marketing function. In brief bringing Advertising to the debate.

OSC03 - Marketing Communication and Advertising

PP 224 **Exploring the opportunities and challenges of blockchain technology for addressing fake advertising: Perspectives of private and public stakeholders in the online advertising ecosystem**

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The spread of disinformation in recent years has created a digital environment in which individuals struggle to distinguish real information from fake. Disinformation can affect all types of content, including commercial communication in the form of fake advertising. In this study, fake advertising refers to any brand-related content that is disseminated by a fraudulent source impersonating a genuine brand, with the intention of deceiving the consumer. The issue of fake advertising affects the whole advertising ecosystem: from consumers to brands, publishers and regulators (Cusumano, Gawer & Yoffie, 2021; Grigsby, 2020). Nevertheless, academic literature has largely ignored the issue of disinformation in brand-related content, dedicating most of its attention to fake news.

Blockchain technology constitutes one possible solution to fake advertising. Blockchain is a type of distributed ledger which records online transactions and is secured by a network of participants (Pärssinen, Kotila, Cuevas Rumin, Phansalkar, & Manner, 2018). Blockchain's features of decentralisation, consensus, cryptography, and immutability make it ideal for tracking and validating the authenticity of information. Yet, it has received little attention in communications and marketing literature, with the majority of research being either conceptual in nature, or focusing on the issue of ad fraud in the context of inflated advertising impressions.

In this study, we address these gaps in two ways. First, we aim to explore the opportunities and challenges of blockchain technology for addressing the issue of fake advertising (e.g., by communicating authenticity in commercial communication) from the perspectives of blockchain experts and stakeholders in the online advertising ecosystem. Second, we seek to understand the factors encouraging and hindering blockchain adoption for authentic advertising. To this end, we employ the six adoption factors described in the Interactive Technology Adoption Model (system, audience, social, technology, adoption, and use; Lin, 2003) to categorise our data.

To address these aims, semi-structured interviews will be conducted with blockchain experts and stakeholders in the online advertising ecosystem. Purposive, quota and snowball strategies will be employed to sample six types of participants relevant for this study: advertisers, publishers, advertising technology companies, regulators, consumer advocates, and blockchain experts. A key informant case selection strategy will be employed to provide rich data on the topic of interest. Data will be analysed using the thematic analysis approach. Prior to data collection, an interview schedule will be developed to guide the interviews and pre-registered on OSF based on the qualitative research pre-registration model, along with the research questions, sampling strategy, and data analysis plan.

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OSC04 - PR, Journalism and Media

PP 329 **Blurring boundaries between PR, advertising and journalism: Ethical challenges for PR practitioners and possible solutions**

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In recent years, studying the blurring boundaries between PR, advertising, and journalism (Author2, 2017; Macnamara, 2016; Taiminen et al., 2015) has become even more important because research on the impact of sponsored content (e.g., native advertising) shows that mandatory labeling is often inconspicuous and goes unnoticed by the recipients (Author3, 2020). Commercial content misunderstood as journalism appears more credible and convincing. Therefore, less transparent forms of communication seem to be in the interest of advertising and PR-driven organizations because of their impact on stakeholders. However, it is also evident that the credibility of a media outlet publishing sponsored content suffers if it is recognized as advertising (Author3, 2020).

In this context, PR practitioners seem to find themselves in a conflict of interest, since according to PR codes of ethics they have to serve the public and represent their clients' interests. For media representatives, conflicts of interest can arise from the fact that advertising revenue is desired, but sponsored content can damage the credibility of the media outlet. The principle of freedom of reporting in corporate publishing, for which many journalists work, is also restricted.

Our study focuses on potential conflicts of interest and ethical challenges experienced by practitioners from agencies, companies and journalism due to the blurring of boundaries, asking to what extent PR and media practitioners/journalists perceive the blurring boundaries between PR, advertising and journalism (RQ1), what ethical challenges and conflicts of interest arise for PR and media practitioners/journalists due to the blurring boundaries (RQ2) and how PR practitioners can be made aware of the ethical challenges and prepared to deal with them (RQ3)?

To address these research questions, 45 semi-structured qualitative interviews with PR and marketing practitioners, and journalists are currently conducted. We ask them to describe their everyday work, their perceptions of and experiences with different interests of the fields of communication and their own understanding of their roles and values. They are also asked to provide examples of dilemma-like situations from their work and reflect on them, which will be used to develop possible solutions for (young) professionals as well as students in graduate and undergraduate programs in Public Relations and Communication Management. Thereby the findings of this study not just contribute to the research on blurring boundaries; they will help educating communicators to become critical and responsible professionals and scholars. So far, 12 of the 45 interviews have been conducted. The interviews lasted between 50 and 75 minutes. They will be recorded, transcribed in full and qualitatively analyzed using MAXQDA software. The pending interviews are scheduled until the end of March, followed by data analysis until August. Hence, at ECREA we will be able to present the results of our study.

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OSC04 - PR, Journalism and Media

PP 330 **Powerful through perceptions – considering professional communicators' perceived power (dis)balance with the media when explaining their strategic choices in communication behavior**

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The mediatization paradigm has put a spotlight on how professional communicators from various fields have incorporated media-related principles and rules to successfully gain attention for their matters (Marcinkowski, 2014). However, studying the obvious communication instances, such as the content of press releases or media

campaigns, tells us only half of the story. A subtle interplay of different motivations and perceptions is at play that is driven by the multicolored shapes of the relationship between media and professional communicators (Strömbäck, 2011). This relationship is not one of clear dominance, but it can be conceived of a dynamic interplay between induction (i.e. actively influencing) and adaption (Bentele & Fechner, 2015) or as the result of push and pull processes (Blumler & Esser, 2019). Research has addressed how political actors or business representatives perceive this relationship by asking how powerful they regard the media (Kepplinger, 2010; van Aelst et al., 2008). Yet, more differentiated perspectives seem necessary (cf., Landerer 2015) to explain why some professional communicators rely on a self-confident media strategy although their public support is weak, while others refrain from communicating although they could expect strong public tailwind.

Based on qualitative interviews with 33 high-rank communicators at employers' associations and unions, we investigate the motivations and the perceptions that drive their communication activities. In 1.5-hour guided interviews, we explore the full spectrum of communication-related considerations and decisions during a highly conflictual situation –wage disputes. In doing so, **we aim for identifying both the roots for feelings of super- and inferiority and the consequences for their strategic communication activities**.

As a result from a two-stage coding procedure that started with an open coding approach and ended with a categorization approach, it was shown that the *perceived power relationship* in terms of perceived opportunities of influence is crucial to explain both the current communication behavior of the professional communicators at unions and employer's organizations as well as the long-term orientation in their communication strategy. Two classes of factors could be identified as *roots*: 1) Stable factors such as, e.g., the degree of professionalization of the organization's communication apparatus. 2) Situational factors such as perceived media interest for one's story. The perceived power relationship can be understood as a two-dimensional continuum spanned by the *perceived opportunity for induction* and *perceived pressure to adapt*. Each combination of these two dimensions helps to capture the facets of superiority and subordination in relation to media yielding different *consequences*: high pressure to adapt to the media rules and, simultaneously, limited prospects of success (low chance of induction) characterize, for example, the feeling of perceived inferiority and usually lead to the choice of bypassing strategies via one's own, more controllable social media channels. In the long term, the perceived balance of power and the strategies for action associated with it become visible in the extent of orientation towards the media logic and in the attitude toward journalists. As illustrated, our insights allow for discerning which and how professional communicators' motivations and perceptions bring about different facets of mediatization.

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PP 331   Media tensions in interorganizational collaboration – exploring the case of climate change mitigation

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Media for communication has been an important factor for societies' ability to collectively address complex problems such as climate change (Gray & Purdy, 2018). Using digital meetings, e-documents, and e-mails, positively lowers the geographical threshold for initiating and maintaining interorganizational collaboration in global, regional, and local contexts (Heath & Isbell, 2017). The same manifold of media presents challenges for collaborations of today to orientate around logics and values of what media to use and how to use them within organization context (Fu et al, 2019; O'Sullivan, 2000). This demand collaborators to cope with media tensions and negotiate a *collective media structure*, where logics and values of decided structure favor certain actors and actions (Couldry & Hepp, 2017).

Building on previous communication studies that acknowledge the formative role of tensions (Putnam et al, 2016) for collaboration, this study investigates *how tensions of collective media structure become formative for the collaboration* and thereby shape its actions. Dialectic tension theory is used as a framework applied on 16 meetings of a Swedish interorganizational collaboration on climate change mitigation. An inductive coding strategy using open followed by focused coding was applied on the transcribed material to detect most salient media tensions. From the preliminary results, two kinds of tensions were detected. Firstly, media breakdowns created *processual tensions* of reduced ability to participate which increased centralization and dependence on the convener. Secondly, *media genres tensions* encouraged a joint action program that emphasized 'participation by conformity' which favored coordination rather than collaboration. These results give an insight to why these collaborations have a tendency to end up in disappointment (Huxham & Vangen, 2005), reduced to knowledge-exchange, where joint action programs become 'shelf warmers' (Palm, 2009, p.32), and, thereby, reason to 'rethink [their] impact'.

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OSC04 - PR, Journalism and Media

PP 332   Bridging journalists and PR practitioners in a digital context

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The relationship between journalism and public relations has always been problematic. However, many contemporary voices (L'Etang, 2007, Morris & Goldsworthy, 2012, Gregory, 2015, Koch et al., 2017 *inter al.*) underline the mutually profitable and beneficial relation between journalism and public relations and open the path to understanding its digital dimension.

The paper's aim is to present a project that aims at bridging journalists and public relations practitioners in Romania.

The paper will start from discussing the characteristics of PR-journalism relationship in the context of digital communication challenges and the concept of hybridity in relation to journalism and public relations, and will also unpack the concept of "educating journalists in public relations literacy" (Macnamara, 2020).

The research is based on a case study from Romania, investigated between July and October 2021. The methodological approach was chosen based on Yin (2009) and Hartley' (2004) contributions to the understanding of case studies in organizational context. The case study focused on the campaign "#RespectJurnalistii" [Respect Journalists], the digital platform "2Value Reporters" and the app "2Value", and it was informed by document analysis, participatory observation, and semi-structured interviews with the initiators of the project (a Romanian PR company).

The case study identified as motivation for the PR company to create bridges between journalists and PR practitioners the need to have reliable communication partners in the media companies. A strong journalistic community would ensure not only quality journalism for the public, but also a stronger and healthier business environment, that communicate efficiently with media and the consumers.

The PR company chose to involve in building a community of journalists by organizing free trainings, and other related events that encouraged journalists to develop professionally, but also to understand better the work of public relations practitioners.

At the same time, the project's initiators observed that small and medium size companies need support in organizing the communication campaigns and have to professionalize in developing messages for media (e.g. press releases). The social responsibility dimension of the company was accompanied by a business side, that focused on the development of an application to be used by SMEs companies.

The campaign "#RespectJurnalistii", the platform "2ValueReporters" and the project "2Value" make use of the advantages of the digital communication (platforms for sharing content, digital communication programs, scanning the environment at accessible costs). They can be seen as part of the effort to educate journalists, and also business managers in "public relations literacy" (Holladay, and Coombs, 2013, Macnamara 2020). From this point of view, the campaign and the project could be considered as being part of an effort to adopt the framework of "advanced public relations" (Ruão, Fernández-Souto, 2020), which requires a combination of the use of new technologies with understanding the power of education for enhancing the social role of public relations in the 21 century.

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PP 333   As they like it – Readability as a mediatization strategy in media relations

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Despite the increasing importance of direct communication channels and social media for the dissemination of corporate messages, press releases remain important tools for efficiently stimulating media coverage and lending additional (journalistic) credibility to the company's messages. Journalism research and public relations research have devoted considerable attention to the question of what factors influence the journalistic selection of press releases. Nonetheless, not all potential factors have been equally well researched. Comprehensibility is one of these underresearched factors.

Although the degree of comprehensibility is not the only factor that determines whether a message is being paid attention to, it is an important prerequisite for successful communication. More than that, reading is an essential journalistic tool and an integral step in the process of news selection and production (van Dijk, 2009). What journalists read, how they read it, and how they judge what they read influences media content. In this way, their reading influences what the rest of us get to know about the world, since media content is one of our most important sources of information in everyday life.

This study examines comprehensibility as an influencing factor in the news selection process. Based on the concept of mediatization, we assume that observing basic rules of comprehensibility can be a strategic means of gaining media attention (e.g., Haßler, 2017; Strömbäck & Van Aelst, 2013). This is because comprehensibility as a journalistic quality criterion is part of the media logic. According to the mediatization thesis, anyone who takes this media logic into account when shaping their own communications is conforming to journalistic ideas about what is newsworthy in the first place and how corresponding events should be reported. Moreover, comprehensibility not only influences understanding, but also elicits other positive perceptions like sympathy, attractiveness, or credibility (e.g., Alter & Oppenheimer, 2009), which can be conducive to the persuasive effect of a message.

Using an input-output research design, we investigate whether the comprehensibility of press releases increases their chance of being picked up, the number of news articles they generate, and the extent of text adoption. We analyze 5,132 German-language press releases published by the DAX companies in 2015. Applying automated content analyses, we measure their readability and identify subsequent media coverage in 18 German newspapers. A manual content analysis of a sample of these texts is used to capture additional factors known to influence news selection (e.g., news factors). In this way, the relative importance of comprehensibility can be examined.

The results show that the comprehensibility of press releases – controlling for other factors – helps them pass the journalistic gate. However, there are more media reactions that are recognizably due to a press release when comprehensibility is lower – a finding that ultimately also indicates that incomprehensibility prevents journalists from reformulating texts. Presumably, simpler press releases are easier to rephrase because they are easier to understand even with less expertise. Overall, comprehensibility helps corporate messages find their way into the media. But it does not seduce journalists to the extent that they rely exclusively on ready-made material.

PP 423   Strategic communication for resilience of urban destinations during the COVID-19 pandemic

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This paper addresses how urban Destination Management Organisations (DMOs) in Sweden, have understood their communicative role, developed communicative strategies and tactics in relation to stakeholders during the COVID-19 pandemic. The aim of this research is to develop communication strategies for urban destination resilience.

DMOs have a key role in balancing the interest of stakeholders, the management and marketing of a destination, and promotion of tourism and attracting visitors to a destination. DMOs are expected to facilitate the conditions for other organisations within a defined administrative boundary in order to meet political ambitions concerning economic and sustainable development. Hence, urban DMOs have a particularly challenging communicative task given the number of stakeholders involved in a tourist destination.

The focus of this article is organisations' strategic communication for resilience. From a destination perspective, resilience is based on individual and organisational level. And how these levels connect to different networks in

the tourism system: such as businesses, government, NGO's and the community. Research concludes that the more range of networks there is, the more resilient the destination. However, resilience is not the same for all stakeholders. It is important to take into consideration: resilience for whom, what, when, where, and why? This needs to be carefully considered when developing the communicative strategies.

This research is conducted in collaboration with the Swedish network of destination management organisations (SNDMO) in a research project financed by the Swedish Agency for Economic and Regional Growth (2021–2022). During 2021, 40 semi-structured interviews with members of SNDMO were performed. Additionally, a couple of DMOs in different urban regions in Sweden have been selected as case studies for exploring problems, best practises, and more importantly as experiential arenas for testing different communicative strategies.

To deal with the difficult situation many new stakeholder collaborations have been set in motion locally. A hurdle in these collaborations is the complexity that comes with stakeholder communication that includes local businesses, residents, public organisations and so forth. Additionally the communicative role of the DMOS has expanded during the pandemic and accentuated new actors and relationships. The communicative strategies and tactics that evolved during the crisis in relation to stakeholders are characterised by handling a number of contradictions and dilemmas. The results indicate the success of the DMO is dependent on its ability to be proactive, adapt to a constantly changing environment, and use established networks for communication work.

To conclude, this ongoing project increases the understanding of communicative strategies employed for urban resilience that emerges in complex interactions between different stakeholders and the communicative role of DMOs in an extraordinary situation.

OSC05 - Covid 19 and Health Communication

PP 424 Testing Covid-19 impact on organizational cultures: Italian public sector communication practices facing the pandemic

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This contribution analyzes the Covid-19 impact on Italian ministries' communicative practices and working routines. Moreover, it explores how social media has contributed to the process of information spread during the pandemic.

Indeed, public sector communication (PSC) has been challenged by the duration of the emergency and the transversality of the social sectors affected by the pandemic. Consequently, Italian institutions had to quickly reconcile long-lasting emergency communication strategies based on effectiveness and timeliness with an organizational culture expressing standard communication practices tending towards stability.

To analyze these processes, the four models of organizational cultures proposed by Canel and Luhoma-aho (2019) were considered, namely: Hierarchical Culture; Group Culture; Rational Culture; Developmental Culture. The purpose of the paper is to explore whether and how the organizational cultures of different ministries in Italy have faced the public sector communication needs imposed by the pandemic. To analyze these aspects, the paper addresses the following Research Questions:

RQ1: In which way has Covid-19 impacted the practices and working routines of communication structures of Italian ministries and their organizational culture?

RQ2: What was the role of social media in helping to change communication practices and the flow of internal and external information?

We carried out 32 semi-structured interviews with social media managers and heads of the press office of 23 Italian ministries in the framework of a broader research investigating the quality of PSC. Using NVivo12, we analyzed the text of the transcripts by resorting to qualitative textual analysis, adopting an interpretive approach.

The results show that three different areas have been impacted by the pandemic. First, the internal organization of communication staff settles along a continuum that oscillates between the invariance of organizational structure and the reengineering of internal competencies. Second, the Ministries develop some degrees of interdependence, highlighting the centrality of the press offices in coordinating intra-institutional and extra-institutional communication practices. Finally, the changes in the working routines of communication offices can be summarized in four different communicative stands: symbolic presence, adaptation, competence disclosure, and readiness.

Regarding the use of social media during the pandemic, the results highlight that the institutions characterized by a stable organizational culture present a traditional-bureaucratic communicative attitude towards digitalization. Despite the pressures and constraints imposed by the pandemic, other organizations, in rearranging their practices, have instead shown their attitude to readiness and digitalization.

The different communication attitudes displayed by the institutions are affected by their specific organizational cultures. These differences determine the difficulty of constructing a unique interpretative model that summarizes the various ministries' communicative practices. We cannot exclude the possibility that these differences in reacting to the pandemic have contributed to fostering a dialogue between organizational cultures, that were depicted in Canel and Luoma-aho's (2019) theoretical model as autonomous and self-referenced. Nevertheless, the pandemic has forced different organizational cultures into a relationship, sometimes operating hybridizations that became driving forces for some institutions and limits for others.

OSC05 - Covid 19 and Health Communication

PP 425 Communication strategies of native digital companies during the COVID-19 pandemic

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The growth of native digital companies (Negroponte, 1995; Prensky, 2001) has accelerated (Miller, 2020; Amankwah-Amoah, Khan, Wood, & Knight, 2021) by the COVID-19 pandemic. This study focuses on knowing the communication strategies of technology companies during this period.

The methodology of this research is based on telematic survey responses from 50 communication managers of digital native companies. The results shows that they have an integrated approach (Kliatchko, 2005) based of growth hacking (Ellis, 2010; Holiday, 2014), which is data-driven decision making (Parmenter, 2015) combining creativity and data-driven decision making aligned to objectives (Drucker,1954; Parmenter, 2015).

Their communication plans consist of four phases -research, action, communication, and evaluation- (Marston, 1963), combining different actions in owned, paid or earned media (Burcher, 2012; Tuten & Salomon, 2018) synergistically. 90% of them focus on social media (Rushkoff, 1994; Rosen, 2002; Berger & Milkman, 2012), but mass media also allows them to gain visibility and credibility (Lippmann, 1992) -30% focus on print, 25% on television, and another 25% on radio-. They use also hybrid techniques such as influencer marketing (Brown & Hayes, 2008) or newsjacking (Scott, 2011). These communication strategies provide useful information for all type of companies in digital transformation.

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OSC05 - Covid 19 and Health Communication

PP 426   The Word is Free or is it? Internal listening on internal social media during times of turbulence in a Danish hospital

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When organizations find themselves in a challenging and critical situation, internal listening may be a way for management and employees to maintain trust and improve engagement, and overcome worries and resistance (Sahay, 2021, Lewis, 2020). For several years, scholars have acknowledged the importance of employee voice as a driver of employee engagement (e.g. Ruck et al., 2017) but in recent years, the center of attention has moved to internal listening. Having a voice does not make sense if employees' proposals and concerns are not listened to (Ruck, 2021). However, internal listening is still undertheorized (Macnamara, 2018), and researchers should direct their attention to more empirical research on how organizations may build and maintain a strategic listening focus in different contexts (Neil and Bowen, 2021).

Internal social media (ISM) have been suggested to be a useful communication arena (Heide and Simonsson, 2011) as it can provide an arena where managers can listen to the organization (Madsen and Johansen, 2019)

As a consequence, this study explores employee communication on internal social media (ISM) in a Danish Hospital in the aftermath of the Danish nurse strike in 2021 and the COVID-19 pandemic. More specifically, the intention is to investigate if and how ISM is useful for internal listening in times of turbulence.

The empirical material includes communication threads on "The Word is Free", a discussion forum on internal social media, and semi-structured interviews with key managers and nurses in the studied hospital.

The analysis sheds light on how managers and employees practice internal listening and with what consequences for the employees' experience of psychological safety and feeling of influence. The study thus contributes with insights into internal listening in an organization where employees are fatigued by work overload and lack of recognition.

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OSC06 - Diversity & Gender

PP 516   The role of women in PR. A critical analysis of the Spanish academia

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Scientific research on women in public relations (PR) has increased in recent years (Moreno et al., 2021; Topic et al., 2019). In Spain, there are still few studies on the role of women researchers in the field of communication in our country (Izquierdo et al., 2021; Segado et al., 2021). In the specific case of PR, the study of women has focused mainly on a professional perspective (Moreno et al., 2018). Thus, the studies on the role of women in academia in Spain are still scarce, especially in the PR field. Their development is necessary to broaden the knowledge of the critical gender perspective in Spanish academia and to identify the influence of women in developing and consolidating the scientific knowledge of public relations. This research aims to identify and reflect on the role of women in PR academia in Spain. The questions are:

· What leadership roles do women assume in the Spanish PR university system?

· How is the representation of women in PR academia in Spain?

This study follows a combined approach. The exploratory and descriptive methods will be developed through content analysis. We will review the presence of women in 4 main areas of academic activity in PR:

a. Management of the departments and faculties where PR studies are taught.
b. Research projects on PR approved in the national calls of the Ministry of Science and Innovation of the Government of Spain.
c. Academic associations of PR and Communication.
d. Management of the Spanish academic PR/Communication journals.

The interpretative approach will be developed using a focus group with women currently working in PR, leading projects and institutions in the Spanish academia. We will present the results and discussion about the participants' reasons, beliefs, feelings and expectations with them. Additionally, we will identify possible proposals to improve the situation of women in academia and, specifically, in PR.

With this work, we will determine the presence of women in higher education and its institutions, the leadership assumed, and their role in the national panorama of research activity.

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OSC06 - Diversity & Gender

PP 517   The gender sensitive approach in public sector communication: the impact of digital storytelling strategies in Italian municipalities

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This contribution addresses the theme of Italian municipalities' communication in order to investigate the impact of institutional storytelling strategies through a gender lens. The theoretical framework of the study is based on

the international and Italian literature on public sector communication (Canel and Luhoma-aho 2019) with a gender-sensitive perspective (Daymon and Demetrious 2013; Capecchi 2018; Faccioli and D'Ambrosi 2022), also incorporating institutional recommendations and guidelines to prevent and fight stereotypes and sexist languages (Eige 2019; European Commission 2020) according to the principles of the EU 20–25 strategy for gender equality and intersectional approach. These theories intertwine with the new centrality of institutional communication in the face of the pandemic (Ducci and Lovari 2021) and the emergence of new digital approaches in organizational communication (Gruning 2009): storytelling strategy and visual tools adoption especially in social media use.

The paper presents an exploratory and qualitative study focused on Italian municipalities conducted through in-depth interviews with the heads of communication. Many research questions arise in this context: 1) Has the gender-sensitive approach been considered in municipalities' communication? What strategies and recommendations have been adopted? 2) Are gender and inclusive narratives embedded in the institutional storytelling strategies? 3) What role does the communication team play in promoting gender equality in institutional communication? What are constraints and barriers? These research questions have been investigated in 15 Italian municipalities, selected considering different factors likewise geographical location, number of inhabitants, and their effectiveness in using social media according to national rankings.

The main results show interesting innovations at a local level in adopting guidelines and languages to prevent gender bias and stereotypes, also used to enhance transparency and trust toward citizens. At the same time interviews highlight existing barriers and cultural resistance in using specific digital storytelling strategies for promoting inclusion and gender equality. In particular, the study highlights the need to use a gender-sensitive approach to develop new practices and models of public sector communication combined with targeted actions and intersectionality.

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OSC06 - Diversity & Gender

PP 518 Corporate political advocacy and gender equality: How informing and mobilizing message strategies influence corporate reputation

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Corporations are increasingly confronted with growing demands to take a stand towards social and political issues and, therefore, increasingly engage in corporate political advocacy (CPA). CPA is conceived as corporate positioning on controversial sociopolitical issues, characterized by a "proactive character [and] its focus on values and ideals" (Wettstein & Baur, 2016, p. 200). However, engaging in CPA can benefit but also threaten corporate reputation.

This paper investigates the effect of different CPA message strategies on corporate reputation in the case of gender equality. Hence, our research question is: *How do different CPA message strategies regarding gender equality affect corporate reputation?* Applying the elaboration likelihood model (Petty & Cacioppo, 1986), we propose the distinction between informing and mobilizing CPA messages, assuming that mobilizing messages cause higher reactance due to their affective nature, and pose the following hypothesis:

H1: Mobilizing messages lead to higher reactance than informing messages.

Furthermore, previous research has found links between the familiarity, likeability, perceived fit and shared values of a company (identification with the company), lower resistance to persuasion (McDermott & Lachlan, 2020), and higher perceived reputation (Hong & Li, 2020). Thus, we assume that:

H2: Mobilizing messages lead to lower identification with the company than informing messages.

H3: Reactance negatively affects the identification with the company.

H4: Identification with the company positively affects corporate reputation.

To test our hypotheses, a one-factorial (informing/mobilizing message) between-subjects experimental design study was conducted surveying 215 people living in Switzerland (45,6% female, 52,8% male, 1,7% diverse; $M_{age} = 42.9$ years). Building on structural equation modeling, our results indicate that mobilizing CPA messages regarding gender equality lead to higher reactance, supporting H1. In contradiction with H2, our analysis implies that informing messages do not affect the identification with the company. As assumed, data analysis shows that reactance negatively affects the identification with the company (H3), while the latter positively affects reputation (H4).

Overall, informing message strategies lead to a higher reputation than mobilizing ones, which remains significant after controlling for issue alignment and predisposition towards the company. Our study demonstrates that companies advocating for controversial issues such as gender equality need to be more cautious about the message strategy than the issue itself, as mobilizing strategies may threaten their reputation.

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OSC06 - Diversity & Gender

PP 520   Diversity and inclusion in the recruitment process: job advertisements as a means of reputation management

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Diversity is becoming increasingly relevant in societal discourses, implying that it has also become an important stakeholder expectation for organizations (Pandita, 2021). Based on neo-institutionalism (Meyer & Rowan, 1977), it is assumed that institutionalized social expectations guide organizations in their communication. Accordingly, several studies have argued that a successful employer brand aligns with the values of potential future employees (e.g., Bujaki et al., 2018). Given that the recruitment process is an important platform for strategic corporate communications, this paper examines the role diversity plays for employers in the Zurich area regarding their reputation management in the recruitment process.

In previous research, diversity in employer branding has neither been examined from a perspective of neo-institutionalism, nor has it been studied extensively for corporations in Europe. This study closes this research gap by using a mixed methods approach and focusing on the job market in Zurich, Switzerland. More specifically, this study investigates:

RQ1: How do companies in the Zurich area include diversity in their job advertisements?

RQ2: What role does diversity play for organizations in the Zurich area for their reputation management according to HR professionals?

Given that the first branding opportunity a company has towards potential employees are job advertisements, a quantitative content analysis of job listings from Switzerland's most popular job advertising platform jobs.ch ($N = 1018$) has been conducted in summer 2021. The analysis shows that few diversity aspects are considered in the wording of job postings (e.g., gender sensitive language). Nevertheless, companies that explicitly refer to diversity when describing themselves perform better overall. Moreover, five HR experts from the Zurich area have been interviewed. The qualitative analysis of these interviews confirms the progressing institutionalization of diversity. Yet, diversity management is currently practiced in a limited manner according to the interviewees, even though

diversity and inclusion have been identified as paramount in leading to a more positive working environment (e.g., Patrick & Kumar, 2012). Thus, the results of this study indicate that reputation management opportunities are not being fully seized. Hence, this study implies that diversity and the management thereof should increasingly be used as a strategic tool for employer branding by corporations in the Zurich area.

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OSC07 - Dialogic Communication and Organizational culture

PP 623 Dialogic communication as strategic corporate communication? An analysis of health organisations' social media strategy

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Despite the investigation of social media's advantages and drawbacks for corporate communication across industries (e.g. automotive, fashion) (Arrigo, 2018; Raji et al., 2020), previous research has neglected the health sector, focusing instead on health communication, i.e. the promotion of health messages via social media (Ittefaq & Iqbal, 2018). Social media communication enables communicative interactions between organisations and stakeholders. While promoting health information is pivotal in its own right, organisations in the health sector also pursue economic objectives, with both dimensions affecting corporate communication strategies. By applying key dimensions for dialogic communication (Capriotti et al., 2020) to analyse the relationship between relevant stakeholders (patients, medical staff, general public) and organisational context, we investigate how dialogic social media communication is implemented and why some health organisations refuse its use. Our framework argues that organisations engage in different communication styles depending on the targeted audience.

In-depth semi-structured interviews with 14 executive directors and PR executives in the healthcare sector in a rural area in western Germany were conducted in winter 2020. Emphasis was laid on the selection of communication channels and the role of digital communication in strategic corporate communication. Interviews were coded using qualitative data analysis software.

According to Capriotti et al. (2014), dialogic communication consists of the *predisposition to interaction* (active presence, interactive attitude, interactive resources) and *effective interaction* (responsiveness and conversation). Results indicate that the main predictor for dialogic communication is the existence of interactive resources as one subdimension of the predisposition to interaction. In addition to Capriotti et al., we found an organisation's communication objectives to predict social media engagement. Psychiatric clinics and clinic groups mainly refrain from social media communication, using social media for HR campaigns only. In contrast, health insurance companies and somatic clinics engage in active and lively social media communication with all stakeholders. Professional health networks, smaller pharmaceutical companies and patients' associations have neither the resources to interact with their stakeholders via social media nor do they pursue dialogic communication goals.

To conclude, our study argues that health organisations have to design their communication strategies to reconcile economic goals with providing health services and thus differ from other businesses.

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OSC07 - Dialogic Communication and Organizational culture

PP 624 **Rethinking the impact of organisational culture for dialogic communication: Reflections from startup CEOs in Germany and Spain**

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Startups are drivers of innovation and essential to economic growth. While startups often lack established internal structures and communication routines, they are flexible and adaptable to environmental changes. Thus, strategic startup communication faces the major challenge of establishing corporate character, corporate identity, and brand advocacy. Previous research on strategic startup communication has dealt with customers' perceptions of startup character, startup communication's impact on trust and advocacy, and entrepreneurial social media communication (e.g. Chen et al., 2021). In contrast, little is known about internal startup communication and the relevance of leadership for communicative culture. As leadership is vital for startup character and identity and relevant for organisational communication, this paper aims at rethinking the value of corporate culture and dialogic communication as drivers for internal and external startup communication from a leadership perspective. While organisational culture is understood as the sum of shared values, symbols, meanings, beliefs, assumptions, and expectations within an organisation (Sriramesh et al., 1992), dialogic communication refers to the orientation of mutuality and openness aiming at mutually beneficial relationships (Kent & Taylor, 2002). Both are expected to carve strategic communication with startup employees and external stakeholders (e.g. Men et al., 2021). In consequence, our research questions are:

RQ1: How do startup CEOs assess corporate culture's relevance for dialogic communication?

RQ2: How can startup CEOs support achieving communication goals by creating a dialogic communication environment?

We conducted 20 in-depth interviews with startup CEOs in Germany and Spain (two of the five biggest startup economies in Europe). Regarding the sampling strategy, we considered different industry types and stages of company growth. Qualitative content analysis was used to examine the semi-structured interviews. The expected results will reveal insights into the role of startup culture (e.g. innovation, supportiveness) and the CEO's possibilities (e.g. language, leadership) to foster dialogic communication. Above, the organisational and individual ability for mutual orientation and openness is expected to be a precondition for supporting internal and external relationships, trust, organisational identification, and reputation.

This study aims to broaden the knowledge on strategic startup communication and provide a more integrative view of the significance of organisational culture for both internal and external communication. In addition, by conducting the research in Germany and Spain, we offer a European perspective to diversify the field, which is mainly dominated by research from the US and China.

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Organisational and Strategic Communication

PP 625 Predicting employees' eco-friendly behavior with internal communication: evaluating the mediating role of organizational green culture

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Objective

Sustainable Developmental Goals' (SDGs) orientations consist of a key developmental area for modern organizations. The commitment towards the development of internal organizational policies with SDGs' alignment clearly invites the adoption of environmentally friendly actions guided for the workers, in which the role of Internal Communication (IC) policies and practices should be discussed. The main objective of this study is to evaluate the impact of IC on employee's adoption of eco-friendly behaviors, and specifically, to understand the mediating effect of Organizational Green Culture (OGC) over this relation.

Methodology

To achieve the aforementioned objectives, a cross-sectional quantitative study was developed, whose data was obtained through a structured questionnaire containing the measures of the study variables. 237 individuals from all districts of Portugal and the Islands have participated in the study. Genders were 66,2% female and 33,8% male, with ages ranging from 21 years to over 61 years, 58,6% having a graduation and 17,3% a MSc graduation level. The Harman test and bootstrapping method was applied previously to the results' assessment. The mediation study hypothesis was evaluated using Baron and Kenny's (1986) linear regression method, and subsequently complemented using Sobel Test (Sobel, 1978).

Results

The main results obtained show that IC is significantly and positively correlated with OGC and with employees' eco-friendly behavior, and that there is also a total mediation effect of OGC in the relationship between IC and employee's eco-friendly behavior, thus confirming the study hypotheses.

Practical implications

These results seem to support the idea that internal communication practices may influence the shaping and stimulation of organizational culture's contents guided towards the building of an Organizational Green Culture. IC also seems to be a quite relevant indicator for managers to help promote the adoption of behaviors that help encourage the environment's protection, resulting from the stimulation of eco-friendly behaviors. Results also point that IC can activate a viable process of stimulation of workers eco-friendly behavior through the effect of the shaping and stimulation of organizational green culture.

Keywords: Internal Communication; Organization Green Culture; Eco-friendly behaviors.

PP 626 Corporate Activism. Rethinking the role of business in society

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Nike's campaign featuring Colin Kaepernick – the NFL player who kneeled during the national anthem to protest against police violence and racism – has become iconic of a new type of politicized corporate campaigns. We increasingly see corporations take a public stance on social, political and environmental issues, such as climate change, LGBT rights, immigration, and racism. As a term, 'corporate activism' has gained traction among practitioners and is also starting to do so in the marketing literature (Vredensburg et al., 2020). Sub-areas are emerging, e.g. on employee activism (Davis & White, 2015), corporate presence in social media (Wilcox, 2019), and CEO activism (Branicki et al., 2021), but a coherent conceptualization of the phenomenon is yet to be developed.

Corporate activism is emerging after a decade of discussions in academia of Political Corporate Social Responsibility (PCSR) (Scherer et al., 2011; Whelan, 2012). In its original conception, the politicization of the corporation involves its taking over responsibilities from states (Matten & Crane, 2005). In this presentation, we approach corporate activism as a manifestation of the logic of PCSR, where corporations take over responsibilities from social movements.

Corporate activism is a form of PCSR which is addressed directly to the public. This renders it a communicative practice. This presentation takes its theoretical point of departure in the literature on PCSR and its conceptions of communicative aspects of PSCR (e.g. Schoeneborn et al., 2020). Analyzing advertising spots from multiple sectors between 2014 and 2020, it argues that a new version of a politics of the self is emerging. It discusses the potential of corporate activism for social impact as situated between the possible politicization of the corporate sphere and the risk of depolitization of the political sphere.

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OSC08 - Digital Environments

PP 710   The Social Networks in the Communication Strategy of Thermalism: An Analysis of Sentiments

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In the increasingly stressful world it seems likely that thermalism will continue to grow(Boekstein(2014). As the world becomes increasingly connected and people seek a healthier lifestyle, the health and wellness tourism industry in general and thermalism in particular are gaining significant weight in the economies of many countries. However, a review of the literature on thermalism points to the scarcity of studies of emerging themes within communication and thermalism.

In the case of thermalism, several methods have been identified as effective to its promotion, such as social media advertising (Heung and Kucukusta (2013). Social networks, namely Facebook and Instagram have been revolutionising the communication strategies used, through different mechanisms and dynamics of information dissemination in the digital context. In this sense, it became pertinent to analyse how thermal spas use social media to communicate and build relationships with thermal goers and followers. Considering the general objective and the orientations of this study, the following questions were raised: What are the communication strategies used in social networks? What is the contribution of social networks to motivate people to enjoy thermal experiences? What kind of feelings are identified in the comments to social media posts?

This article uses the netnographic research method, and Termas de Chaves,Termas de São Pedro do Sul were considered for the empirical study for having Facebook and Instagram accounts, with higher number of followers in both platforms, similar therapeutic indications and whose publications are essentially about thermalism. Data collection took place in the period from June to September2021.

An unusual form of sentiment analysis is to detect and classify extreme sentiments that represent the most negative and positive feeling about a certain topic, object or individual (Pais et al., 2020). An extreme sentiment is the worst or best view, judgment or evaluation formed in someone's mind about a particular subject or person. In this research, we consider extreme feeling as a personal feeling extremely positive or negative, the neutral for the impartial and the positive or negative for what is evident.

The results, among others, allowed, on the one hand, to build a framework of strategies according to the type of publications made, as well as their reach. On the other hand, this approach to detect people's feelings on social

media platforms allowed to identify the polarity of feelings. Despite the high number of neutral comments, due to the interaction of users, the greatest evidence lies in the positive and extremely positive feelings for the return of the thermal experience that causes a well-being in the person.

It was concluded that for strategic communication, artificial intelligence can be a valuable tool to obtain comprehensive results about the interests, needs and habits of the thermal goers, and, subsequently, for a targeted communication on social networks. Applying automation technology to communication can improve its efficiency, being fundamental to the role of social media manager the acquisition of skills in online content management. With this study it is suggested to deepen the analysis of social networks and sentiment to strengthen strategic communication in thermalism both nationally and internationally.

OSC08 - Digital Environments

PP 711   Fans as influencers in music industry strategic communication

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For the music industry, social communication strategies are used to create, stir and foster engagement among customers and fans. Reaching, compensating and creating partnerships with influential customers has become a central activity. The benefit from these partnerships are individual customers' potential ability to influence and engage their networks (Borchers, 2019). By actively sharing content or opinions on a social platform, social media influencers (SMIs) become opinion leaders among their large social media followings (Abidin, 2015; De Veirman et al., 2017). This paper studies the increasingly blurred borders between fans, consumers and influencers. Fans constitute key players by their engagement in music brands, yet the role of the most engaged fans, and whether they act as SMIs in the music industry, has not been rigorously studied. There are also calls for extended research on SMIs on how organisations perceive, collaborate and strategically involve influencers in communication (Chen & Yuan, 2019; Enke & Borcher, 2018; Navarro et al., 2020; Taylor, 2020). The aim of the paper is therefore to explore the role of influencers in music industry strategic communication, to create an understanding about if and how (the most engaged) fans can act as influencers, and how they differ from SMIs.

The paper draws on a qualitative multiple case study, focusing on a transmedia marketing campaign of the popular music artist Taylor Swift and artist Robyn's fan community Konichiwa Bitches (KB). We captured actions initiated by the campaign, and how fans engaged with, responded to and re-distributed these actions. Interviews with fans and communication practitioners were also conducted, regarding their views on and the use of influencers as a marketing device.

Intersecting theories from strategic communication, cultural industry studies and fan studies allow us to expand on the role of influencers within the music industry. The study contributes insight into fans' central role within an organisation's value creation processes and in strategic communication. The findings illustrate that the most engaged fans – superfans and executive fans – can be seen as social media influencers, playing a central role in the cultural industry, as they promote the artist's brand and co-create value with other fans. The incentive for fan's work is less monetary than SMIs. Rather, the main reasons for engagement is the fulfilment from being an influential fan and a part of a fan community. The most engaged fans act both as drivers and amplifiers of artists' campaigns and their overall brand, and as such, they are useful strategic communication instruments for management, which has implications for the potential exploitation of fans. The study underlines that the use of fans as influencers and their entanglement with communication and marketing strategies can hollow the relationship between management and fans, which could backfire on the brand. It is important to understand fan mechanisms, not only from a communication perspective, but from the perspective of organisation and fan being mutually dependent.

OSC08 - Digital Environments

PP 712   Anticipating the future of AI: Practitioners' visions, stories and imaginaries

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Artificial intelligence (AI) is predicted to transform professional communication practices (e.g., Galloway & Swiatek, 2018). As implementations of sophisticated AI systems have not come far yet, the field of strategic communication is primarily discussing different kinds of AI and their implications for practice (e.g., Zerfass et al., 2020). While this

may indicate that practitioners and researchers are simply waiting for AI developers to take the next move, these discussions are far from unimportant as they co-constitute AI technologies.

Research in the field of science and technology studies has demonstrated that constructions about the future, including visions, stories and imaginaries, influence technology development (Kerr et al., 2020). As consumers and end-users, practitioners constitute a particularly salient group in the construction of AI visions. How they understand and perceive AI, what AI systems they expect, and what impact they believe AI will have on their practices are central to the development of AI technologies and thus are crucial questions to study.

Theoretically, we draw on the 'sociology of expectations' (see van Lente, 2012). Expectations constitute a particular category of visions and are defined as "statements about the future – uttered or inscribed in texts or materials – that circulate" (van Lente, 2012, p. 772). The status of expectation is, however, first achieved when persons and collectives commit to a statement by "embedding it in their behavior and problem solving" (Berkhout, 2006, p. 302). A statement about the future is hence an expectation when it *does* something; from mobilizing attention to channeling investments in a specific AI system.

Empirical material in form of interviews and focus groups will be conducted through workshops with three distinctive professional groups: CEO's, CCO's and CTO's. Previous studies have demonstrated the key roles played by CEO's and CTO's when choosing what technologies to invest in (e.g., Ramiller & Swanson, 2003). CCO's perceptions and expectations are import because they will be end-users of AI systems and because they need to legitimate how and why such technologies are used.

In conclusion, it can be stated that practitioners' visions get inscribed into present-day AI development. To understand them in-depth is hence essential when it comes to understanding AI in communication practices.

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PP 713 On the transparency of strategic communication in a controversial and expanding industry. An analysis of supplements corporate websites

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The supplements industry is experiencing a relentless growth worldwide, which in Europe translates in a sales increase of 18.26% since 2017 (Euromonitor International, 2021). Inadequate legislation and a highly competitive environment have promoted the development of corporate illicit practices, which have put into question the safety of these products. In this regard, it seems relevant to understand to what extent the industry's enterprises are fulfilling the principle of transparency in their strategic corporate communication to external audiences, in the framework of their Corporate Social Responsibility. Specifically, the aim of this proposal is to make a diagnosis of the quality of the information provided on their corporate websites, based on three dimensions: Disclosure, Clarity and Accuracy.

Existing literature has focused on transparency as a central element to determine the coherence or dissonance of companies' responsibility (Lee, 2020; Hopp and Fisher, 2021). In the context of the industry, it has emphasised the deficient compliance with regulatory standards (Wallace *et al.*, 2018; Martínez-Sanz *et al*, 2021) and the absence of responsibility in terms of self-regulation (Kulkarni *et al.*, 2017). However, no one has analysed the transparency of the supplements industry from the perspective of enterprises as issuers of strategic communication.

The methodology has a quantitative approach based on the content analysis of corporate websites marketing Vitamin complexes, Food supplements, and Weight management supplements in Spain. The enterprises which invested in digital advertising between 2017 and 2021 were selected and categorised according to a double criterion to do with size and geographical level. The corpus of analysis corresponds to the entire universe of 103 enterprises. The crossing of all analysed variables was submitted to prescriptive significance tests (χ^2) and the reliability of the coding process was verified by Cohen's kappa.

The results in the dimension *Disclosure* show that 61.2% of enterprises don't declare themselves socially responsible on their websites, and only 13.6% provide required transparency reports. The rest of variables —information of the production process, registered technology, and quality certification— are absent with an average frequency of 74%. The dimension *Clarity* indicates that product information is confusing (45.6%) or nonexistent (19.4%), and the dimension *Accuracy* reveals that 55.3% of cases omit a reference to ingredients, 94.2% fail to include information on compliance with current regulation on healthcare products, and 83.5% don't provide scientific support. In addition, although our findings evidence the poor performance of SMEs, information transparency in multinational and national companies is also problematic. Overall, the insufficient performance of all types of enterprises indicates an urgent need for an effective exercise of transparency and strict veracity in the industry's communication practices in order to reverse the future trend of enterprises now linked to potential negative effects on consumers' health.

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PP 714   How has public communication of higher education institutions changed in the past decade? A survey of leaders of Swiss universities and colleges

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Public communication about science and science-related issues has grown in importance in recent years, and this importance has been further catalyzed by the COVID-19 pandemic. In this communication, the role of organizations, and particularly of higher education institutions (HEIs), has risen considerably. HEIs are increasingly expected to fulfill a "third mission", engage in public dialogue and the public communication of scientific knowledge, as well as further and demonstrate societal impact (Morphew et al., 2018). While a growing body of studies has analyzed the practices and structures of HEI communication (e.g., Authors, 2013; Davies, 2020; Entradas et al., 2020), we know little about how it has changed over time.

This study therefore examines changes in HEI communication across different types of HEIs and along different dimensions. We ask: How much has HEI communication in Switzerland changed over the last years? Do changes in HEI communication differ between different HEI types? Which factors contribute to changes in HEI communication?

From previous studies conducted at different points in time, we derived four potential dimensions of change: diversification, intensification, professionalization, and increasing strategic alignment. Conceptually, neo-institutional theory (DiMaggio & Powell, 1983) was used to derive factors that foster changes, specifically the new public management (NPM) reforms and the resulting coercive, normative, and mimetic pressures on HEIs. The study is based on a 2020 survey (response rate: 57%) of 196 members of HEI rectorates in Switzerland, which have gained importance due to the NPM reforms (Fredriksson & Pallas, 2018) but have been largely neglected in research on HEI communication.

Results reveal that HEI communication has diversified and intensified considerably over the last five to ten years in the eyes of HEI leaders. It has also become – albeit to a somewhat lesser extent – more professional and strategic. These trends have taken place in all types of HEIs. Multiple linear regression analysis resulted in a significant model (F = 6.257, p = .000, corrected R^2 = 0.28) and reveals that the strongest predictors of change in HEI communication are the organizational goal of building public reputation, the perceived competition among HEIs for public reputation, and the observation of other Swiss HEIs. On this basis, the study outlines implications for future research and the profession of HEI communication.

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PN 167 Brand activism on social media: exploring networked narratives of legitimacy

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Brand activism, i.e. brands participating in and starting societal discussions relating to political topics, has emerged as part of the continued focus on the role played by organizations and brands in impacting and improving society (e.g. Manfredi-Sánchez 2019; Vredenburg et al. 2020). Brand activism relies on social media as public arenas of citizenship (Whelan et al. 2013) to engage consumers in socio-political conversations, transforming the brand into networked socio-political narratives (Holt 2016; Kozinets 2017). When engaging in activism, brands are encouraged to create and secure authenticity vis-à-vis the political causes in order to maintain legitimacy as political actors. A brand's activist position is seen as authentic if there is perceived fit between the brand and the cause (e.g. Mirzaei et al. 2022; Vredenburg et al. 2020). The question is if it is meaningful to manage activist brands based on fit when an inherent premise of activism on social media is its controversial, polarising and emergent nature? Is legitimacy a question of authenticity created by picking a cause aligned with brand values? Or is legitimacy a performative concept continuously enacted and negotiated by networks of social actors? Arguing the latter, the purpose of this paper is to explore how the legitimacy of the activist brand is constructed on social media by approaching legitimacy as networked narratives. In short, the paper contributes by theoretically and empirically developing legitimacy as performative within brand activism. Theoretically, the study draws on the notion of legitimacy (e.g. Castelló et al. 2016; Suchman 1995) and methodologically, it applies a networked narrative approach (Kozinets 2017). It explores how the legitimacy of the activist hygiene brand Bodyform is constructed through multiple, polyphonic, connected and contradictory networked narratives on social media platforms (Facebook and Instagram) where the brand's own voice is supplemented and countered by other narrators. Castelló, I., Etter, M., & Årup Nielsen, F. (2016). Strategies of legitimacy through social media: The networked strategy. Journal of management studies, 53(3), 402–432. Holt, D. (2016). Branding in the age of social media. Harvard Business Review, 94(3), 40–50. Kozinets, R. (2017). Netnography: Radical participative understanding for a networked communications society. In Willing, C. & Rogers, W.S. (Eds.). The SAGE handbook of qualitative research in psychology, London: SAGE Publications, 374–380. Manfredi-Sánchez, J. L. (2019). Brand activism. Communication & Society, 32(4), 343–359. Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. Journal of Business Research, 139, 1–12. Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. Academy of management review, 20(3), 571–610. Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands taking a stand: authentic brand activism or woke washing? Journal of public policy & marketing, 39(4), 444–460. Whelan, G., Moon, J. & Grant, B. (2013). Corporations and Citizenship Arenas in the Age of Social Media. Journal of Business Ethics, 118, 777–790.

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PN 168 A critical perspective on health-related employee benefits as part of companies' CSR programs

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Corporate Social Responsibility (CSR) programs are by now an integrated part of doing business (Carroll & Brown, 2018). Today, most companies are thus engaged in activities designed to minimize environmental impact, to secure employee benefits, safe and fair working conditions, etc. (Bruhn & Zimmermann, 2017). With the general trend of healthism in society, a new type of CSR initiative has recently gained momentum: work-site health promotion initiatives (Holmqvist, 2009). While the notion of creating the best possible settings for ensuring employees' health sounds immediately appealing, there is a need for further research focusing on potential critical aspects of incorporating health-related employee benefits into CSR programs. To do that, the purpose of this study is twofold: 1) to provide a mapping of health-related initiatives offered to Danish employees, and 2) to investigate if and

how Danish companies communicate about employee health-related initiatives in their CSR reports. The mapping is based on the top 20 companies on the Danish Sustainability Brand Index in 2018. They were sent a short qualitative email questionnaire to identify which health-related initiatives employees were offered. The mapping subsequently formed the basis for the second part of the study which analysed CSR reports from 2018–2020 from the top 30 from Sustainability Brand Index 2020. The first part resulted in the identification of 50 different kinds of health initiatives which we thematically grouped into ten categories (e.g. physical exercise, mental exercise). These initiatives could furthermore be grouped into five dichotomies (e.g. during working hours vs outside working hours). In the second part of the study, preliminary findings suggest that while many CSR reports mention employee health, this is rarely operationalised beyond "providing a healthy and safe working environment". From a critical perspective, the mere fact that health has entered the workplace in relation to CSR initiatives could have negative implications for employees, in the form of healthism, medicalization and stigmatization (Herrick, 2009). Furthermore, we found initiatives not confined to the work site as such, but which cross over into the private lives of the employees. The question is whether such initiatives are truly corporate social responsibility, or if they could be viewed as corporate social control, in other words, unethical. Such questions become even more pertinent with the current pandemic. Bruhn, M. & Zimmermann, A. (2017). Integrated CSR Communications. CSR, Sustainability, Ethics & Governance, in: Sandra Diehl & Matthias Karmasin & Barbara Mueller & Ralf Terlutter & Franzisca Weder (ed.), Handbook of Integrated CSR Communication, pages 3–21, Springer. http://dx.doi.org/10.1007/978-3-319-44700-1_1 Carroll, A.B. & Brown, J.A. (2018). Corporate Social Responsibility: A Review of Current Concepts, Research, and issues. Business and Society, 360, 39–69. https://doi.org/10.1108/S2514-175920180000002002 Herrick, C. (2009). Shifting blame/selling health: corporate social responsibility in the age of obesity. Sociol Health Illn, 31, 51–65. http://doi.org/ 10.1111/j.1467-9566.2008.01121.xHolmqvist, M. (2009). Corporate social responsibility as corporate social control: The case of work site health promotion. Scandinavian Journal of Management, 25, 68–72. https://doi.org/10.1016/j.scaman.2008.08.001

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PN 169 Getting insights from critical scholarship on human resource communication out there

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The field of HR communication research is vast, so for the sake of this presentation my point of departure will be organizational socialization research. The ur-point of departure of organizational socialization research is Schein's seminal 1964 paper on how to "break in the college graduate", i.e., how to socialize the college graduate to a job in business and industry. Even if the imagery later changed to 'people processing', the one-sidedness of who must adapt to whom has proven formative for field. Although recent research seems to call for mutualism between organizational member and organization when advocating a "person-organization fit" (e.g., Chatman, 1991), it is the organizational member, who must fit the organization – not vice versa. In communication theoretical terms, both process and ideology of organizational socialization is one of transmission, i.e., not one of transaction let alone co-constitution (e.g., Kastberg, 2020); and the aim of the process is "assimilation" (Graybill et al., 2013) or "isomorphism" (DiMaggio & Powell, 1983). Critical scholarship does not "[…] argue that processes such as […] identification are by definition problematic […] the concern is with the extent to which the assumptions upon which identification are based is […] freely arrived at" (Mumby & Kuhn, 2019: 52); and the critical approach claims that assimilation as a result of "vigorous socialization" (Chatman, 1991) is not "freely arrived at". It is not that critical insights re manipulation, oppression, power asymmetries etc., are novel per se, the Frankfort School has propagated this for close to a century by now. What is lacking, then, is not critical research on HR communication; but it stands to reason that critical scholarship has not succeeded, to any significant extent, to impact on mainstream HR communication theory let alone practices. In line with the aim of this panel, I propose the contours of transformational devise aiming at stimulating exactly that kind of impact. Chimera-like, it is composed of three unlike parts: an ideology of 'critical pragmatism', a "boundary object" (Star & Griesemer, 1989), and an 'agora'. Chatman, J. A. (1991). Matching people and organizations: selection and socialization in public accounting firms. Administrative Science Quarterly, 36, 459–484. DiMaggio, Paul J. & Powell, Walter W. (1983): The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields. American Sociological Review, Vol 48, 2, 147–16Graybill, J. O., Carpenter, M. T. H., Offord, J., Jr., Piorun, M., & Schaffer, G. (2013). Employee Onboarding: identification of best practices in ACRL libraries. Library Management, 34(3), 200–218. Kastberg, Peter (2020): Modelling the reciprocal dynamics of dialogical communication: On the communication-philosophical undercurrent of radical constructivism and second-order cybernetics. Sign Systems Studies, 48(1), 32–55. https://doi.org/10.12697/SSS.2020.48.1.03 Mumby, D.K. & Kuhn, T.R. (2019). Organizational communication. A critical introduction (2nd edition). Sage. Schein, Edgar (1964): How to break in the college student – for the mutual benefit of both new employee and company. Harvard Business

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PN 170   On current research rationales of IR communication research: enhancing sustainable IR communication

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Investor Relations communication is the communication function in an organization, dedicated to maintaining and fostering relationships between an organization and its (financial) stakeholders and with the overall aim to build trust in the organization as an investment object and in capital markets more generally. Despite the fact that IR is mainly considered a financial function rather than a communication function (Laskin 2009), it is generally accepted that communication plays a pivotal role in achieving organizational IR goals and objectives. Consequently, communication research done within the field of IR is important. From a larger societal perspective, the question as to how IR communication research contributes to the field of IR in theory and practice and more generally to the development of society becomes relevant. To discuss IR communication research in light of the above, this paper focuses on the underlying research rationales that are prevalent within IR communication research. The reason for this is the well-known fact that different research rationales like the functionalistic with its focus on effectiveness, the interpretative with its focus on understanding, and the critical with its focus on people (cf. Feldner & Fyke, 2018), call for different research questions, resulting in different contributions to the development of the research field in question and thus to the development of society. Based on the above, this paper examines what underlying research rationales pertain to current IR communication research. More specifically, it reports from a study of research rationales in the contributions of the recognized authority within IR communication i.e. The Handbook of Financial Communication and Investor Relations, edited by Alexander Laskin (2017). The paper further discusses to which extent current IR communication research contributes to promoting sustainable communication benefitting not only organizations, but also people and society (Gulbrandsen & Just, 2020) and how IR communication research can be developed with the aim of enhancing its positive impact on both business and society. Feldner, S.B. & Fyke, J.P. (2018). Organizational communication. In Heath, R. & Johansen, W. (eds.), The International Encyclopedia of Strategic Communication. John Wiley & Sons. Gulbrandsen, I.T & Just, S.N. (2020). Strategizing communication: Theory and practice. Samfundslitteratur. Laskin, A. (2009). The descriptive account of the investor relations profession. A national study. Journal of Business Communication, 46(2), 208–233. Laskin, A. (2017). The Handbook of Financial Communication and Investor Relations, Wiley Blackwell.

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PN 171   Rethinking organizational risk communication about sustainability

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A characteristic modus operandi of risk communication is to highlight an anticipated danger, in order that risk message receivers adopt behaviors so that they avoid problems in the future that could be triggered by the risk. Risk communication tends to be underpinned by incontrovertible logics: climate risk communication, for example, warns about the dangers of global warming as it can negatively affect the biodiversity of the planet and its ability to sustain life in the future. Risk communicators often present risks in isolation, though risks often overlap as illustrated by the two-fold challenge of the current pandemic and climate change for societies that are most at risk of both, and risks may be further affected by the complex interplay of intersectional factors. Risk communication tends to be conservative in its orientation to the future: the future scenarios it envisages are generally in line with prevailing values and practices. Thus, imagining alternative future scenarios, for example, would generally lie outside its usual remit. This paper critically examines organizational risk communication about sustainability in the light of the wicked problem of climate change. It interprets "critique" not in terms of iconoclasm, debunking or emancipation; inspired by Latour, it sees critique as a way of facilitating assembling around "matters of concern" (Latour, 2004). It cross-examines the notion of sustainability as a proposed solution to climate change with respect to who/what is at risk and who/what is responsible. With respect to who/what is at risk, it challenges an enduring though increasingly challenged assumption of sustainability, namely, the dichotomy between people and planet, highlighted in the Brundtland (1987) report as a problematic rift in our imaginary. It proposes that organizational risk communication will be better positioned to benefit society if it adopts more holistic understandings of who/what is "at risk" that centre on addressing injustice. Brundtland, G. H. (1987). Report of the World Commission on environment and development:

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OSC10 - Organisational and Strategic Communication

PP 825 **The competencies of communication professionals as a determining factor in proving the value for business**

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Along with research demonstrating the value created by communication for business (Zerfass, Vercic &Volk, 2017; Likely and Watson, 2013; Zerfass, 2017), there has been an increased need for the abilities of communication professionals to prove this value created. Meanwhile, proving the value of strategic communication for business is still a challenge in many organizations. Assessing communication effectiveness is usually limited to indicators of communication performance based on evaluation of day-to-day communication activities or projects rather than on strategic analysis or complex data analysis (Volk, Sophia Charlotte et al., 2017). Linking communication to business strategy remains one of the major challenges for communication professionals (European Communication Monitor series), while business strategy is one of the most value-creating components in the business world (Rothaermel, 2019). There is a lack of research to identify and evaluate how specific communication actions contribute to the strategic goals and financial performance of a business organization (Zerfass, Vercic, & Volk, 2017).

Focus of communication specialists on "soft" methods by evaluating the effectiveness of communication activities does not allow to justify the value created through communication activities as there is no linking between communication activities and business organization performance. This situation led that business leaders (CEO's) are tending to underestimate the role of communication as an essential driver of value creation (Volk, Sophia Charlotte et al., 2017), communication professionals are rarely involved in business strategic management (Brønn, 2014).

The setup of traditional competencies of communication specialists defines the role of communication specialists as performers of technical tasks, who are insufficiently highlighting the perception of business, organizational activities and management, thus reinforcing the provisions that communication "serves" as a support function but does not directly affect the organization's strategy and financial performance.

The view that communication professionals must have managerial, business and economic competencies has been emphasized by both researchers and education experts as well as communication professionals themselves. Meanwhile, one in three communication professionals does not feel competent in business management (Zerfass et al., 2020), they lack entrepreneurship competencies (Ragas and Culp, 2018). To assess the ratio between the outcome of communication activities and the relevant performance indicators of an organization appropriate evaluative competencies are necessary.

The article will analyse the setup of acquired competencies of communication specialists in comparison with the required competencies to determine the impact of communication activities on the organization's financial performance and the added value (financially measurable) created by the implementation of the organization's strategy.

Purpose of the article

To identify the activities of communication specialists that allow linking the indicators of communication activities with financial indicators or other indicators of performance evaluation of an organization and to identify the need for appropriate competencies for communication specialists from the point of view of specialists themselves and business leaders (CEO's).

Methods

Qualitative structured interviews with business leaders (CEO's) and communication specialists (senior level).

Findings and Value added

A map of the need for communication competencies from business side; set of factors determining incompetence of communication specialists to prove the value for business.

Organisational and Strategic Communication

PP 826 **The paradox of CSR Communication: a path towards organizational ethics and sustainability or a status quo tool?**

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The contemporary concept of Corporate Social Responsibility (CSR), although highly contested, is the output of a path of academic research and social and political pressures that stem from the 1950's to today. (Carroll, 2021; Ihlen et al., 2011).

In one of the most consensual definitions, CSR is seen as the "economic, legal, ethical and discretionary expectations that society has of organizations in a given point in time" (Carroll, 1979, p. 500). This conceptualization was also adopted at large by the Green Book of the European Commission (2001) and the 2030 UN Agenda, which identify organizations as leading actors to attain for Sustainable Development, with a set of responsibilities that overflow their legal obligations.

Due to these expectations, companies have reinforced their CSR activities in the last decades, and, consequently, their CSR communication. Stakeholders are increasingly informed and demanding, thus communication is key to convey information and properly interact with them; work on reputation and company performance, as well as arise stakeholders' satisfaction to keep business sound (Viererbl & Koch, 2022; Ihlen et al., 2011).

However, CSR communication sometimes increases skepticism about the organization, instead of reaching the desired goal of demonstrating its contribution to society's well-being (Waddock & Googins, 2011). Nowadays, there's an overall sense of lack of trust, where stakeholders view CSR communication as a PR move, a marketing strategy, a tool for maintaining a status quo, or even greenwashing. And yet, companies are also believed to be essential on solving current social issues (Viererbl & Koch, 2022; Waddock & Googins, 2011).

This phenomenon generates a paradox around CSR communication that makes communication professionals' job difficult. With this study, through a qualitative methodology, we aim to deepen the understanding of this paradox of CSR communication, what efforts in this area are worth investing in, and what tools and strategies are a more adequate fit for CSR communication.

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PP 827 **Time will tell – How do demanding changes of the macro environment impact the strategic communication of corporate annual reports?**

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Annual reports are an important means of strategic organisational communication as they communicate important information regarding the performance of the organisation to stakeholders and suppliers Besides providing

information needed for improving investor decision making, annual reports also constitute a vehicle for strategic impression management (e.g. Merkl-Davies & Brennan, 2007).

Research has investigated how annual reports convey aspects such as credibility and trustworthiness, CEO hubris or risk disclosure (e.g. Elshandidy et al., 2018). However, it remains unclear how companies develop their strategic communication as longitudinal research is lacking. The current crisis provides the opportunity to investigate the change of the communicative strategies in annual reports due to a challenging environment. Which changes of language patterns, topics, terminology, and metaphors in annual reports result from changes in the macro environment? How did companies adapt their strategic communication in the covid pandemic in different industries and markets?

To address these research questions, 30–40 annual reports in English language from Germany and UK based companies will be analysed through quantitative and qualitive analyses. Both lines of methodology are needed for a solid understanding of communication (Beattie, 2014). Two time periods will be considered: (1) reports covering fiscal years in 2018/2019 (pre-covid crisis) and (2) reports covering fiscal years in 2020/2021 (business activity during the covid pandemic). Companies are selected from DAX and FTSE100 indices from a set of pre-selected industries to ensure their comparability.

The text mining approach will encompass a lexicon-based sentiment analysis including the assessment of a positive/negative sentiment as well as categories of fundamental emotions (e.g., fear, joy, sadness, surprise, or trust). The most frequent words used in both periods will be identified to allow investigating a potential shift in the main topics of the reports. Stock values at the end of the selected fiscal year will be included in the analysis to evaluate the results in the context of the companies' financial performance. Finally, the content-analysis of a selected set of annual reports will complement the quantitative analysis through qualitative insights regarding the holistic narrative.

This study will enrich the existing knowledge regarding communicative impression management of companies across borders and business areas through a longitudinal perspective. In so doing, insights on how companies adapt their strategic communication to significant economic and societal changes will be gained. Given the global nature of the covid pandemic, the challenges are rather comparable which allows to evaluate the impact of the corporate and national culture on the strategic communication shifts.

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Political Communication

PP 089   It's More Than Fearing Isolation and Falling Silent: An Extension of the Spiral of Silence Theory to Include Various Forms of Speaking out and Falling Silent and Their Motives

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The willingness to publicly express one's opinion is the central concept of the spiral of silence theory (SoS; Noelle-Neumann, 1974) to which a large number of studies are devoted (for an overview see Matthes et al., 2018). However, the tension between the terms spiral of silence and opinion expression already points to a problem, SoS research is facing: silence and expression receive very unequal attention, and forms and motives of remaining silent or expressing one's opinion are dealt with from only one perspective – either silence or opinion expression.

Although the theory's name implies otherwise, the SoS almost exclusively focuses on opinion expression and not on silence (Neubaum, 2021). Studies include a multitude of different forms of expression (Matthes et al., 2018) – e.g. verbal expressions in a restaurant (Dalisay; 2012), on social media (Chan, 2018), or in news comment sections (Soffer & Gordoni, 2018) as well as non-verbal expressions such as facial expression and gestures (Noelle-Neumann, 1996) or shares and likes on social media (Porten-Chée & Eilders, 2015). Silence is usually understood as the absence of speaking and not given further consideration. This underestimates the complexity of silence – for example, if individuals remain silent by using words to disguise their opinion. Although first studies prove the complexity of silence (e.g. Neubaum & Krämer, 2018), SoS research so far disregards silence by focusing on opinion expression.

With regard to the motives of opinion expression, we find a similar problem vice versa – here, SoS research only pays attention to the fear of social isolation (Noelle-Neumann, 1974). But a single motive of silence is insufficient to explain silence, and if we want to explain who remains silent or speaks up when and why we also have to include motives of opinion expression.

The present theoretical contribution aims to develop a systematization of both forms and motives of opinion expression and remaining silent. This provides a theoretical basis for future studies that give equal weight to silence and speaking out. The systematization draws from SoS research as well as from the fields of connecting communication, participation, deliberation, opinion leadership, and corrective action thereby expanding the explanatory power of the SoS.

We distinguish forms of opinion expressions into verbal (written or oral) and non-verbal forms in the online and offline context. We complement these forms of opinion expression with forms of silence, such as expression of uncertainty or ambivalence, simulation of agreement, distraction, and silence by saying nothing at all (Neubaum & Krämer, 2018). We further differentiate motives of expressing one's opinion and remaining silent in cognitive (e.g. information seeking), affective (e.g. relief/tension), self-image-related (e.g. confirmation self-image), social environment-related (e.g. social identity), and moral (e.g. ideological) dimensions of motives. Due to the brevity, only superordinate forms and motives can be mentioned here. The presentation will provide a detailed overview and end with a discussion of the implications of this theoretical expansion for future research on opinion expression and the SoS.

PP 090   The perception of opinion climate if one believes in media being hostile – The Hostile Media Perception integrated in Spiral of Silence Theory

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The Spiral of Silence theory (SoS) and the Hostile Media Perception (HMP) are two of the best-known concepts in media effects research. Both have received renewed attention in recent years due to the digitization of communication and phenomena such as fake news. The aim of this paper is to combine the SoS and the HMP theoretically and to test this empirically.

According to SoS, people monitor their environment out of fear of isolation and thus form a perception of the opinion climate. They balance the perceived majority opinion with their own opinion. If individuals conclude that the perceived majority opinion does not match their own opinion, they do not publicly express their actual opinion, according to SoS. Noelle-Neumann (2001) assumes a strong media effect here. According to this, mass media are constitutive for the perception of the opinion climate, and the perceived media tenor is transferred to society as a whole.

HMP is the phenomenon that people who are strongly involved in an issue tend to perceive balanced and neutral media coverage about it as hostile and biased against their own position. Following the logic of the SoS, people with HMP would have to transfer this perceived hostile attitude of the media to society at large and they would have to see themselves in the minority. Consequently, they would not express their own opinions publicly.

Since conspiracy myths and debates about fake news have become more prevalent in all western democracies, doubts can be raised whether people with HMP in fact do not express their opinion publicly. Thus, whether people with HMP do not express their opinions publicly, as the SoS would proposes, is the first empirical question of this paper.

Following SoS logic, people with HMP, who are willing to express their opinion publicly, may not use mass media as their main source for their perception of the opinion climate. Instead their immediate social environment may have the main impact on the perception of opinion climate. In fact, a major criticism of the SoS is its neglect of the immediate social environment. Thus, the central research question of this paper is to investigate how people with HMP, who are willing to express their opinions publicly, get to their perception of opinion climate. I empirically investigate, whether it is not the perceived majority opinion in media, but the perceived majority opinion in immediate social environment that would determine of those people's perception of the opinion climate.

For this purpose, a panel survey combined with the experience-sampling method is used to collect all personal and media sources of information on four selected political topics from 800 participants. This approach allows to monitor all sources of opinion formation (media, personal, social media). Data collection will begin in March so that initial results can be presented in October 2022.

PC01 - Spiral of Silence Theory 2.0

PP 091   Why is the majority silent?: Exploring reasons young adults refrain from expressing their political views online

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Since the emergence of social media, much digital communication research has focused on the ways young adults use platforms such as Facebook and Twitter to express their political views. This work has generally framed digital political expression as means for citizens to use their political 'voice' (Sloam, 2013) to 'speak up' (James & Lee, 2017) and influence political outcomes; a much needed antidote for the apparent 'malaise of representative politics' (Merkel, 2017, p. 111). Alternative citizenship models present self-expression as a key injunctive civic norm among young adults (Bennett, Wells, & Freelon, 2011; Dalton, 2008). However, this normative expectation does not reflect the lived reality or 'group style' (Eliasoph & Lichterman, 2003) of youth today: most young adults do not express their political views publicly online. Most prefer to silently observe, or utilize private and semi-public channels of social media for online political talk. While we now have extensive knowledge on the modes and effects of digital political participation, including political expression, there is limited understanding in the field about the reasons people choose not to express their political views on social media.

Starting from this research gap, this qualitative study investigates perceived thresholds for digital political expression among young adults (18–24) in Norway. The data presented is drawn from mini-focus groups (Krueger & Casey, 2014). So far, 5 focus groups have taken place involving a total of 13 participants, more focus groups will be conducted in spring 2022, with the goal of reaching a total of 20 participants total. During the focus groups, participants discussed their social media habits, relationship to politics, and perceptions of online political expression. Diverging from much political communication research, the participants represent a broad range of political interest level. All participants habitually use social media, where they, with varying regularity, encounter political information, including political self-expression from other users in their networks. However, nearly all of the participants claimed that they rarely or never express their political views in public spaces of social media.

Preliminary findings indicate that the reasons for refraining from public political expression are varied, yet largely shared. Familiar themes, such as the complications of 'context collapsed' network audiences (Marwick & boyd, 2014) and political knowledge emerged. Though, political knowledge appears significant in contradictory ways: consistent with previous research (Sveningsson, 2016), those with low political knowledge cited this as a reason for staying silent; but, greater political knowledge was also inhibiting for some, as it came with increased awareness of discourses such as 'slacktivism' and 'cancel culture'. Participants also professed a desire to maintain a consistent social media image, whereby political expression is only deemed appropriate for those who regularly engage in it, but may appear off-brand and disingenuous in one-off instances. Collectively, the initial findings from this ongoing study suggest that norms of engagement on social media are complex and offer opportunity for furthering understanding of differential political participation among citizens.

Political Communication

PP 092 Hate speech and social media engagement: a silencing effect

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While there has been some recent interest in the effects of exposure to online hate speech targeting ethnic minority groups, there are some unexplored areas. In a context dominated by several debates over free and hateful speech across social media platforms, there has never been more pertinent to investigate whether exposure to Facebook content targeting Roma people, Europe's largest ethnic minority group, lead to different levels of engagement with the post. By means of a 4x2 between-subjects experimental design conducted in Romania (N = 978), this research explores (a) the effects of exposure to various degrees of hateful Facebook content (derogatory, hate speech or extreme hate speech) and comments (positive or negative) targeting Roma minority group on people's levels of social media engagement and (b) whether positive or negative comments toward the Roma minority lead to engagement with hateful comment (in a positive or negative manner). Main results show people's general tendency to keep silent and to avoid engaging with Facebook posts covering various degrees of hateful content directed against the Roma minority group. At the same time, results show that exposure to any type of comments from other Facebook users does not lead to engagement effects. This silencing effect is probably the result of the high social desirability of the subject and could be interpreted as a "spiral of silence" type of behavior (Noelle-Neumann, 1974). A positive aspect the study reveals is that people have a general tendency to avoid engaging with Facebook posts consisting of various degrees of hateful content directed against the Roma minority group, and this way the hate is not spread any further. However, people do not have a positive perception or defend the Roma either. Finally, not engaging with hateful content does not necessarily change people's own attitude towards the Roma minority. Results from this study can be used to design evidence-based solutions to limit and discourage online hateful content targeting minority groups.

Noelle-Neumann, E. (1974). The spiral of silence a theory of public opinion. *Journal of communication, 24*(2), 43–51.

PP 093 To Vaccinate or not to Vaccinate, is this a Public Opinion Question? The Spiral of Silence in a Health Communication Context

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One of the best-known theories explaining public opinion processes is the spiral of silence theory (SoS; Matthes et al., 2018). The theory starts with an individual's fear of social isolation (Noelle-Neumann, 2001). To avoid isolation, an individual observes its environment and forms a perception of whether its own opinion is part of the majority or minority (Noelle-Neumann, 2001). Depending on this perception, the supposed majority publicly expresses its opinion, the minority remains silent (Noelle-Neumann, 2001). This silencing-hypothesis can be considered well confirmed, but the effect is rather small in magnitude (Glynn et al., 1997; Matthes et al., 2018). That suggests, that the SoS does not provide a complete picture of all relevant relationships and the question arises under which conditions the effect is more pronounced. Promising approaches lie in individual difference variables (Hayes et al., 2005) such as opinion certainty (Matthes et al., 2010) and characteristics of the topic such as the topic's morality (Matthes et al., 2018). This study contributes to both aspects, investigating individual characteristics, and applying the SoS to a new topic area. While most SoS research is devoted to political communication, we focus on a topic related to health communication: the coronavirus, respectively, the evaluation of the corona measures (e.g., social distancing). We address five hypotheses:

H1: People who consider themselves to be in the societal majority will be more willing to express their opinion on corona measures publicly than those who consider themselves in the minority.

H2: The higher the morality of the topic is assessed, the stronger the silencing-effect presumed in H1.

H3: The greater a person's interest in the topic, the stronger the silencing-effect presumed in H1.

H4: The higher a person's self-confidence, the smaller the silencing-effect presumed in H1.

H5: The higher a person's opinion certainty, the smaller the silencing-effect presumed in H1.

To test our hypotheses, we conducted a 1x2 online experiment (N = 242) in July 2021 in Germany. As often done in SoS research, participants were presented with a fictitious scenario in which their opinion was either in the societal minority or majority. They were then asked how likely they would publicly express their opinion in this scenario. An

analysis of variance supports the general silencing-effect (H1): Individuals who perceived themselves in the minority, were significantly less likely to express their opinion on corona measures than the perceived majority. Furthermore, the amplifying effect of the topic's morality (H2) is supported: While the perceived minority and majority were similarly willing to speak out (middle range) when morality was low or medium, the willingness diverges sharply when morality was high: The supposed minority was clearly less willing ($M = 2.96$, $SD = .99$) than the supposed majority ($M = 4.11$, $SD = .64$). Overall, the perceived opinion climate, as well as the interaction effect with the perceived morality, explain 16% of the variance of the willingness to express the opinion on corona measures.

PC02 - They have an issue. How political issues shape social media campaigns in national election campaigns across Europe

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PN 032   A consistent picture? Issue-based campaigning on Facebook in Germany

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In recent years, studying campaigning on social media has become even more important for at least five reasons: (1) During the pandemic, social media provided a connection between politicians and citizens; (2) in hybrid media systems (Chadwick, 2017), journalists monitor social media, potentially amplifying campaign messages; (3) social media can be used to test political messages and can influence campaign strategies in other channels; and thus (4) social media campaigns provide an unbiased view of parties' communication strategies. (5) Last, social media content can potentially influence voting behavior. Traditional theories of voting behavior identify three sets of factors influencing voting decisions: (1) long-term factors like partisan identification, (2) and short-term factors like candidate preferences and (3) issue orientation (Campbell et al., 1960; Hooghe & Dassonneville, 2018). Since partisan identification is declining in many democracies including Germany, candidate and issue preferences become more important. These candidate and issue preferences can ideally be addressed using social media. Our study focuses on social media campaigning strategies of German parties and top politicians, asking whether party-specific issue ownership (RQ1) and personalization strategies (RQ2) were applied to attach to short-term factors influencing voting decisions. We specifically focus on how candidates were portrayed by their party and (RQ3) attacked by opponents. Manual content analyses of all organic Facebook posts (n = 1,532) and ads/sponsored posts (n = 705 unique ads/sponsored posts in a total of 3,880 variations) of all German parliamentary parties and their top candidates were conducted covering four weeks before the election (August 30 – September 26, 2021). All categories presented reached good reliability scores (all CRHolsti > 0.70; CRBP's Kappa > 0.70). The results show that issue ownership strategies were not consistently used in organic posts. The governing Christian Democrats and the right-wing populist AfD emphasized a variety of issues without showing clear contour. Additionally, issue ownership was less pronounced in ads/sponsored posts. Only Left Party focused on "their" issue social policy in almost 71% of their overall circulated ads/sponsored posts. Personalization strategies were emphasized intensively by later chancellor party SPD, which referred to their top candidate in 87% of their organic posts and 84% of their ads/sponsored posts. The conservative CDU/CSU mentioned their chancellor candidate significantly lesser (organic posts: 62%; ads/sponsored posts: 39%). But the Greens who were hopeful at the beginning of the campaign to become chancellor party almost hid their candidate in their ads/sponsored posts (7%; organic posts: 55%). Furthermore, our results show that parties in the 2021 election campaign were using negative attacks on candidates to a great degree. Especially, the AfD but also the governing CDU used attacks in their organic posts and the FDP in their ads/sponsored posts. Overall, our results indicate, that no consistent picture was conveyed by German parties on Facebook. The consequences of these inconsistent strategies with regards to their potential impact on issue and candidate preferences of voters are discussed together with further results in the presentation.

PC02 - They have an issue. How political issues shape social media campaigns in national election campaigns across Europe

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PN 033   Issues in motion. The campaign dynamics of political actors' topical agenda

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In this research I will investigate the topical agenda of parties' and politicians' social media communication during the 2022 Hungarian general election campaign. It is widely demonstrated that political actors strategically focus on certain issues and ignore others during campaigns (e.g. Petrocik, 1996). Less attention has been paid, however, to the temporal dynamics of the topical agenda. On the one hand, the presentation will give an overview about

political actors' issue focus to show similarities and differences of their topical agenda. This overview will identify 'owned' topics and 'negative' issues that are predominantly employed to attack opponents. On the other hand, I will also test some hypotheses about the temporal dynamics of topical focus of the campaigns since we can expect that the emphases political actors put on certain topics fluctuate over time. First, they may strategically push some topics at the beginning and others at the end of the campaign. We assume that positively framed 'owned' topics are more prominent at the earlier phase, while issues that are used to attack opponents are presented more often at the end of the campaign. Second, we expect that there is a convergence during the campaign as in the interactive campaign field political actors are increasingly forced to respond to their opponents' campaigns. Therefore, it is hypothesized that the gap in the topical agenda of the competing political blocks is narrower at the end of the campaign compared to its earlier phases. Last, we expect that political actors are increasingly responsive to their followers' demands. They will put more emphasis on topics that provoke more reactions from followers and neglect the less popular issues as Election Day is approaching. To test these hypotheses, we will draw upon an original content analysis dataset that includes all posts from parties and political leaders coded based on the coding scheme of the common project this panel originates from

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PC02 - They have an issue. How political issues shape social media campaigns in national election campaigns across Europe

PN 034 Campaigning on Facebook: Prevailing topics in the election campaigns in Albania and Kosovo

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This study compares the usage of Facebook for political campaigning of the 2021 Albanian general election and the 2021 Kosovar general election. The focus will be on the thematic agenda of parties' and politicians' social media communication. During campaigns in both countries, political actors have been shown to purposefully focus on particular subjects while ignoring others (AUTHOR 2019; Zguri 2017; Shahini-Hoxhaj 2018). Social media channels are preferentially studied in different parts of Europe, however, a comparative study of election campaigns in the Balkans region will fill the gaps, because there has been little comparative research on the issue in the Balkan context. During 2021, elections were organized under COVID-19 circumstances, in Albania and Kosovo as well. Social media and Facebook particularly were part of political parties strategies for political communication even before, however, the pandemic restrictions made them even more important. The 2021 elections could be seen as the most digital elections in both countries, providing political players with unparalleled chances to spread their views. This study analyzes the communications created by political players on a specific social media platform, namely Facebook, which has emerged as an essential instrument for political campaigns. Focusing on the general election campaigns in both countries, this paper studies whether political parties and their leaders are addressing the topics that matter most important to the public and to what extent Facebook's nature determines their communication. The comparative approach allows for comparison between three Albanian political parties and four Kosovar political parties as well as their leaders. Through a content analysis of 14 parties' Facebook pages, coded based on the coding scheme of the common project presented in this panel, we will analyze how they used Facebook as a campaigning tool, what were the dominant topics on which the political actors communicated, and what functions of the posts (information, interaction, mobilization) were dominant.

PC02 - They have an issue. How political issues shape social media campaigns in national election campaigns across Europe

PN 035 Is "corruption" a campaign topic on Facebook? Evidence from Romania and the Republic of Moldova

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Ever since the advent of social media, political competitors in Romania and the Republic of Moldova sought to make the most out of the powerful communication environment provided by social networking sites – especially Facebook. Confronted with a more distrustful, assertive, and demanding public (Nulty et al., 2016), represented especially by nationals who have worked, studied, or at least traveled across Europe and have become more scrupulous related to how public affairs are conducted, political actors in both countries now rely heavily on social media to provide information about their policy positions and to interact with their (potential) voters. However, social media has also proven to be a propitious space for negative campaigning, in the attempt of mobilizing partisans to get out and vote (Ceron & d'Adda, 2016). In fact, in both Romania and the Republic of Moldova,

campaigning is renowned for resorting to attacks against political opponents, a strategy that rests on the mentality of "electing the lesser evil". Romania and the Republic of Moldova held parliamentary elections at the peak of the COVID-19 pandemic: the first in December 2020, while the latter in July 2021. Outcomes in both countries provided significant surprises: in Romania, the populist anti-European Alliance for the Unity of Romanians (AUR), an obscure political party before the elections, managed to build support in just a few weeks and establish itself as the fourth largest political force in the Romanian Parliament. In the neighboring Republic of Moldova, the ever-contender democratic and pro-European opposition, now represented by the Party for Action and Solidarity (PAS), won the legislative elections with a majority of seats in the Parliament, a first in the country's history of 30 years since its departure from the USSR. Our paper looks into the social media communication strategies employed by parties during the election campaign both in Romania and the Republic of Moldova. We seek to understand whether corruption has remained a prevailing topic when it comes to substantive policy issues (RQ1), but also how negative campaigning was used to frame top politicians from the competing parties (RQ2), in the absence of a genuinely Spitzenkandidat system. We seek to answer these research questions by conducting manual content analyses of all organic and sponsored Facebook posts of the parties and their leaders in both Romania (n = 1,195) and the Republic of Moldova (n = 733). The posts analyzed were produced during the electoral campaigns and span over four weeks before the elections. Initial results show that the primacy of corruption as an issue of political communication was partially eroded. However, negative campaigning remained a hallmark of the strategies of parties in both countries. Overall, the study indicates that despite claiming to differ irreconcilably, political parties accuse each other of more or less the same flaws, an explanation for the general political cynicism that characterizes the electorate in both Romania and the Republic of Moldova.

PC02 - They have an issue. How political issues shape social media campaigns in national election campaigns across Europe

PN 036   Issue ownership in the 2021 Norwegian election: parties and candidates on Facebook and Instagram

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Issue management describes how political actors strategically analyze, coordinate, and control communication to assert their issues in the public debate (Kamps 2007). The concept relates to the issue ownership hypothesis that expects parties to focus their campaign efforts on issues that voters identify them with, regarding them as above average committed and as most competent problem-solvers (Petrocik 1996; also called "priming"). Since voters see differences in parties' abilities to handle problems, emphasis on party-owned issues can give parties advantages at the ballot (Benoit 2007). Conservative parties are associated with issues such as the economy and taxation, right-wing populist parties with migration, social democratic parties with labor and social issues such as education and health care, and green parties with the environment and energy policies (Ansolabehere/Iyengar 1994). Social media provide political actors with excellent opportunities of issue management: here, they can decide themselves what topics to distribute, without passing the journalistic filters of the news media. Political parties make excessive use thereof (Haßler et al., 2021). However, research on issue ownership has so far focused on political parties but neglected how far individual politicians also feel obliged to the issues "owned" by their parties. Our study contributes to closing this research gap taking the example of the 2021 parliamentary election in Norway. By means of standardized content analysis, we investigate how far the topics addressed by parties and politicians on Facebook and Instagram are in line with the issue ownership hypotheses (RQ1), if political parties and their top candidates differed in the issues they predominantly addressed (RQ2), and if they set different issues on the two social media platforms (RQ3). We investigate the topics addressed in all 1,605 posts published on the official Facebook and Instagram pages of all nine parties that reached fraction strength in the parliament and of their top candidates during the four weeks prior to election day. Our findings show clear efforts for issue management on almost all pages and particularly for the left-wing actors (RQ1). The only exception is the governing Conservative Party whose top 3 are rather "left" issues – employment, education, and health. Party size affects issue management: While the main parties (Social Democrats, Conservatives) addressed several topics relatively evenly, several small(er) parties focused strongly on one dominating issues (e.g., the Greens: environment; the agrarian Centre Party: rural policy; the socialist Red Party: social inequality), probably aiming at their specific clientele. While some top candidates have widely the same issue profile as their parties (Social Democrats, Socialist Left Party, Liberal Party, Red Party), others deviate clearly from their party's issue profile (Conservatives, Centre Party, Green Party) (RQ2). These deviations may be explained by these parties' high-profile top candidates who were hoped to appeal to different target groups than the party itself. The issues addressed by the political actors on Facebook and Instagram differ only marginally (RQ3),

indicating cross-platform campaign strategies. Taken together, our findings suggest that issue management is more strongly affected by political factors (e.g., party size, candidates) than by platform affordances.

PC03 - Media Exposure and News Consumption Patterns

PP 204   **A qualitative examination of citizens' political media diets across generations in five European countries**

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Recent research has raised several concerns about citizens in contemporary media rich democracies, particularly younger citizens (e.g., Hills, 2019). These concerns include: citizens lacking discernment in the media they consume; citizens avoiding political news and information; or selecting information that confirms their prejudices (e.g., Van Aelst et al., 2017). While the volume of research on these topics has grown, it is however notable that studies exploring these issues rarely discuss in-depth these matters with citizens. Prior findings tell us that using the diet analogy is a particularly effective way for citizens to make sense of their existing practices and to identify healthy normative practices (Marcu et al., 2015). Although the concept of citizens' "media diets" has received increasing attention (Young & Anderson, 2017), it remains vague and not fully developed.

The aim of this study is threefold. First, we are interested in mapping perceptions of the main types of media content citizens, across countries and age levels, can choose from within the current media landscape (*perception of the first-person media use*). Second, we identify citizens' perceptions of 'healthy' media content that citizens should consume to develop sound attitudes and behaviors (*normative perspective*). Third, we explore how citizens perceive the others' consumption patterns of various types of media content within the current media landscape (*perception on the third-person media consumption*).

To achieve these goals, we conducted a series of focus group interviews (between April and July 2021) with younger adults (18–25 years old) and older adults (above 55) in five European countries (Germany, Spain, Poland, Romania, and UK). These countries vary on several key contextual factors relevant for the study of the political information environments, including "young" and "new" democracies with different political heritages, democratic traditions, and media systems and different news consumption habits.

Focus group interview as a method provided us with the data needed for an in-depth assessment of people's perceptions. The results revealed a clear cross-country generational difference (with some country variations) in perception of the first-person media use. At the same time, we found similarities across generations and countries in normative dimensions (description of the healthy media diet). Finally, while tracing the perceptions of the dietary performance of other citizen, we noticed a third-person effect: each generation believed that the other had a poorer media diet: the youth considered that the elderly are more prone to selective exposure, disinformation, and a less diverse media diet, while older citizens talked about the almost total lack of interest for (political) news of younger generations.

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PC03 - Media Exposure and News Consumption Patterns

PP 205   News consumption, digital literacy and the disinformation media ecosystem in Eastern Europe

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Proliferation of disinformation counts amongst the most pressing challenges facing contemporary democracies. According to multiple reports, Eastern Europe is heavily saturated by political disinformation and conspiracy theories, generated and disseminated by ordinary citizens, political parties, and other domestic actors, as well as by foreign powers, especially Russia. The arrival of the COVID-19 pandemic has further expanded the thematic range of disinformation, adding various conspiracies about the origins of the pandemic or about the alleged health risks of the vaccines, and undoubtedly contributing towards a relatively lower rate of vaccination among the CEE population.

Using data from population surveys (N = 4,096), qualitative interviews (N = 60) and media diaries collected in the Czech Republic, Hungary, Poland and Serbia between 2019–2020, this paper sheds light on the extent of exposure to disinformation and beliefs in conspiracy theories in the four countries, as well as on the links between these beliefs and news sources. Our findings reveal interesting differences between the four countries, reminding us of the moderating role of socio-political context. One of the most striking differences appears in relation to the role of digital media as channels of disinformation: in the Czech Republic, heavy consumers of digital media are more likely to trust conspiracy stories, while Hungary, Poland and Serbia show the opposite pattern, with digital media exposure associated with lower susceptibility to conspiracies. Compatible patterns of cross-country differences are evident also with regards to public service media consumption, where heavier consumption is linked with lower levels of trust in conspiracy beliefs in the Czech Republic, and with higher levels of conspiracy beliefs in the remaining three countries.

These results suggest that the disinformation ecosystems differ considerably from country to country, and that digital platforms and disinformation websites are not necessarily the only – or even the most important – part of such systems. This observation is further corroborated by our findings concerning another element of the disinformation ecosystem, namely political chain emails – unsolicited messages sent or forwarded by email to multiple recipients, very often containing misinformation or conspiracy theories aligned with illiberal views. The results from both our survey and interviews document that chain emails play a significant role in political information diets of a substantial part of the population in eastern Europe, especially among the older generation.

Following from that, we demonstrate that it is precisely the elderly who are among the most vulnerable segments of the population when it comes to both exposure to disinformation and the ability to recognize it. At the same time, our qualitative interviews and diaries indicate that elements of digital illiteracy are endemic across all demographic categories, with the vast majority of participants either oblivious to privacy and data protection concerns, or willing to accept risks in exchange for free access to information. We conclude by considering what this situation means for media literacy initiatives in the region and beyond, and for the prospects of combating disinformation campaigns in the context of polarization and illiberalism more generally.

PC03 - Media Exposure and News Consumption Patterns

PP 206   News websites, social media, and political consumerism: Examining causal relations with panel data

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Political consumerism is a popular phenomenon that has been theoretically conceptualized as boycotting, buycotting, discursive political consumerism, and lifestyle political consumerism (Boström et al., 2019; Stolle & Micheletti, 2013). Several empirical studies have shown that news website use and social media activities are positively related to political consumerism (Boulianne, 2021; Gil de Zúñiga et al., 2014; Kelm & Dohle, 2018). However, in these studies, political consumerism is conceptualized only as boycotting and/or buycotting (see Gundelach, 2020), which calls into question whether discursive and lifestyle actions count as forms of political consumerism at all (see Zorell, 2021). Moreover, most of these studies were based on cross-sectional data, leaving the causal relationships among news website use, social media activities, and political consumerism unexplained. Following theoretical approaches, such as the Orientation-Stimulus-Orientation-Response model (Markus & Zajonc, 1985) and its successors (Cho et al., 2009), it is likely that increased news website use will lead to more intense social media activities, which will foster political consumerism activities (Gil de Zúñiga et al., 2014; Shah et al., 2007). At

the same time, alternative causal relations are possible—for example, that political consumerism activities drive social media activities because political consumers strive for social approval (Gotlieb, 2015).

To examine which activities consist of political consumerism and to clarify their relationship to news websites and social media use, a unique two-wave panel survey was designed and conducted among the German population in 2020 (N = 2,694). The results of confirmatory factor analyses indicate that the theoretical four-dimensional conceptualization of political consumption is also empirically evident. Linear regressions including multiple control variables show that news website use is only related to lifestyle political consumerism, while social media activities are associated with all engagement forms. Cross-lagged panel analyses reveal that social media activities at T_1 affect news website use and political consumerism activities at T_2 more than the other way around.

The results have important implications for the research on political consumerism and political communication. First, political consumerism consists of four activities and not only of boycotting and buycotting. Discursive and lifestyle political consumerism should therefore be given more attention in future research, not least because the descriptive results show that these activities have similar engagement rates to boycotting and buycotting. Second, while the use of informational news websites is (largely) unrelated to political consumerism activities, the use of interactive social media is positively associated with all forms of political consumerism. This confirms previous studies on boycotting and buycotting (e.g., Boulianne, 2021) and indicates that social media activities are also relevant for discursive and lifestyle political consumerism. Third, in contrast to other panel studies on digital media use and (traditional) forms of participation (see Oser & Boulianne, 2020), the results do not show a reinforcement effect but emphasize the potential of social media for mobilizing people to engage in new, creative forms of political participation. In this context, social media platforms seem to be more of a steppingstone for low-threshold forms of participation than a tool for showcasing one's own political activities.

PC03 - Media Exposure and News Consumption Patterns

PP 207 News recommender research: What we know and what we need from a political communication perspective

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News recommender systems (NRS), algorithmic solutions that filter, suggest, and prioritize content based on previous or similar users' behavior, explicitly stated preferences, popularity metrics, and other content-specific features (Karimi et al., 2018), are becoming a widespread application in the digital political information environment and, therefore, our democratic process. Particularly in the realm of political news, NRS can have a significant impact on journalistic production and distribution, in turn affecting access to political information and potentially political behavior. Despite these ramifications, NRS on political news websites have received less attention than similar data-driven technologies, such as audience analytics, or personalization on news aggregators and social media. Therefore, the purpose of this contribution is threefold. Following all relevant steps of the scoping study method (Arksey & O'Malley, 2005), we first review the current state of research on the journalistic supply and user demand sides of NRS (n = 43 articles). Second, we identify underexplored areas and research gaps. Third, based on these insights, we advance the following five recommendations for future research on NRS in political news environments:

Recommendation 1: More Empirical Research Integrating the Supply and Demand Sides

NRS both affect and are affected by user behavior. To fully grasp the implications of NRS for democratic society, it is crucial to jointly examine current NRS applications and their effect on users. More prominently, research has yet to empirically investigate the (mis)match between news organizations' anticipated audience reactions and actual user attitudes regarding affordances such as diversity and transparency.

Recommendation 2: More Theory-Explicated Work

Research on NRS, particularly on the demand side, often lacks a solid theoretical foundation. To model NRS' effect on journalistic work, news consumption, as well as political attitudes and behavior, future studies can profit from a stronger consideration of theories of journalism, media effects, and political psychology.

Recommendation 3: More Comparative Research

NRS research has so far focused on a few Western countries, with most empirical investigations being single-country studies. Moreover, few studies have investigated the implementation of NRS across different news organization types (Bodó, 2019). This highlights the need for more comparative work which considers contextual factors of different media and political systems.

Recommendation 4: More Interdisciplinary Work

NRS is a research field that is of great interest to both computer and social science. However, there have been few attempts at an integration of the different perspectives. Stronger interdisciplinarity can generate innovative methodological and theoretical approaches to NRS research.

Recommendation 5: More Industry-Academia Collaboration

NRS research can particularly benefit from partnerships with news organizations. Scholars can profit from in-depth knowledge of the employed algorithms to study their effect on news consumption. Research findings can subsequently be relayed to news organizations in such a way that supports them in future NRS endeavors and helps them address potential trade-offs between normative and efficiency-driven considerations.

Our presentation will contribute to NRS research by providing an overview of the current state of scholarship and pointing out ways how it can develop into a mature scientific field within broader political communication research.

PC04 - Campaiging Online in Elections Contexts

PP 200 **Creating information bits: Information strategies in campaign communication on social media in the 2021 German federal election campaign**

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Information is key for citizens in democratic systems to evaluate political actors' actions and to make well-informed voting decisions. According to traditional voting models (Campbell et al.,1954), voting decisions are influenced by long-term party identification, as well as by current candidate and issue preferences. However, as party affiliation is diminishing (Beyme, 2000), the information need of voters increases since they need to decide which party and candidates best fits their policy expectations.

Social media have become an important source for political information (Newman et al., 2021). Political parties have integrated these channels into their campaigns to address their messages directly to the voters. Studies have shown that parties use social media primarily as an additional broadcasting channel to provide information and to mobilize citizens to go vote (Magin et al., 2021; Lilleker et al., 2011).

To investigate how political actors meet citizens' information need and which information strategies they apply on social media, we analyze the Facebook and Instagram posts (n = 2,583) of parties and top candidates published during the four weeks before the 2021 German federal election with regard to text length, visual format, hyperlinking, and information elements on the election (e.g., the election date), the party (e.g., program or campaign events), and the candidates. Reliability was tested on a random sample of 93 posts and showed good reliability scores ($CR_{Holsti} \geq 0.7$).

Since information processing, even reading a post, involves effort from users, political actors have to carefully consider the amount of information provided in their posts. Noticeable is the strategy of the right-wing populist AfD publishing remarkably long posts on Facebook (but not on Instagram). The social democratic SPD also regularly publishes posts of above-average length, but alternates these with shorter posts. Among the candidates, in contrast, candidates from the Greens and the FDP write the longest texts.

Parties and candidates use images in two-thirds of their posts and videos in one-third, while text-only status messages rarely occur. On average, videos are associated with shorter texts than images, suggesting that videos tend to replace text as an information carrier. On the other hand, text elements are frequently used within images and videos in parties' posts (80%). Candidates, in contrast, more often publish images and videos without text elements (56%).

Political actors can also refer to more detailed information in their posts, e.g., by providing hyperlinks to the party's website, and by means of shares (on Facebook) external information can be integrated. While parties and candidates provide links relatively frequently (parties: 42%; candidates: 27%), they share other content on their channels rather rarely (parties: 5%; candidates: 6%).

Regarding the content-related information elements, parties provide more information about the election (29% of their posts) than the candidates (12%), whereas the candidates' posts contain more information about candidates (33%) than the parties' posts (20%). However, both parties (77%) and candidates (81%) focus primarily on information about the party in their posts. These and further results especially with regard to party-specific information strategies will be discussed in the presentation.

Political Communication

PP 201   Fragmentation in your timeline: what voters saw on Facebook in the 2021 German election campaigns

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What do voters see on social media in the week before an election? Commonly, research uses content analysis of campaign messages to answer this question. However, election campaigns and political information have become highly personalized on social media. Different messages may be targeted to specific groups either by (political) advertisers or by proprietary algorithms that curate (news) feeds based on users' presumed preferences. Analyzing campaign messages is thus increasingly limited in capturing the messages citizens are exposed to. In fact, it is not even known how much political content users have in their individual timelines before an election, or if and how this varies with demographics and political preferences.

Our study analyzes the Facebook timelines of German citizens who volunteered to donate their data. It connects to theories on fragmentation of digital public spheres and the personalization of news on platforms, to debates on whether social media platforms erode social cohesion and the perception of a shared reality, promoting disruptive, disconnected public spheres (e.g., Magin et al., 2021; Pfetsch, 2018; Thorson, 2020).

We focus on the final week of campaigns (September 18–25, 2021), asking:

RQ1: How little/how much political content do citizens see in their Facebook timelines before elections?

RQ2: How much disinformation and negative campaigning do citizens encounter in political content on Facebook?

RQ3: On which topics do they encounter disinformation and negative campaigning?

RQ4: How are exposure to political content, disinformation and negative campaigning distributed across demographics and political preferences?

To answer these questions, we employ data gathered through data donations and provided to us by Citizen Browser/The Markup (Mattu et al., 2021) for secondary analysis. The dataset contains 113,827 readable posts. These posts are linked to the data donors for whom we have demographic information on age, education, immigration background, employment status and party preferences. The distribution is roughly representative of the German population.

First results show that the overwhelming majority of posts did not contain political content: 73,033 (64%) posts were commercial advertisement, while 25,252 (22%) contained other content (e.g., sports, religious, non-political community content). Excluding these left 8,427 (7%) posts with political content. These political posts are currently manually coded in a standardized quantitative content analysis to answer RQ2–4. The coding will be completed in March 2022.

Our approach enables us to analyze not only *what* political content donors were exposed to in their individual timelines (RQ1–3), but also *who* saw what (RQ4). Thus, our study rethinks impact from two perspectives: While many studies only analyze what parties and candidates post during campaigns, we argue that impact lies in what voters actually see in their timelines, the effects of algorithmic curation. From a practical perspective, we argue that much potential and impact lies in collaborations between scholars and non-academic researchers in NGOs, sharing dataset and complementing each other's research when platforms do not provide adequate data access.

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PP 202   **Counter-frames, satire and memetic mash-ups: Political communication on TikTok during the early 2022 election campaign in Sweden**

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The video-based social networking app TikTok, launched in September 2016, has grown immensely over the past years, reaching 1 billion users by 2022 – thus making it a major player in the competitive market of social media platforms. TikTok is owned by the Chinese company *ByteDance*, and has close ties to the Chinese regime. While mainly known for user-generated content of light entertainment character, particularly young users posting videos of themselves dancing or performing other talents, the platform also contains political messages. While it is still not a major venue for political communication among elites, political actors across the globe are starting to recognize its potential for reaching citizens that are not available on other established platforms such as Facebook and Twitter (cf. Medina Serrano, Papakyriakopoulos & Hegelich, 2020; Cervi, Tejedor & Marín Lladó, 2021), reflecting digital trends of strategic communication such as micro targeting and narrowcasting (Endres & Kelly, 2018). Focusing on the case of Sweden, where there is an almost total lack of research on TikTok, this paper offers a content analysis of framing and interaction patterns during the early phase of the 2022 national election campaign. Based on hashtags connected to the three largest parties represented in the parliament, The Social Democrats (left), The Moderate Party (center-right), and the Sweden Democrats (far-right/populist), we gathered a systematic random sample of posts (N = 750), spanning content published over a one month period. Our results show that political communication on TikTok to a large extent derives from content that have been previously established in legacy media, but right-wing alternative news media outlets (cf. Ihlebœk & Nygaard, 2021) are also prominent sources. Issue-specific frames and counter-frames regularly appear through generic combinations of humour, satire, memetic mash-up aesthetics and individual performativity, however their significance for audience engagement differ between the parties studied. We conclude by proposing an analytical framework, comprising a set of generic frames that we believe have potential to enhance future studies of political communication on TikTok beyond the Swedish case.

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PP 203   **Extreme right use of social media in election campaigns: Countervailing strategies against mainstream political parties**

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This paper analyses the use of social media by extreme-right candidates during election campaigns. Because established traditional parties are more strongly rooted both socially and in the political system, something which makes them have wider access to the traditional mass media, extreme-right parties have made an especially intense and innovative use of social media, in order to compensate for some deficit of traditional media attention.

At the same time, the literature is not consensual about the impact of these strategies in what is called the pos-modern campaigns (Norris, 2000). On the one hand, it has been shown in some studies that traditional parties continue to have the same or even wider impact in the public sphere than newcomer parties, what is called normalization. On the other hand, it has also been argued that equalization of forces sometimes occurs, with smaller candidates gaining reinforced visibility thanks to the online use, approaching their communicational power to established ones (cf., among all, Gibson et al., 2003; Gibson, Lusoli and Ward, 2007; Wright, 2011; or Lilleker and Jackson, 2011).

In order to explain this variation, we will test the degree to which there is a strong correlation between more extreme messages, their subsequent visualization and repercussion online, and their overall impact in the polarization of the public sphere. In order to test empirically these assertions, we will present a comparative study of the content and strategies developed online by the recently created Portuguese and Spanish newcomer extreme right-parties (*Chega* and *Vox*, respectively) during a series of national elections between 2019 and 2022.

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PC05 - Audience Responses & Online Deliberation

PP 305 Personality traits or communication situation? Exploring factors influencing individuals' participation in political online discussions

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Taking part in political online discussions is a widely used form of political participation. According to deliberative theory, pluralistic and inclusive online discussions are desirable. For example, the diversity of perspectives and reasons is important to trigger epistemic potential and other desirable outcomes of deliberation (Bächtiger & Parkinson, 2019).

Previous research, however, has revealed that many political online discussions are not pluralistic and inclusive (Graham & Wright, 2014). Besides other factors, first, individuals' personality has shown to be important for their participation in political discussions (Boulianne & Koc-Michalska, 2022). Second, the communication situation seems to be relevant: According to the spiral of silence theory, people are much more willing to participate in political discussions and to proclaim their opinions in environments where their perceive some sort of like-mindedness (Noelle-Neumann, 1974) – this also seems to apply to online environments (Matthes et al., 2018).

The aim of the present study was to examine which individuals actively participate in online political discussions and under what situational conditions – and whether there are interaction effects between individuals' personality traits and the communication situation. For this purpose, a specific online discussion environment was developed that allowed investigating individuals' real communication behavior. Personality traits considered were need for cognition, civic orientation to conflict, internal efficacy, external efficacy, and perceived online discussion efficacy (Kenski & Stroud, 2006; Mutz, 2002; Tian, 2011). The impact of the communication situation was tested by placing individuals in like-minded, balanced, or opposing environments.

A three-wave panel survey with two embedded experiments was conducted among the German population in 2020 (quota sample, N = 1,287). In wave 2 and wave 3, participants were exposed to an online discussion platform (Discuss!). In Discuss!, supposedly other participants discussed whether plastic packaging for fresh foods should be banned in supermarkets (wave 2) and whether genetically modified organisms should be banned for food production (wave 3). Participants should state their own attitudes to the topics and, in both waves, were randomly assigned to one of three discussion environments in which they were exposed to (a) arguments for a ban, (b) balanced arguments, or (c) arguments against a ban (successful manipulation checks were conducted). Here, participants had the opportunity to add further arguments or to respond to existing arguments. In wave 1, personality traits and control variables were measured.

According to logistic regressions, high need for cognition, high internal efficacy and (partially) high perceived online discussion efficacy increase the likelihood of adding further arguments or responding to existing arguments. The communication situation proved to be relevant: balanced or like-minded environments are more likely to lead to

add own arguments and to react to existing arguments than opposing environments. There were no interaction effects between personality variables and communication environment.

Based on an innovative design and real communication behavior, the study shows that both personality traits and the communication situation matter. Under the specific conditions of an online platform, specific traits and, according to spiral of silence theory, the like-mindedness of the communication environment affect individuals' participation in political discussions.

PC05 - Audience Responses & Online Deliberation

PP 306   You can't say what you really think anymore! Investigating factors driving perceptions of freedom of speech in Germany

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Freedom of speech indisputably is a major constitutional foundation of democracy (Garton Ash, 2016). Therefore, it should be taken seriously when citizens consider freedom of speech at risk. In fact, recent studies show that a large proportion of the German population feels restricted in their freedom of speech (e.g. Petersen, 2021). In addition, right-wing populist actors have discovered "political correctness" and other alleged dangers to free speech as a political issue, also pointing to the studies cited above (Brubaker, 2017; Lanius, 2020).

While these initial findings are alarming, the number of studies digging deeper into the reasons for these perceptions is surprisingly limited. Accordingly, this paper sets out to get a better understanding of why citizens perceive free speech to be given or restricted by (a) clarifying what people actually understand by freedom of speech, (b) how they evaluate freedom of speech in different communicative environments, and (c) which individual-level factors predict these different perceptions.

Theoretically, we draw on Lanius (2020) to distinguish between two perspectives: The legal definition, which describes the freedom not to be prevented from expressing opinions by the state on legal grounds; and the so-cio-normative definition, which represents the freedom not to be restricted by the social environment (e.g., family, friends, public opinion). This allows us to understand whether people really think of restrictions by the state when they are asked about the status of free speech. In addition, we distinguish between perceptions of the possibility to speak freely in news media, on social media, in politics, and among family and friends. Finally, we explain these perceptions with several demographic and political factors (e.g., political interest, voting intention).

Empirically, we conducted an online survey of 1,490 German respondents in 2021. The results show that both definitions were associated with freedom of speech. Therefore, they should be considered equally in the future. Regarding the perception of freedom of speech in Germany, the results from previous studies were partially con-firmed: 47% of the respondents felt that they were too restricted. 40% were satisfied with the current situation, and 12% even called for further restrictions. However, this assessment varied depending on the environment in which an utterance was made. While respondents felt freest among family and friends, the restrictions were most strongly perceived in the political sphere. These differences could be explained primarily by political factors, particularly by the party preference of the right-wing populist AfD. Implications of these findings and possibilities for future research will be discussed.

Keywords: *freedom of speech, democracy, survey data, Germany*

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PP 307 Liking, sharing or commenting – how different imagery evoke different audience responses on Facebook during elections

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In election campaigns over the past decade, visuals on social media and their impact on voter's engagement have become a critical topic of discussion among political parties, politicians, and campaign managers (Author2). Indeed, research shows that visuals have the power to evoke strong emotions (Coleman & Wu, 2015), to create identification (Schill, 2012), and to be processed quickly by its viewers (Graber, 1996). While various studies suggest that social media effects may depend on multiple factors there is only scant attention on the visual material production techniques (pictures, videos, memes etc.) and the type of the visual content used (e.g., Dean, 2018). Such an examination is pertinent given that the future of political campaigning is closely tied to the content, uses, and effects of social media which is a visually dominated communication environment.

By focusing on the 2019 European parliament election and the Facebook pages of 75 parties in 12 countries (Austria, Denmark, France, Germany, Hungary, Ireland, Italy, Poland, Romania, Spain, Sweden, and UK), our study focuses on parties' visual communication strategies and their impact on followers' engagement from a comparative perspective. Our comparative design enables us to compare both parties and countries and thus to identify and systematize influencing factors on parties' visual Facebook strategies. Followers' engagement is measured by the number of likes, shares and comments on a Facebook post. Our first research question therefore asks, does certain content of images (persons, landmarks, patriotic symbols, religious symbols, material objects such as money, environment, and everyday situations) yield more likes, shares and comments? Moreover, as to our knowledge this has been disregarded by previous studies, we are interested in types of images (picture, memes, video etc.) and their impact on followers' engagement. We therefore raise the question, do certain types of images (picture/photographs, illustrations/cartoons/"share-pics", memes, collages, graphics, selfies, recorded and live videos) yield more likes, shares and comments?

To address these research questions, data was gathered from parties' official Facebook pages during the four-week period leading up to the election day on 26th May (i.e., from 28 April to 26 May 2019) by using API based software (Facepager). The sample consists of 12,149 Facebook posts. The posts were manually coded by 29 coders based on a joint coding scheme. The overall impression of all post elements (texts, pictures and videos) was also coded in terms of topics, privatization, negative campaigning, populism and the targeted actors, which will be taken into account when analyzing followers' reactions. First analyses show robust and significant evidence that posts with images result in overall higher numbers of reactions and comments while posts containing videos generate more comments and are shared more. More detailed findings on the content (RQ1) and types of images (RQ2) will be presented at the ECREA 2022 in October.

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PP 308 Poisoning online debates? How populist Facebook comments affect online deliberation in Austria and Slovenia

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Populist communication has an ambivalent relation to democracy. It's appeal to popular sovereignty conveys an inherently democratic message, and it has been found a strong mobilizer of political participation and citizen

engagement online. However, its Manicheanism, anti-pluralism, and rough tone may well create a toxic atmosphere that impedes democratic debates. Extensive research has been focused on populist communication originating from politicians or the media. Few studies, however, have focused on populist communication that originates from ordinary citizens or users of social media. Effects of user-generated populist communication on online deliberation remain understudied. This paper focusses on populist content found in user comments on ten popular Facebook pages of Austrian and Slovenian mass media, and its effects on online deliberation. We focus on the heated debates during the so-called "refugee crisis" between July 2015 and August 2016, which preceded electoral successes of right-wing populist parties in the two neighboring countries. Proceeding in two steps, we first analyze how populist and anti-immigrant user comments affect the number of responding comments, using a dataset of 281,385 Facebook user comments and a validated, automated content analysis. Secondly, we analyze how populist comments affect the quality of deliberation in these responding comments, using a manual, quantitative content analysis of a sub-sample of 600 'parent' and 1,498 responding comments. Drawing on an extensive literature review, we operationalized deliberation as a multi-dimensional construct, featuring argumentation, sourcing, impoliteness, and incivility. This paper hypothesizes that user-generated populist messages provoke responses from likeminded and opposing users alike but is likely to have negative effects on the quality of deliberation found in the responses. Our findings confirm the mobilizing impact of populist content but provide novel evidence for its worrying effects on democratic discussions. Additionally, our findings reveal notable differences in online commenting cultures in the selected countries from Western and Central-Eastern Europe. We discuss implications of our findings in the light of the current challenges to democratic communication

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PC06 - Communication in a Divided (Political) World

PP 301 "We are humans, first of all": Constructing and renegotiating audiences' identities in conflict discourse

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In contemporary public spheres, contestation often revolves saliently around polarized "identity politics" (Reddi et al., 2021). Political actors strategically exploit identity narratives, constructing and segmenting audiences to mobilize them against the "others" and provoke political conflict (Miskimmon & O'Loughlin, 2017). However, empirical research on how elite-driven identity constructions translate into lay citizens' social identities remains scarce and inconclusive. Even less is known about how citizens negotiate their identities (Reicher, 2004) in light of prominent identity narratives in their communities. To understand how mediated publics transform, and are transformed by elites' divisive identity narratives, this study investigates renegotiation of strategic identity narratives in conflict-torn Eastern Ukraine.

Identity politics are highly salient within the ongoing Russian-Ukrainian conflict (Kulyk, 2018). Both Russian and Ukrainian elite-dependent media (Szostek, 2017) target the bilingual Eastern Ukrainian audience, instrumentalizing competing narratives about the region's national "belonging". The narratives justify conflict-related policies and actions by creating rigid and exclusive collective identities and forcing Eastern Ukrainians to position themselves relative to these competing views.

This study relies on the analysis of 93 TV news broadcasts and 14 focus groups with media audiences, focusing on the content as well as the process of identity negotiation (Munday, 2006). Comparing the identity categories advanced by the leading Ukrainian and Russian weekly news programs in their conflict news coverage with those negotiated among Eastern Ukrainian citizens within the focus group discussions, the study analyzes the discursive transformation of identity narratives in the group discourse.

The study finds that while the media discourse imposes rigid national identities upon the audiences, participants can recognize their divisive potential and renegotiate the conflict in terms of civic, universal, or local territorial identities. Identifying the self and the other as voters, humans or fellow townspeople, participants regularly reject the elite-driven narratives as irrelevant for their everyday life. However, the power of narratives depends on social dynamics in the group: Elite-sponsored identity categories tend to be appropriated when the ideologically engaged participants share the identity categories, but their resonance diminishes if alternative narratives are presented. The article discusses multi-layered identity construction in socially negotiated information environment and its impact for audiences' understanding of the conflict and projecting its resolution.

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PC06 - Communication in a Divided (Political) World

PP 302   A polarized media mirrors a polarized cognitive maps in the public? Network agenda-setting on Syrian refugees in Turkey

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The purpose of my research is to explore the relationship between the media and public network agendas on the Syrian refugees issue in Turkey. This case is important in a sense that I focus on a non-western polarized political setting and beyond elections times unlike the dominant agenda-setting research tradition. I adopt the Network Agenda Setting (NAS) model, and examine the relationship between the media and the public network agendas by sampling from a broad range of mainstream media outlets (online and TV) covering different socio-political camps in Turkey's polarized media system and a nationally representative survey data recently collected in Turkey. The media sample consists of the websites of nationwide newspapers, pro-government *Sabah*, and *Hürriyet* and pro-opposition *Sözcü* and *Cumhuriyet*; websites of nationwide news channels, moderate Habertürk TV and NTV; public broadcasting TRT; and evening news bulletins from nationwide television networks, pro-government Show TV, ATV, and CNN Türk TV, and pro-opposition Fox TV and Halk TV. The sampling period was between 16 July 2021 and 31 October 2021. This period was selected because on 16 July, the main opposition, secular social democrat Republican People's Party (CHP)'s leader pledged to send the refugees back to Syria peacefully as an election promise which made the issue one of the top agendas on Turkish media. A total of 1,043 new stories were collected within that period from the above-mentioned news outlets. To determine the public network agenda, I use a nationally representative mind-mapping survey data collected in November and December 2021 in Turkey (n = 1200). Then, I measure the relationship between media and public networks by using a statistical tool, Quadratic Assignment Procedure (QAP), to explore the third-level agenda-setting hypothesis, "the salience of the network of objects and attributes on the media agenda will be positively associated with the salience of the network of objects and attribute in the public agenda". In addition, I investigate whether the network of explicit and implicit object/attribute salience on the media agenda associated with the network of explicit and implicit object/attribute salience on the public. I also examine whether network agendas regarding Syrian refugees will differ according to media outlets' distinct socio-political camps (i.e., pro-government vs. pro-opposition) and whether this is positively correlated with the political party predispositions. The data collection of the media sample is finished, but the survey data collection is ongoing. Therefore, I plan to analyse the data in early 2022 and report my findings at the conference.

Keywords: Network agenda-setting; polarized media; public opinion; cognitive maps; QAP; Syrian refugees; Turkey.

PC06 - Communication in a Divided (Political) World

PP 303   Divided by climate: Intergenerational justice and age as a polarizing factor in the Czech media coverage of the Fridays for Future movement

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This paper analyses the role of the media in the representation of youth climate action based on stressing the intergenerational justice theme and the age-related aspects of the climate change issue. It is situated at the intersection of environmental and political communication fields, emphasizing the political participation of youth, and builds upon the studies from other national contexts, often referring to the polarized nature of the discourse on climate change stemming from the employment of journalistic norms and values, especially conflict or dramatization

(Brüggemann & Engesser 2017). At the same time, excessive polarization of the topic may overshadow other relevant aspects of the climate debate. In this context, the concept of intergenerational justice (Sanson & Burke 2020) is often mentioned, addressing the fact that climate change will affect younger generations, those who have contributed less to the crisis, more significantly than older ones. Given their limited opportunities to participate in decision-making, it seems helpful to ask how the generations, which will bear the consequences of the climate crisis the most, are represented in the recent media discourse on climate change.

In our qualitative analysis (employing open and axial coding from grounded theory), we focused on answering the following research question: How are age and generational relations constructed in the Czech online climate discourses surrounding the FFF activities? Our sample consisted of more than 600 articles on the FFF activities produced by a diverse sample of the 14 mainstream online Czech media in the three periods in which the FFF attracted increased media attention.

One of the two general categories we identified comprises cases in which age represents a key perspective and serves as a polarizing factor. Media focus dominantly on how different generations approach climate change differently, how climate impacts them differently, or how generations are divided in a conflict over the issue. In the second category, we identified the tendency of the media to explain or rationalize the surprising political participation of children or young people, using the perspective of in/appropriate roles of different generations. A normative expectation that adults should be responsible and protect children and the construction of a relatively clear boundary between childhood and adulthood serves the media as a starting point for a narrative in which the roles of generations are represented as twisted.

We argue that despite attitudes to climate change do not fundamentally divide the Czech public (particularly not along the age axis), the media often present the topic in terms of generational conflict. By doing so, they contribute to a new way of polarization of the already significantly polarized Czech public opinion divided by global and other important international topics.

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PC06 - Communication in a Divided (Political) World

PP 304 **Communicating Concerns, Emotional Expressions, and Disparities on Ethnic Communities on Social Media during the COVID-19 Pandemic: A Structural Topic Modeling Approach**

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The COVID-19 pandemic has not only posed unprecedented threats to global health, but also raised significant concerns about health disparities among different socioeconomic populations and racial and ethnic communities. Yet, it remains relatively understudied regarding the differences about people's concerns, discourse, and reactions to COVID-19 towards distinct racial and ethnic communities, an issue that helps to identify and further overcome disparities across ethnicities. To fill the gap, this study analyzes social media discourses toward four ethnic communities in the US during the pandemic and reveals disparities in pandemic experiences among them. A total of 488,029 tweets mentioning one of four ethnic communities, i.e. Asians, Blacks, Hispanics, and Native Americans, were investigated by a structural topic modeling approach with emotional expressions and time as covariates in the topic model. Empirical findings have revealed disparaging COVID-19-related topics and themes towards four communities of Asian, Black, Hispanic, and Native American (arranged alphabetically) as well as divergent emotional expressions, which sheds significant light on health-related but also other disparities across these communities with plausible reasons. More specifically, the results demonstrate that discourses about Asian, Hispanics, and Native American communities were often induced by pandemic-related events, concerning topics beyond one's community, and reflecting an experience of implicit racism and an adoption of technical supports from health systems. Meanwhile, discourses about Blacks were racially-related, discussing topics within the community, and reflecting an experience of explicit racism and an adoption of psychological supports from ingroup. Our study thereby showed essential ethnic and racial disparities in health and other aspects that have health implications. While the Black community suffered fundamental structural inequality, racism, and discrimination and adopted an inward-oriented coping strategy, other ethnic communities experienced a more political-driven and implicit form of inequality and practiced an outward-oriented strategy with possible coalitions with other communities. Our study thus helps design communication campaigns and politics for reducing health disparities for different ethnic groups.

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PP 405 **Negative campaigns, negative votes? How perceptions of political campaigns impact citizens' meanings of voting**

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Negativity in political campaigns has been an important concern for both scholars and commentators, and this research has led to a plethora of knowledge. Several studies have found that, while negative campaigns may harm a candidate's opponent, they may also cause a backlash effect where some citizens seem to abandon their preferred candidate because of their candidate's use of negative campaign strategies. In either of those situations, it seems that negative campaigning causes citizens to base their vote choice on who not to choose, rather than a positive criterion. In other words, prior research implies – but does not test – that negative campaigning leads to a negative meaning of voting: voting based on keeping candidates or parties out of office, rather than voting them into office. Therefore, (perceptions of) negative campaigns could be correlated with more negative meanings of voting, that may have important political outcomes.

There is, however, increasing evidence that citizens distinguish between negative campaigning – focusing on negative traits or policy preferences of an opponent – and "dirty" campaigning – political attacks that are perceived to transgress social norms, for instance through incivility or unfair campaigning. In other words, certain effects of negative campaigns seem to be induced by a moral judgment of whether the campaign went too far or not. This could mean that the perceived negativity of a campaign is correlated to less liking of the attacked party but not of the attacking party, while the perceived "dirtiness" of a campaign is correlated to less liking of the attacking party, rather than the attacked party.

So why do parties continue to use "dirty" campaigning? Moral judgments about campaigns are likely to depend on both the attack itself and whether it is performed by a party or candidate with which someone identifies (in-party) or a party or candidate with which someone does not identify (out-party). Therefore, we expect that both negative and "dirty" campaigns are more likely to be perceived as "negative" for the in-party and "dirty" for the out-party. Therefore, the backlash effect of "dirty" campaigning on liking the attacking party might mostly be visible by those who did not like them to begin with.

I test these expectations in two settings. First, I explore the real-life situation in a cross-sectional study of the correlations between perceptions of negative and dirty campaigning, citizens' meanings of voting, and attitudes towards political parties. To validate and extend the results, I will conduct a 3 (control / negative / dirty), by 2 (attacking party/candidate) survey experiment. In this experiment, participants will be exposed to manipulated political advertisements, in order to complement the real-life effects of the cross-sectional data in a controlled campaign environment. All data will be collected in March 2022, during the campaign for the legislative elections in Hungary (N = 2000).

The findings will help us clarify why negative campaigns have certain effects and enable us to further explore their influence on voting, elections, and democracy.

PP 406   **Read, Discuss, Engage: How Following Online Discussions Triggers Political Participation**

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For many citizens, online discussions are important for their political decision-making (Stromer-Galley, 2017). However, little is known about whether following and participating in online discussions motivate individuals to engage in other, more demanding forms of political participation such as protest (e.g., signing petitions) or institutional forms of engagement (e.g., donations; Theocharis et al., 2021). Particularly, it is unclear how different discussion environments in terms of the represented political attitudes affect further forms of participation – especially because usually studies only measure intentions to participate, but not real participative actions. Resorting to the Theory of Planned Behavior/TPB (Ajzen, 1985), we hypothesize that joining online discussions affect individuals' attitudes, subjective norms, and perceived behavior control, which in turn influences the intention to participate, which, finally, affects actual participative actions (e.g., Ziegele et al., 2018).

For an empirical test of this hypothesis, a three-wave panel survey with two embedded experiments was conducted in 2020 with a German quota sample (N = 1,287). The respondents were exposed to online discussions

on the questions of whether plastic packaging (PP) for fresh foods should be banned in supermarkets (wave 2) and whether genetically modified organisms (GMO) should be banned in food production (wave 3). In each wave, participants were randomly assigned to one of three discussion environments in which they were exposed to either (a) arguments for a ban, (b) balanced arguments, or (c) arguments against a ban (the manipulation was successful). After exposure, participants could signing a petition calling for a ban of PP (wave 2) or donating (parts of) their incentive to an organization that advocates for or against GMO (wave 3). Before the respondents could act, the central variables of the TPB were surveyed (attitude, subjective norm, perceived behavior control, intention). Socio-demographics and the central variables of the Civic Voluntarism Model (Verba et al., 1995) were used as control variables. The hypotheses were tested with logistic (wave 2) and linear hierarchical regressions (wave 3).

The results of the logistic regressions show that respondents who were exposed to arguments for banning PP were more likely to sign the petition than respondents who were exposed to arguments against PP. The results of the linear regressions show that participants who were exposed to balanced arguments donate more money to a pro-GMO organization compared to those who were exposed to arguments against GMO. Detailed results will be presented at the conference.

Our study indicates that following and debating in online discussions can have positive spill-over effects on other, more demanding forms of political participation. These "upstream effects" (Holbein & Rangel, 2020) emphasize the importance of political online discussions for citizens' political decision-making. Furthermore, the direction of this impact seems to depend on the specific discussion environment in terms of the arguments citizens are exposed to (pro vs. contra vs. balanced). These observed effects can be well explained by the TPB. In the discussion of the findings, limitations such as the external validity of the experimental design and the potential influence of further political preferences must be considered.

PC07 - Media Use, Digital Activism & Political Participation

PP 407 Is it more about the media than the issue? Empirical findings on the relationship between political decision making and media activities

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In light of the mediatization approach, there has long been a debate about whether and to what extent media affects political action. Critics fear that core political activities such as decision making will be successively disturbed or even replaced by activities involving media and the public (Fawzi, 2018; Meyer, 2009). Empirically, there is indeed some evidence that the extent of public communication by individual politicians and organizations has increased (e.g., Donges & Jarren, 2014; Reunanen et al., 2010). Yet, as core political business such as negotiations usually take place behind closed doors, it is assumed that media have not much impact on it (Koch-Baumgarten & Voltmer, 2010).

However, since negotiations aim for solving some sort of conflict, they often attract at least some media interest. The parties involved are then required to make public statements. Thus, it does not come as a surprise that in many studies, politicians confirm an increased importance of the media (e.g., Landerer 2015; van Aelst & Walgrave, 2011). Moreover, individual case studies reveal that media-related considerations also play a role in the core of decision-making processes (Davis, 2007; Melenhorst, 2015). These ambiguous results suggest to not only ask **whether media-related tasks are actually replacing core political tasks**, but also **which factors are promoting a possible shift**.

To fill this research gap, we conducted an online-survey with high-ranking negotiators (N = 321) from trade unions and employers' organizations. The survey covered both the time spent on actual negotiation work and the extent of media activities during the last round of collective bargaining as dependent variables. As explanative factors we considered perceptions of public communication and media influences, negotiation-related aspects such as the negotiation strategy, the atmosphere in and the conflictual nature of the negotiation and the extent to which the negotiators tried to adjust to the media in the negotiation process (i.e., media monitoring or attendance of PR experts).

Controlling for organizational affiliation, degree of organization among workers/companies and negotiation experience, regression analyses revealed that the extent of negotiation work was lower if the media was assumed of having a large influence on the negotiation. The mood at the bargaining table and conflicts also shape the effort spent on the actual negotiation. The proportion of negotiation work increased in direct comparison to the proportion of media activities if an integrative/cooperative strategy was chosen. The ratio of negotiation to media activities shifted in favor of media activities, the more public and media attention was perceived and the higher the perceived influence of the media was considered. Long-term media structures such as media monitoring or the presence of PR experts at the negotiating table were not significant.

Although collected cross-sectionally, the data allow a unique insight into the extent to which media-related considerations play a role in core political processes. As our research case – i.e., wage disputes – is characterized by long-term structures and comparatively low public/media attention, it can be assumed that media impact is even more evident in ad hoc negotiation situations with a broader outreach.

PC07 - Media Use, Digital Activism & Political Participation

PP 408   The Leaders, Statements, or Programs? What Drives Voters' Choices in the Polarized Society – the Biometric Case Study of Poland

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Thesis/purpose of the article

The increasing personalization of politics is the phenomenon examined by the researchers since early 1990 (i.e., Aarts, Blais, & Schmitt, 2013; Bittner, 2011; Dalton & Wattenberg, 2002; Lobo & Curtice, 2014; Wattenberg, 1991). Despite the long tradition of the research still, several research questions remain to be addressed. One of the topics of substantial debate concerns the leader's effect on the voters' behavior, the scale of this phenomenon, what circumstances favor its occurrence, and its consequences. (Adam & Maier, 2016; Bittner, 2011, 2018; Hayes, 2009; Kriesi, 2012). Another interesting phenomenon nowadays is the growing societal polarization observed in some EU countries which might be connected with rising support for the right parties (Down & Han, 2021). Noteworthy, the situation in Eastern and Central European countries is still insufficiently explored. It leads us to formulate the following research questions: What drives Poles' political choices? Does the identification with the leader of a given party have a more substantial impact on Poles or the identification with the party's political program or specific statements on a particular topic? Our study aimed to answer those questions by examining respondents' declarative responses and psychophysiological reactions.

Methods

The central part of the research was the experiment conducted on the biometric research platform iMotions 8.1, where using face-tracking and eye-tracking techniques, we registered the respondents' behavior when they made paired sets of judgments about a series of politicians' statements, among others Donald Tusk (Civic Coalition) and Jarosław Kaczyński (Law & Justice). Additionally, the data were collected through Computer-Assisted Interviews, Paper-and-Pen Interviews, and In-Depth Interviews. Seventy-two respondents participated in the research, the supporters of different political parties. They represented two different generations: aged 23–26 and 50–55.

Results and the conclusions

Our findings prove statistically significant differences in the judgments (agree/disagree) of the two dominant parties' voters (Civic Coalition and Law & Justice) while they became aware that the statement's author is their /or the opposite/party's leader. Those observations were especially visible in the case of the right party (Law & Justice, the ruling one), the group that proved to be distinguished from other voters in many aspects. Face-tracking research methods allowed us to confirm that the variances occur in declarative responses and psychophysiological reactions when acknowledging the author of the statement (eye-tracking was a so-called frame marker of this moment). We assume that it is the results of solid polarization present in political discourse that favors leaders' effect and at the same time retreats political agendas into the backgrounds.

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PP 402 **Populist performance: A multimodal content analysis of Viktor Orbán's populist style on Facebook between 2018 and 2020**

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This project aims to contribute to the field of visual politics through the design and testing of a multimodal coding instrument that could be used to assess populist leadership styles worldwide. Conceptual inspiration for this project was derived from Moffitt's (2016) work on the populist style of political communication. Populism is understood here as a performative political style that is based on the appeal to 'the People' versus 'the Elite', bad manners, and constant crisis, breakdown, and threat communication. Although populism is associated with increased academic interest, there are still a number of research gaps. How populist leaders perform nonverbally, the processes of constructing enemies and allies, and their management of a complicated persona that appears both ordinary and extraordinary are still obscure.

To that end, this paper describes the multimodal aspects of the populist communication style by designing and testing an instrument of systematic visual and textual measurement based on Moffitt's (2016) theorizing of the populist leadership style. The coding instrument is tested on the Facebook image posts (N = 492) of the Hungarian Prime Minister, Viktor Orbán, a prominent contemporary populist leader. This project describes his multimodal populist style over a three-year period (2018–2020) that stretches across three distinct news content cycles. These include the emergence and sustained management of the COVID-19 pandemic, election periods (i.e., 2018 Hungarian Parliamentary election, 2019 Hungarian Local election, 2019 European Parliamentary election), and a number of months of slow news – or cucumber time as it is known in the news industry.

Which dimension of Moffitt's (2016) populist style was applied most prominently in Viktor Orbán's Facebook posts? What are the differences in the three periods of the sample? Is there redundancy across the image and textual messages in posts? What are the characteristics of populist visual communication during the COVID-19 pandemic? Who are depicted as enemies and who are the allies? To answer these questions, the applied coding instrument contains 47 categories that were devised for a deductive multimodal quantitative content analysis of social media image posts and their accompanying verbal posts. The coding instrument was tested for exhaustiveness and mutual exclusivity, and subjected to intercoder reliability. Frequency tabulations, as well as categorical crosstabulations with chi-square analyses, are conducted to highlight Viktor Orbán's particular populist style and its stability through different news cycles. However, this project has a larger goal, too: to provide a point of traction in building and validating an instrument of measurement that can be applied for studying populist political styles in leadership around the world. Moving the study of populism into the visual realm adds a layer of understanding on how the populist leadership style has gained a foothold in global politics.

PP 403 **Theorising and mapping media ownership networks in authoritarian-populist contexts: a comparative analysis of Austria, Slovenia, Hungary and Turkey**

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This paper explores the changes in the structure of media ownership in selected Central and Eastern European countries in the context of the rise of authoritarian populism and anti-democratic backlash. Recent media research suggests that populism can be understood in part as a response to the failure of tackling concentrated media ownership (Freedman, 2021). Expanding this work, our paper uses social network analysis (SNA) to investigate changes to media ownership looking at both ownership structures as well as concentration dynamics. The paper covers developments in Austria, Slovenia, Hungary and Turkey over the past two decades, during which authoritarian tendencies were evident in all four countries, albeit to varying degrees.

While contextualising the authoritarian-populist transformations in the countries under study, we explore how national media spaces have changed accordingly in structural and economic terms. Contrary to studies that focus on the discursive aspects of populist communications treating populism as a performance, style or rhetoric that articulates the people against the elite (Mudde, 2004; Laclau, 2005), this paper emphasizes the substantive,

political-economic and institutional aspects of populist politics. Hence, the authors strive to shift the discussion on populist communications from 'what populists say through media' to 'what populists and populism do to media'. Understanding the transformation of media ownership structures as intrinsic to the political economic re-organization of authoritarian populism, the paper provides evidence that the rise of populism is accompanied by extensive changes to media ownership networks, suggesting that such changes may be instrumental in consolidating and maintaining populist regimes.

Going beyond conventional market concentration indices, SNA has recently been used as a useful tool to avoid a medium-specific approach to measuring media ownership concentration (Birkinbine & Gomez, 2020). Combined with a comprehensive dataset indicating the owners of high-reach news media outlets in the print, TV, and online sector for the years 2000, 2010 and 2020, the method allows us to visualize conspicuous changes in the network structures and determine the centrality and density of the ownership networks over time. Preliminary results indicate that far-reaching changes have taken place over the past two decades, pointing to the emergence of dominant media actors and increasing polarisation between large, dominant media groups and more marginal players in all four countries.

The paper offers a novel way of addressing the question of populist control over media systems: It adds valuable cross-national ownership data to the discussion of media-populism-relations, expands the possibilities of SNA to study media ownership concentration and derives propositions from these findings, which shed light on the political-economic restructuration of media spaces within authoritarian-populist contexts.

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PC08 - Populism and the Media: Actors, Messages, & Contexts

PP 404   **Affective biopolitics in the time of crisis: Unpacking Chinese Party press's soft propaganda during Covid-19**

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With the arrival of the digital age, the news media have adopted digitalization, which has currently failed to transform their official, exclusive and professional nature. The Chinese official media is setting up social media and transforming from didactic hard persuasion to softened emotion management in digitalized information environment. Chinese state-run media, is adopting an increasingly delicate approach on forming social consensus and forging social cohesion rather than applying discursive coercion (Edney, 2014; X. Zhang, 2011). The trend of sugaring public opinion guidance with subtle, entertaining and sleek expression, according to many (Mattingly & Yao, 2020.; Zou, 2021), marks the rise of soft propaganda. Recent research found that contemporary Chinese official propaganda has managed to achieve a delicate balance between positive and negative emotion (Gao & Wu, 2019; Kong, 2016; D. Mattingly & Yao, 2020) to evoke emotional resonation and creative engagement (Repnikova & Fang, 2018), especially during the period of the Covid-19 (Yuan, 2021; Zhang, 2020). Hence, the research attempts to further explore soft propaganda by examining how Chinese state media manage the information release on Weibo during the Covid-19 period.

To determine the research question, this paper uses Text Convolutional Neural Network (textCNN) to examine the Weibo account feeds of People's Daily in 2020. The authors firstly randomly selected 900 posts from the original dataset, before labelling them as "soft/hard news" and "emotional/ non-emotional news". Afterwards, the author trained artificial intelligence models to mark 19,925 Weibo feeds automatically. The study finds that hard news dominates the news feeds of the People's Daily at the early stage of the pandemic especially on January 2020. The number of hard news sharply declined; with the declination continued, the fluctuating number of soft news exceed it since late May. Despite a short bounce in late June, soft news remains the majority of the People's Daily. In terms of sentiment classification, the number of non-emotional news far exceeds that of emotional news in almost the whole year. Though the number non-emotional news continued to decline since January, the number of emotional news remains roughly constant, with the two numbers reach equal at the end of 2021.

Hence, the authors argue that China's official media on social media still play an information gatekeeper role to release adequate authoritative information (hard news) to eliminate panic and promoting the stability of public sentiment. However, the hard news is based on the hot-debated event, while the soft news is still the dominant during the normal period to engage online users. Previous studies find that China's official media mobilizing the emotion to propaganda, the study confirms that the emotion mobilization indeed through the whole year, but the non-emotion news constitute the majority of the news feeds. Overall, the authors argue that China's soft propaganda is an abstract term that includes and go beyond emotion mobilizing. Chinese state media developed a diverse toolbox and apply delicate measures ranging from emotion mobilization, distraction and timely information update to manage the domestic public opinion environment.

PC09 - Political Incivility in Online Discussions: Causes and Consequences

PP 492   Perception bias or analysis bias? Negotiating the value of quantitative analysis and subjective experience in online discussions

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Threatening and antidemocratic dynamics in online discussions such as hate speech, Cybermobbing or the spread of misinformation has been the subject of numerous studies (Cinelli et al., 2021, Allcott, Gentzkow & Yu, 2019; Malmasi & Zampieri, 2017; Whittaker & Kowalski, 2015). Moderators of online political participation platforms also perceive that the atmosphere of discussions becomes more aggressive and counterfactual, as we could observe in qualitative interviews with community managers of political platforms.

This study examines whether this perceived development can be quantitatively confirmed on abgeordnetenwatch, a platform where German citizens can address questions to German politicians, or if the moderation team underlies a potential perception bias. Therefore, we performed a sentiment analysis on a data set of 216,489 user questions handed in between January 2010 and September 2021. This methodology aims to computationally extract opinions, sentiments and subjectivity from text (Medhat, Hassan, & Korashy, 2014). While most approaches focus on English-language content, we used SentiWS, a German-language lexical resource containing 16,406 positive and 16,328 negative words forms weighted within an interval of -1 to 1 (Remus, Quasthoff & Heyer, 2010).

The results show that there is indeed a slight increase of negative sentiment over time regarding the citizen questions addressed to political representatives of the German parliament, which is not significant comparing the start and end point of the investigation period. Nevertheless, the findings are not in total contrast to the perceptions of the platforms moderation team, as we observe a significant drop of the overall sentiment score in 2020 in comparison to the previous year (p < .05) which may be caused by the global pandemic.

The questions arises whether the discrepancy of the propositions of the community managers of an remarkable rise of toxic content and the empirical sentiment analysis, which only showed a slight increase of negative sentiment, is due to a perception bias of the community managers or due to analysis bias, i.e. because lexical resources can't be adapted appropriately to the ongoing changes of linguistic expressions in online discussions. Plus, the observed discrepancy rises the question in which way big data and qualitative analysis i.e. by interviews should be combined in communication research on online discussions to produce output that is useful to improve the working conditions of community managers.

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Political Communication

PP 493   Understanding incivility in comments on political Facebook pages: Toxic people in a toxic environment?

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In recent years, much scholarly attention has been devoted to understanding the causes and effects of incivility in political discussions online in general, and on social media in particular. Based on the theory of normative social behavior, Shmargad et al. (2021) have demonstrated the effects of descriptive and injunctive norms on uncivil commenting behavior on news websites. Similarly, Kim et al. (2021) have investigated the effects of toxic comments on commenting behavior on Facebook. We replicate and extend their work using a very large dataset containing all comments, replies and user reactions on more than 300 political Facebook pages in Germany from July to December 2017. In the present study, we ask whether and how uncivil comments on Facebook affect (a) overall engagement and (b) subsequent incivility in user comments, both on the individual and aggregate level, and how descriptive and injunctive norms moderate these effects. We extend previous research in three aspects:

(1) We test the robustness of the findings by Shmargad et al. (2021) and Kim et al. (2021) using different measures of descriptive and injunctive norms which are modeled based on the specific platform affordances of Facebook, e.g. replies and likes for comments.
(2) By leveraging the hierarchical structure of the data, we can analyze the effects of norms on uncivil commenting behavior both on the discussion, page or party level, and answer the question of whether different pages and communities exhibit different discussion norms, and how deviations from such norms are sanctioned.
(3) Since we can track individuals across posts, pages, and parties, we can investigate whether uncivil behavior can be attributed to stable differences between users or, by looking at page-user dyads, whether distinct role-taking (e.g. trolling) can be observed, i.e. Facebook users act differently in different context (discussions threads, pages, party communities).

Preliminary results show that, on the one hand, uncivil commenting behavior is strongly affected by overall discussion climate and can be attributed to stable individual differences. On the other hand, injunctive norms via peer feedback (e.g. likes or replies) have relatively limited effects. Our findings help to understand the dynamics of incivility on political Facebook pages and the role of individual users as well as group norms.

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PP 495   Incivility and intolerance in online discussions: the case of COVID-19 in the Czech Republic

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This study aims to understand uncivil expressions that differ according to their level of hostility, which is key for evaluating online discussion characteristics regarding deliberative theory. We distinguish between incivility, referring to the comment's tone (vulgarity, name-calling, offensive language) and intolerance, including attacks toward people's rights or threats of violence (Rossini, 2020). The impact of hostile online comments raised the attention of researchers due to its effect, especially in the case of uncivil attacks among out-groups which may consequently strengthen opinion polarization. In the context of polarized discussions related to the COVID-19 pandemic, we decided to shed light on the communication of Czechs on Facebook during the crisis and examine the occurrence of incivility and intolerance and their relation to disagreement and justified opinion expression reflecting a meaningful and vital exchange of opinions among citizens.

We firstly hypothesize a positive relationship between disagreement and uncivil comments. Secondly, we ask: What is the relationship between justified political expression and incivility? We assume that diverse Facebook public pages, namely news media and politicians, based on their distinct communication strategies during a crisis and covering different COVID-19 related subtopics of the post on Facebook, may shape the presence of incivility

and intolerance in comments. In other words, we expect, that the different information environments (including the various audiences) on Facebook pages can generate different patterns related to uncivil discussions. The content analysis was conducted on the Facebook pages of two Czech most popular news media – public service television (ČT24) and commercial television (TN.CZ); and two top Czech politicians – Andrej Babiš (prime minister) and Tomio Okamura (leader of the oppositional party). Data were downloaded by Facepager in a period of hard lockdown in the Czech Republic (1.3.2021–10.4.2021). The final sample consisted of 1 960 Facebook comments per 280 FB posts.

Preliminary results reveal a positive relationship between disagreement and uncivil comments. It means that people tend to be more uncivil when they react to comments, not in line with their opinions. However, incivility is also positively associated with justified opinion expression, increasing the quality of discussion and supporting mutual understanding toward different viewpoints. On the other side, intolerance, including harmful reactions toward a specific person or group of people, is represented only by 8.2%, contrary to incivility (59%). Relation between COVID-19 topics and incivility and intolerance was not confirmed, same as the association between the type of Facebook environment and incivility and intolerance. Implications of different conditions in which incivility and intolerance occur are discussed in the context of an online public sphere.

Rossini, P. (2020). Beyond Incivility: Understanding Patterns of Uncivil and Intolerant Discourse in Online Political Talk. *Communication Research*, 1–27. https://doi.org/10.1177/0093650220921314.

PC09 - Political Incivility in Online Discussions: Causes and Consequences

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PP 496 **Curating political animosity? The relation of algorithmic news curation to ideological extremity and social and political intolerance**

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Political animosity appears to be widespread in today's democracies and in the online public sphere, where citizens not only tend to disagree and discuss vehemently but also display intolerance towards the people they disagree with (Gervais, 2015; Lee et al. 2019). Ideological conflicts lie at the heart of this: the perception that the opponent's values and beliefs are incompatible with and a threat to one's own fosters social and political intolerance (Brandt et al. 2014). As a result, citizens with extreme ideological stances are more likely to be hostile towards opponents (Helbling and Jungkunz 2020; Lelkes, 2019). While social as well as political intolerance in the US political landscape is shown to be driven by ideological extremity, the origins of such political animosity in a digital communication ecology are less clear, and even less so in non-US contexts (Wagner, 2021; Reiljan, 2019). In this study we argue that the extent to which the opponents' worldview is perceived as threatening is dependent upon the online information environment individuals create for themselves, specifically via acts of news curation.

One major asset that is believed to prevent growing intolerance and distance in society is the free flow of political arguments (Jenkins and Thorburn 2004; Sullivan et al. 1982). Being confronted with opposing views will help citizens see and understand 'the other side' or even prevent the establishments of oppositional camps in society. On more and more platforms, however, active and passive selection mechanisms determine the information users see. Hence, we test a potential mechanism where the limiting or boosting of one's exposure to diverse sets of political information via news curation practices on algorithmic platforms is related to political animosity. Specifically, we study whether four types of news curators (tech avoiders; news omnivores; news limiters; and news boosters) differ in strength and direction of the relationship between ideological extremity and political animosity.

Drawing on a sample of 1,663 adults in the Netherlands, our findings suggest that while ideological extremity predicts both social and political intolerance, it does not predict a higher use of personal news curation practices. In line with our expectations, the relationship between ideological extremity and both types of political animosity is conditional on the type of news curation practices. The more users with more extreme standpoints confine the news diet to their needs while only receiving little political information on algorithmic platforms, the less intolerant are they. This means, a curated news diet, even for citizens with extreme viewpoints, is not necessarily positively related to social and political intolerance. It only is when algorithmic news use is high. As such, our findings suggest that a high algorithmic news intake supports a possible reinforcing spiral between extremity and intolerance, while a lower intake, especially if it is highly curated, seems to decrease the chances of setting a reinforcing spiral in motion.

Political Communication

PP 487 **Politicians as media opinion leaders? Analyzing user engagement with news shared by politicians on social media**

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In the past decade, politicians have become more and more familiar with social media as platforms for public communication. Research shows that politicians adopt social media for many different purposes, including promotion (Hoffmann et al., 2016): they aim to bring attention to relevant topics and distribute political messages to enhance their personal profile and to reach out to potential supporters. On social media, this is done by engaging primary (followers) and secondary (other people in their respective networks) audiences (Vaccari & Valeriani, 2015). Politicians often share links to news stories from mainstream or alternative outlets, which are similarly dependent on the reach of their articles with primary and secondary audiences (Karlsen, 2015). Thus, when sharing news on social media, politicians act as media opinion leaders (Katz & Lazarsfeld, 1955), affecting the reach of news media, but the motives for and the effects of this practice have not yet been thoroughly examined. This study focuses on the public impact of politicians' news sharing behavior on Facebook in three European countries. More specifically, we will investigate user engagement with news shared on the Facebook-pages of politicians in Belgium, the Netherlands and the United Kingdom.

Drawing from an exhaustive dataset of Facebook-posts published by over 500 Flemish (BE), Dutch and English (UK) politicians active on the national level (prime ministers, junior and senior ministers, MPs and party chairs) between 01/10/2020 and 31/01/2021, we selected all posts that contained a reference to an identifiable news item with pictures or links. This resulted in a dataset of 6022 unique news sharing Facebook-posts. This dataset, containing information on the post (e.g. sentiment, media criticism), the news article (e.g. outlet, topic), and the politician (e.g. party, function) will be analyzed to evaluate which of these factors affect user engagement (likes, comments and shares) with the post, and thus its reach through the politician in question. Building on previous research we expect the following findings:

H1. User engagement is positively affected by a higher political function and a higher number of Facebook-followers.

H2. User engagement is positively affected by the positive and negative sentiment of posts (compared to neutral posts).

H3. User engagement is positively affected if the topic of the news article correlates with the politician's issue ownership and issue specialization.

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PP 488 **The role of media in political information flow. Case study of Polish election campaigns in social media**

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The emergence of online media changed politics (Ernst, Engesser and Esser, 2017, p. 253) and political communication. In a hybrid media system (Chadwick, 2013), where traditional and online media are increasingly interrelated, changes in the relationship between actors of political communication have significantly influenced the following variables: control of information flow, direction of flow, and interactivity. New opportunities for creating and exchanging messages that are available to media entities, but also politicians (Golbeck, Grimes and Rogers, 2010, p. 1619; Esser, Stępińska and Hopmann, p. 2017, p. 11) and citizens inspire reflection on the classic models of communication. In this context, social media platforms are a good space to verify and redefine the phenomena

of information flow process and the role played by the media in it. Moreover, the new communication channel enables the use of new, non-specific research method in this type of research – social network analysis.

The main research problem of the manuscript is to identify, characterize and analyze patterns of information flow between participants of political communication in social media. Two research questions were posed (1) What patterns of information flow was used by actors of political communication in social media?; (2) What was the form and dynamics of activity of media entities in the proces of political information flow?

Circulation of information is fundamental in the process of political communication (Esser and Pfetsch, 2020), especially during the election campaign, which is the most promising research period in this area (Corchia, 2019). The case study covers general election campaigns in Poland in 2015, 2019 and 2020 (12 weeks). The research sample consisted of political information from social media: Facebook and Twitter (posts and all reactions published on public profiles of Polish politicians and journalists; N = 10.721).

In the empirical research, two research methods were used. The first was media content analysis (CA), which allowed to identify and characterize the entities involved in the process of political communication. The second method was the social networks analysis (SNA), derived from the mathematical theory of graphs, thanks to which it was possible to recognise the position and role of individual entities in the process of information flow.

The preliminary results showed that political communication took place within three main patterns of information flow: allocution, reaction, and conversation. The study revealed that media avoid interactive patterns of information flow (conversation), while more often use the most 'traditional' one – allocution.

In addition, it was found that the role of the media in political information flow is not limited to those distinguished in classic transmission models of communication (sender, intermediary, receiver). Especially in the case of interme-diaries, media entities should be differentiated into those who dynamise the flow of information (amplifiers), those who catalyse it (resistors), and connectors – who receive and send a similar number of messages. These three types of roles are placed in the center of a new model of information flow, between senders (emitters) and end users (flow blockers).

PC10 - Political Information Flow: Directions & Interactions

PP 489 **User comments on social media: burden or benefit? How Norwegian party strategists view and deal with comments on Facebook during election campaigns**

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Interactivity is one of the main features of social media platforms and one of the most studied concepts in digital political communication. The novel possibilities for political actors to communicate with the electorate represent de-liberative potential and strategic opportunities for parties. On platforms like Facebook, user feedback such as liking, sharing, and commenting on posts affect how content is ranked and spread, meaning that interaction significantly impacts visibility during campaigns. Moreover, user activity can benefit campaigns by signaling which messages resonate with voters.

However, research has shown that political campaigns utilize the interactive potential of social media platforms only to a limited degree, and that parties often see user comments as an undesirable by-product of social me-dia (e.g., Kalsnes, 2016; Zurutuza-Muñoz & Lilleker, 2018). User interaction challenges parties due to difficulties in monitoring, responding to, and moderating comments online, resulting in potential loss of message control. Lack of resources and expertise makes it difficult to mitigate these challenges, and the concept of "controlled interactivity" (Stromer-Galley, 2014) suggests that political actors shape their online practices in ways that enable them to control citizen engagement for the greatest advantage of the campaign.

In this paper I contribute to this debate by applying the concept of controlled interactivity to a mixed-method study on the Norwegian 2021 election campaign. I combine in-depth interviews with campaign strategists of the eight largest Norwegian parties with a quantitative analysis of parties' interactions with users on Facebook. Comparing the campaign strategists' accounts of how they perceive and handle user comments with their actual practices allows me to explore the concept of "controlled interactivity" in a novel way. The Norwegian context also allows this concept to be investigated in a campaign environment which differs significantly from the oft-studied bi-party U.S. electoral system.

Results indicate that the parties were divided in how they perceived and handled user comments. First, a main distinction is found between campaign strategists' perceptions of whether user comments were mainly a burden or benefit during the campaign. Some strategists perceived comments as burden because they lacked resources to answer and moderate comments during the intense election campaign. By contrast, other parties predominantly described comments as positive, indicating that they used them for strategic reasons, e.g. to look for "cases" that

could be lifted in support of the party's policies, in relation to appearances in traditional or social media, or even in parliamentary debates.

Second, parties' control of user interaction also varies considerably. Among the campaign strategists who viewed user comments as a burden, one "strategy" was to prioritize direct messages over answering user comments in the comment fields. Another strategy was to limit the number of posts containing comment fields (e.g., by using Facebook functions such as "stories" instead). These differences seem to emerge from variations of professionalization (e.g., in terms of resources, organization and competence) between the Norwegian parties.

Altogether, my findings indicate that controlled interactivity was indeed at play among campaign strategists' handling of user-comments during Norway's 2021 election campaign.

PC10 - Political Information Flow: Directions & Interactions

PP 490 Political Communication on Social Media in the Lead-Up to the 2021 German Federal Elections: Coordinated Behavior, Political Ads, and Data Access Constraints

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In this paper, we report key findings from an extensive study on organic and paid social media communication from political candidates, parties, and other social media users, in the lead-up to the 2021 German federal election. We document the activity of coordinated networks of Facebook pages and groups dealing with the election, the investment in Facebook advertising of the main parties and their targeting strategies, as well as the engagement they reached organically. We also highlight the constraints placed on the study of online political communication by limited access to social media data.

We collected 4,561 Facebook, Instagram, and Twitter social media accounts of the seven main parties (AfD, CDU, CSU, DIE LINKE, FDP, DIE GRÜNEN, and SPD) and their candidates, relying on the official websites of the parties and the lists of "Direktkandidaten" and "Listenkandidaten" published in the lead up to the elections. We also compiled a list of 450 political-related keywords, updating the lists used by GESIS to monitor previous elections in Germany (e.g., Stier et al., 2018), to collect posts published on Facebook, Twitter, and Instagram.

We collected all social media posts that matched the keywords or were posted by the monitored accounts in the six weeks leading up to the elections by using CrowdTangle API and Twitter API v2. We used the same lists to collect all advertisements through the Facebook Ad API. The final dataset included 668,032 Facebook posts, 129,317 Instagram posts, 20,703 Facebook advertisements, and 1,820,156 Twitter posts.

As in the 2019 European election in Germany (Hegelich & Serrano, 2019), the populist right-wing party AfD reached an exceptionally high organic engagement on Facebook, and the green party Die Grünen and conservative CDU led the standings of the Facebook advertisement investment. Nonetheless, they were both overtaken in the overall number of ad impressions by the economic liberal FDP, who strategically spent less on a higher number of advertisements. Considering the area of microtargeting, our findings show that the content of some advertisements was exclusively targeted to women and young generations. They, however, represented just a modest part of the total number of advertisements run by parties and candidates.

Using the R package CooRnet (Giglietto, Righetti, & Rossi, 2020), we also found large coordinated networks on Facebook spreading far-right and anti-establishment narratives, as well as anti-lockdown and anti-COVID19 policies messages. In these networks, harsh comments against opponents and a wide range of sources that shared disinformation during the elections (NewsGuard, 2021) were common.

Acknowledgements

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Political Communication

PP 491   Investigating the Meta ad delivery algorithm with Dutch political parties

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Political campaigns are increasingly resorting to targeted advertising on social media platforms to reach potential voters. Social media companies like Meta provide advertisers with a wide variety of targeting criteria based on user demographics, behaviors, and inferred interests. However, there is a different entity ultimately responsible for deciding who is delivered which ad: *the ad delivery algorithm*. The algorithm is set up to learn which ads are more "relevant" for which audience and may deliver ads to certain audiences without the explicit intention or knowledge of the advertiser themselves (Ali et al. 2019, 2021).

Recent research finds that the delivery of ads that run at the same time, with the same target audience, and the same budget can be heavily skewed along gendered and racial stereotypes (Ali et al. 2019). In the realm of political advertising, researchers have demonstrated that ads are more likely to be delivered to ideologically similar audiences and presenting a liberal ad to liberal users costs almost half as much as showing the same ad to a conservative audience (Ali et al., 2021).

Studies on the role of ad algorithms in political advertising have focused on the United States, and to the best of our knowledge, no similar effort has been made to discover how ad algorithms influence political ad delivery in an European multi-party context. To fill this gap in the literature, we collaborated with three Dutch political parties to place 135 identical ads on Facebook and Instagram targeting 9 different audiences in the run-up to the country's municipal elections on March 16th, 2022. To make sure any difference in pricing and delivery occurs only due to the party placing the ad and the target audience, the ads run with the exact same settings, at the same time, using the same daily budgets, texts and images.

We hypothesize that audiences who are more aligned with the party platform and the ad content are cheaper in cost and delivered to more people. We find strong differences in pricing and delivery between parties and audiences, however not always in line with our pre-registered expectations. We find evidence that certain parties are charged more than other parties, with one party in particular consistently paying 7.5 to 10% less to reach 1000 users, despite using the exact same settings. We also consistently find that it is harder for political parties to reach certain audiences, for example, lower-educated citizens.

Our findings have several implications for political parties and democracy. First, unbeknownst to them, certain parties spend more money to woo prospective voters, resulting in an unequal playing field. Furthermore, some groups of people are systematically less likely to receive political advertisements and more expensive to reach, potentially isolating these groups from receiving election-related information. Finally, our findings imply that banning or severely limiting advertiser targeting capabilities, as some legislators are proposing, may be counterproductive since it will only give more power to the black box of the ad delivery algorithm to target specific groups without oversight or transparency.

PP 601   Distracted by design: Does the choice architecture of social media newsfeeds prevent political knowledge gains?

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There is increasing evidence that social media use is negatively associated with factual knowledge (Cacciatore et al., 2018). Theoretical models on incidental news exposure argue that this is due to missing clicks: If users do not call up articles, they only pick up limited teaser-level content (Matthes et al., 2020). We extend this assumption by introducing the notion of *distraction by design*: What if users still click on articles in their everyday newsfeed use but do not direct sufficient attention to them due to the "choice architecture" of the newsfeed (Lewandowsky et al., 2020)? We thus ask: *How are different modes of newsfeed use related to factual political knowledge? (RQ)*

After all, it is not important for the commercial interests of platform providers that users are thoroughly informed, but that they are kept "in the loop" of repeated use to sell attention to advertisers. Newsfeeds are thus designed so that interacting with the newsfeed leads to immediate rewards, resulting in strong cue-response links that trigger automatic, impulsive behavior (Lindström et al., 2021).

Applying a smartphone-based experience sampling approach, short surveys were automatically displayed whenever a social media app has just been closed. 349 German social media users (nonprobability online access panel) answered 11,501 situational surveys in which they reported on a) physical interactions with the newsfeed (frequency of scrolling, dwelling on the teaser level, calling up articles) and b) cognitive processing patterns (attention, consciousness, control, goal-directedness) *(IVs)*. We also measured how participants perceive interacting with the newsfeed (e.g., ease of use, joy of use) and factual current affairs knowledge *(DV)*. Situational measures were then aggregated using each person's mean before entered in an OLS regression model.

Although mean attention during newsfeed usage (b = 1.0, p < 0.05) is positively related to factual knowledge, frequent clicking on posts emerges as a negative predictor (b = -0.53, p < 0.05) – regardless of the amount of (self-reported) news content within the newsfeed ($R^2_{adj.}$=34%). We interpret this as a distraction effect fostered by the newsfeed environment itself: Users engage attentively with newsfeed items, but only for short excitement, with a strong urge to move to the next teaser or article in the prospect of immediate reward, instead of focusing on the content selected.

Using a research design with high ecological validity, our findings challenge the assumption that clicking on news items is a gateway to active, focused news use, leading to factual knowledge gains. Implications for our theoretical understanding of incidental news encounters are discussed.

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PC11 - Media Effects: Knowledge, Perceptions, & Attitudes

PP 602 **Knowing what you (don't) know: effects of news consumption across different channels for actual knowledge, perceived knowledge and participation**

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Due to its relevance for democracy, the relation between news exposure and political knowledge has been intensively investigated. Research shows different effects for different channels: Newspapers and news websites offer information-rich content and foster news use with higher levels of cognitive elaboration which increases knowledge (Fraile & Iyengar, 2014). TV news also improve knowledge, especially in media systems with public-service broadcasting (Aalberg & Curran, 2012). SNS, however, only provide limited insights into news topics and, therefore, have no positive effect for knowledge (Dimitrova et al., 2011).

However, for perceived knowledge, i.e., what people think they know, findings differ: TV news, the engagement with newspapers and SNS increase the feeling of being informed (Hollander, 1995; Schäfer, 2020), despite the different potentials for actual learning. For social media, exposure to news can foster an illusion of knowledge, i.e., the perception of knowing more than what one truly knows. Since perceived knowledge is positively related to participation, this false feeling of knowing can come with detrimental democratic consequences by hindering an informed public discourse.

The aim of the current research is to investigate how different news sources (TV news, (online) newspaper (tabloid/quality), SNS) influence actual and perceived knowledge (RQ1). Second, we extend previous findings by investigating how actual and perceived knowledge are related to participation (online/offline, RQ2). Further, we consider indirect effects of media use on participation through changes in actual and perceived knowledge (RQ3).

For this purpose, we conducted an online survey in Germany representative of German Internet users (N = 1670). In this survey, we measured news exposure (tabloid / quality paper online and offline, TV news, SNS), knowledge perception, participation (online/offline) and a knowledge test. Findings based on structural equation modeling (controlling for demographics) show positive relations between news exposure and actual knowledge for all types of media except SNS and tabloid press. For perceived knowledge, all news types have a positive relation except for

tabloids. This confirms the finding of an illusory feeling of knowing for SNS, but also for TV news, which has a much stronger effect on perceived compared to actual knowledge. Concerning participation, we find a positive relation between perceived knowledge and online as well as offline participation. Actual knowledge is not related to online participation but increases offline participation, even though not as strong as perceived knowledge. Indirect effects show that SNS increase participation through knowledge perception, but not through actual knowledge. The same is true for TV, but only for online participation. Tabloid newspaper is not indirectly related to participation, while quality press is related to online participation through both perceived and actual knowledge.

In sum, the study finds that SNS, but also TV news have the potential to foster a false feeling of being informed which encourages people to become politically active – even if they might possess insufficient knowledge for an informed contribution to public discourse. Moreover, the findings highlight the importance to engage with (full-length) news articles which provide the best conditions for learning, but also an accurate perception of knowledge.

PC11 - Media Effects: Knowledge, Perceptions, & Attitudes

PP 603   What are the chances? How media coverage and intrinsic tendencies shape voters' probabilistic estimates about candidates' electoral prospects in the two-round 2022 French presidential elections

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For voters, estimating beforehand which candidates will receive many or few votes in an upcoming election is valuable information. Probabilistic election forecasts help voters brace themselves for adverse outcomes or mobilize themselves to bring about favored ones, and constitute a critical prerequisite for strategic voting: By estimating which candidates stand a chance, voters can adjust their vote choices between multiple acceptable options, trying to maximize the impact of their vote. Especially in two-round voting systems such as the French presidential elections, tactical estimations of candidates' chances are critical for making one's vote count (Plutowski et al., 2020).

While strategic voting has been widely studied (e.g., Meffert et al., 2011), we know little about how voters rely on the news and other sources of information to gauge candidates' differential chances at receiving a sufficient share of votes. In this study, we draw upon a four-wave panel survey coupled with a large-scale news content analysis to examine how French voters in the 2022 presidential elections predict candidates' respective chances and adjust them over time to accommodate new developments. Using a longitudinal linkage-study design, which links voters' expectations to the media contents that they are exposed to, we distinguish two main mechanisms that may explain voters' differential probability estimates (Blais & Bodet, 2006): On the one hand, ongoing news coverage informs voters' expectations, as journalists, pollsters, pundits and other commentators give visibility to those candidates deemed most relevant and expressly discuss their respective chances. On the other hand, voters have relatively stable, intrinsic reasons for believing in the viability of candidates' bids based on their political party preference, para-social sympathies and other forms of motivated reasoning. Expanding the ongoing scholarly debate about the electoral effects of public opinion polling (e.g., Daoust et al., 2020), we investigate how both wishful thinking and different forms of current information inform the formation and updating of voters' probabilistic estimates, eroding or reinforcing confidence in their intended vote choice.

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Political Communication

PP 604   The role of pre-existing beliefs in news framing effects

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When reading a framed news story, individuals' minds are for most issues no tabula rasa. While research on framing emphasizes the importance of preexisting knowledge or predispositions (for an overview, see Lecheler & de Vreese, 2018), *issue-specific prior beliefs* about societal problems have not been addressed yet. By building upon schema theory, the current study aims to fill this void.

Schema theory suggests that beliefs about societal issues are anchored in cognitive schemata, higher-order mental representations (Matthes, 2008). Yet, schemata can differ in development, depending on issue familiarity. Climate change (CC) and antimicrobial resistance (AMR) are issues for which we can assume such differences: Despite being similar in expert consensus and severity, they differ, e.g., in terms of their establishment and salience on the political, public, and media agenda. These differences should have implications for framing effects. Our study builds upon Entman's (1993) definition of framing as a matter of selection and salience. As such, framing focuses primarily on how people think about issues (Chong & Druckman, 2007). When issue-specific schemata are less developed, they are more open to influence by framed news [blinded]. Framing effects should, thus, be stronger for AMR than for CC (H1).

Frame exposure and prior beliefs come also with implications for media exposure situations that go beyond one-shot exposure. When prior schemata are less-developed – as assumably for AMR – exposure to a repeated frame should lead to belief position crystalizing, resulting in strengthening the framing effects, compared to single-frame-exposure (H2) (e.g., Lecheler & de Vreese, 2013). For issues that are associated with well-developed schemata, findings are inconclusive [blinded]. We, thus, analyze the effects of single and repetitive exposure for CC in an exploratory fashion, comparing them to the results of AMR.

To test our assumptions, we conducted a pre-posttest longitudinal experiment in which the issue (CC vs. AMR), issue-framing (economic consequences vs. control frame), and frame exposure (single vs. repeated exposure) were manipulated. In total, 1,381 individuals participated in the study, conducted between December 2020 and February 2021 in Sweden. In sum, the findings show that individuals have less developed schemata, expressed through prior belief prevalence and certainty, for AMR than for CC. Furthermore, looking specifically at the economic consequences frame, we find framing effects for AMR and CC – but little evidence that these are moderated by prior belief certainty at the individual level.

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PP 605   News frames and the activation of authoritarian predispositions

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The emergence of authoritarian attitudes within contemporary democracy puzzles researchers and worries those who trust a liberal democracy (Norris and Inglehart, 2019). Under what circumstances do people develop authoritarian attitudes? A general argument in the literature, confirmed in empirical studies, suggests that predispositions for authoritarianism (deep-rooted values of conformism, submission etc.) are fairly widespread, but are activated

in manifest attitudes only under certain circumstances of crisis, threat and cultural tensions (Duckitt, 2015; Feldman and Stenner, 1997; Fromm, 1973; Stenner, 2005). In this research, the role of the media is however generally overlooked. Given extensive research on the role of the media in the discursive construction and framing of crisis and threat (Altheide 2002; Pantti et al 2019; Patrona, 2018), and the evidence on the importance of the news media in shaping people's attitudes on social issues (Lecheler & de Vreese, 2018; McCombs, 2014), we can expect that media are important in this context. This paper investigates activation mechanisms related to perceived threat and the framing of news.

The paper presents the results of two panel experiments, designed to investigate the following overall research questions.

RQ1: What is the impact of the framing of news on the activation of predispositions for authoritarian attitudes?

RQ2: To what extent do framing effects vary across societal/political issues?

The study is part of a larger project (funded by the Swedish Research Council) investigating the interplay between news reporting and the activation of authoritarianism in a multi-method design including panel experiments, focus groups and analyses of online discourse.

The panel experiments presented in this paper follow a pretest-posttest design with random assignment into treatment and control groups. The stimuli consists of news produced by a professional journalist. The two experiments cover news on LGBTQ issues (gay couples' opportunities to have children) and crime (indicated relations to immigration). The news topics are selected to represent issues on the agenda in authoritarian politics, which differ as regards to the position (consensus versus controversy) in the contemporary political landscape in Sweden.

The sample is drawn from a pool of web survey participants at the Laboratory of Opinion Research (LORE) at the University of Gothenburg. Approx 2.200 people participated. The pretest questionnaire includes established measures of authoritarian and liberal values (independent variable) and the posttest questionnaire measures perceived threat and attitudes on political issues related to the topics of the news reports (dependent variable). In the two experiment, participants are randomly assigned into three groups a control group (not exposed to a news story), experimental group 1 (news story with no threat cue), experimental group 2 (news story with a threat cue).

Using first-stage moderated mediation models on a variety of attitudinal outcomes, findings suggest that although framing effects are present and mediated through threat perceptions, there is little support for moderated-mediation based on authoritarian predispositions in the experiment related to news on LGBTQ issues. A second experiment is now in process and the paper will thus also present findings on the second research question above.

PC12 - Media Representation of Politics: What is Covered, How and Why?

PP 597   An election campaign like no other? Press coverage of the 2021 German federal election in a long-term comparison

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"This election campaign is like no other!" (Die Welt, September 14, 2021) The German federal election in 2021 was the twentieth since 1949 – an 'anniversary election', so to speak. Not only because of this anniversary, this election can be described as a 'special' election or better said as an election under 'special circumstances'. The long-serving federal chancellor Angela Merkel (CDU) did not run again as the Conservative Parties' (CDU/CSU) candidate for chancellorship, which is why the Conservatives lost their former incumbent bonus. The new candidate for chancellor of the CDU/CSU, Armin Laschet, was not without controversy. Furthermore, for the first time in German history, three (instead of two) candidates competed for chancellorship, because in addition to the Social Democratic Party (SPD; candidate: Olaf Scholz) also the Green party, who had gained considerable support from voters, put up a (also controversially discussed) candidate (Annalena Baerbock). In addition to these political circumstances, there were also special social circumstances, such as the COVID-19 pandemic, that influenced the election campaign.

We ask whether not only the framework conditions of the last federal election in Germany were "like no other", but also the news coverage of the election campaign.

The analysis of media coverage of election campaigns has a long tradition in communication science. In the German context, our quantitative content analysis of the press coverage on all federal election campaigns that have taken place since the founding of the Federal Republic of Germany in 1949 to date can be called a 'classic'. Including the federal election 2021, the time series of our content analysis comprises twenty measurement points over an investigation period of 72 years – unique in German election campaign research. This long-term analysis

makes it possible to determine changes and constants in election campaign coverage, which we want to display with a special focus on the latest election.

Methodically, the same media sample is always analyzed according to the same coding scheme (to make findings comparable), which is only adapted to the specific content of the respective election (e.g. chancellor candidates and topics).

Subject of analysis is the election campaign coverage of four national quality newspapers in Germany (Frankfurter Allgemeine Zeitung, Die Welt, Süddeutsche Zeitung and Frankfurter Rundschau) during the four weeks before the election. Every second article (systematic selection interval) in selected parts of the newspapers that mentions the election (campaign) and/or at least one of the candidates for chancellorship is included in the analysis.

Our results show that in some ways the 2021 election campaign coverage was actually different than in previous election years. For example, there was more election coverage than during the three national elections before (n = 668 articles), candidate pictures and length candidate quotations increased and there were so many evaluative statements about the candidates as never before. The thematic focus of the election campaign articles has (only) partly changed (e.g. more environmental policy and more horse-race coverage). The degree of personalization remained unchanged high and candidates who were part of the government received more media attention.

PC12 - Media Representation of Politics: What is Covered, How and Why?

PP 598   Mainstreaming the radical right: The Brussels Press Corps and the French elections

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This paper formulates a conceptual framework for understanding the relationship between Europe's populist radical right political parties and the Brussels Press Corps through the lens of the media's impact on the process of mainstreaming and/or pariahing the far right. It then applies the conceptual framework to a case study of EU correspondents' coverage of the French presidential elections in 2022.

Firstly, the paper draws on work found in political studies, discourse studies, and communication studies that deals with what has been called the 'mainstreaming' (Brown & Mondon, 2021; Buarque, 2021; Mondon & Winter, 2020;) and the 'pariahing' (Van Spanje & Van Der Brug, 2007) of the far right. In this literature, we find considerations as to the role played by different actors – competing political parties, media, commentators – in protecting and/or opening the boundaries of the democratically acceptable towards far-right ideologies and actors. Within the modern political landscape, mainstreaming has become a particularly poignant topic (Brown et al., 2021), with instances such as Brexit and the election of Donald Trump blurring the boundaries between mainstream and far-right politics. In work on mainstreaming/pariahing, researchers consider how media actors have a significant role to play in casting radical right parties as either legitimate, and as such mainstream, or as illegitimate, a pariah to be excluded from the mainstream political landscape (Moffitt, 2021; Murphy & Devine 2020; Schmidt, 2020).

The second body of literature this paper draws from consists of more general communication studies and journalism studies literature examining the role of media in boundary maintenance between the mainstream and the fringe, and between the acceptable and the unacceptable within a democracy. Since the media plays a critical role in the functioning of the democratic state, the study of their coverage becomes key to determining the role they play in defining, maintaining or altering the boundaries of what is acceptable in the political landscape (Mudde, 2017; Pytlas, 2018). This paper primarily considers Hallin (1986)'s notion of different 'spheres' of coverage, in particular his argument that in covering what he calls the 'sphere of deviance' journalists leave aside the objective stance typical of their coverage of the 'sphere of legitimate controversy' to condemn or exclude what they consider deviant political actors who reject and challenge the political consensus of appropriateness.

The paper applies this conceptual framework within the context of the relationship between the Brussels Press Corps and populist radical right political parties in Europe (Kanter, 2019; Sobotova, 2015, 2016). It analyzes online articles from Brussels-based journalists about the French presidential elections in 2022 with a focus on populist radical right political parties and their leaders: the National Rally under Marine Le Pen; and, Reconquest under Éric Zemmour. The aim is to provide insight into the role of the Brussels Press Corps in mainstreaming and/or pariahing parties that belong to this political family in Europe, and the power it wields over the narrative surrounding these political parties and their inclusion and/or exclusion in the European political sphere.

Political Communication

PP 599 **The appeal of representative claims by unelected representatives: Presenting a conjoint experiment assessing new routes of representation**

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Political representation – a key component of liberal democracy – is facing severe challenges. Citizens report record low levels of political trust, discontent with democratic representatives, and not feeling represented in current democratic systems. Some argue that such discontent with democracy illustrates the end of representational politics, which is being replaced by forms of 'swarm activism', inspired by a sense of marginalization and injustice rather than ideology. Such a phenomenon is deliberated on in the 'constructivist turn in political theory and is referred to as unelected representatives. They are political activists that make representative claims, i.e., policy demands, on behalf of self-created constituencies. So far, this major paradigm shift in how we view representation has remained mostly theoretical. To advance our knowledge of the real-life ramifications of this phenomenon, we offer an empirical perspective by drawing on work from political psychology and political communication to study what we consider to be a unique form of political rhetoric; the representative claim by unelected representatives.

Considering this so-called expansionism of representation and its democratic implications, the goal of the current paper is twofold; (1) to investigate the effect of different aspects of representative claims made by unelected representatives and (2) to explore different routes to representation. We conceptualize the routes to representation as; *descriptive representation*, through *demographic congruence*, substantive representation through issue congruence, and finally, *psychological representation* through personality congruence. All of these routes have empirical support, but we do not know how this extends to unelected representatives, which routes are more effective, and who uses which routes. This paper thus investigates which aspects of a claim are appealing to citizens and builds new models of representation by exploring these routes to representation.

For this purpose, we develop a conjoint experiment which is exceptionally suited for this project because it allows us to study and compare the causal effects of several dimensions of representative rhetoric simultaneously. The experiment is prepared to be distributed in four European countries; Sweden, Germany, Italy, and Romania in the spring of 2022. These countries represent the opposite extremes in political trust and satisfaction with democracy within Europe. In addition, they also differ in several other potentially relevant context conditions (e.g., level of economic development, degree of democratic consolidation, level of corruption, and media use). By conducting the conjoint experiment in these 'most-different systems within Europe, this paper will also be able to assess the impact of the political, economic, and institutional context in which representative claims are being made. In sum, this paper brings forth a novel and empirical perspective of unelected representatives and their representative claims – setting the stage for new models of representation.

PP 600 **What's in the News on Instagram? Measuring Information and Entertainment in Swiss News Media's Instagram Stories**

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An increasing number of citizens find their news on social media, often incidentally while scrolling through their feeds looking for entertainment (e.g., Gil de Zúñiga et al., 2017; Kümpel, 2019; Tewksbury et al., 2001). The news media have reacted to this development; they increasingly use new digital formats, such as Instagram stories (Newman, 2019; Vázquez-Herrero et al., 2019). The challenge with this format is to capture the attention of an entertainment-oriented audience (Matthes et al., 2020), while still providing relevant information about public affairs (Nielsen, 2017). The aim of this study is to assess to what extent Instagram stories by news media outlets actually provide information, and what elements they contain to be potentially entertaining. Further, we investigate if information and entertaining elements are provided simultaneously in news stories on Instagram and if this format can thus be considered as infotainment (e.g., Boukes, 2019; Brants & Neijens, 1998; Marinov, 2020).

A content analysis of Swiss news media's Instagram stories was conducted from January to March 2021. We collected Instagram stories of the six Swiss news outlets with the highest online reach (quality newspapers NZZ and Tages-Anzeiger, public broadcaster SRF News, tabloids 20 Minuten and Blick as well as the online-born tabloid Watson) during three natural weeks (n = 600). The amount of information provided in a news story was

assessed based on dimensions suggested by Graber (1994); we constructed an information score for each story ranging from 0 (no information) to 6 (all dimensions addressed). Likewise, we measured six types of entertaining elements: Narrative presentation, sequential presentation, personalization, emotionalization, dynamic presentation, and interaction (based on e.g., Früh & Frey, 2014; Früh & Wirth, 1997; Graber, 1994; Vázquez-Herrero et al., 2019) and constructed an entertainment score from 0 to 6. Finally, an infotainment score was calculated for each story by multiplying the information and entertainment values. The coding was done by the authors and shows high reliability (r H = 86.3%, Cohen's k = 0.79).

The stories of the investigated news outlets differ significantly with regards to how much information ($F(5,420) = 26.22$, $p < .001$, $h^2 = .24$) and entertaining elements ($F(5,420) = 17.49$, $p < .001$, $h^2 = .17$) they contain. Regarding both dimensions, the two quality newspapers Tages-Anzeiger and NZZ achieve the highest values, closely followed by public broadcaster SRF News, while the tabloids have lower values. Consequentially, the infotainment score differs as well ($F(5,420) = 26.05$, $p < .001$, $h^2 = .24$). The three quality outlets range in the middle third of the scale, while the tabloids range in the lower third. Our study thus suggests that quality news media, compared to tabloids, do not only provide more information in their Instagram stories but do this also in a more entertaining way. They might thus have a higher potential to provide relevant information to an entertainment-oriented audience. Future research is needed to support these findings in different contexts and with larger samples.

PC13 - Political Information Environment: Challenges, Expectations, & Solutions

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PP 696   Elite perceptions of threats to the political information environment across five European countries

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The current political information environment (PIE) is in flux undergoing a series of well documented changes. These changes might have serious real-life consequences and affect the conditions for a healthy democracy being oftentimes associated with a growing number of uninformed, selectively informed, or even misinformed citizens (Van Aelst et al., 2017). While each of these specific changes has received a lot of individual attention, less is known about the perceptions held by both political and media elites towards the threats and opportunities associated with the PIE.

Political and societal elites are those people who act as leaders in key organizations in society. They influence public agenda and shape public opinion (Santoro et al., 2021). They also have pre-eminent roles in producing knowledge, constructing institutions, taking and implementing strategic decisions, and assessing policy outcomes (Scholte et al., 2021). Therefore, it is important to investigate the perceptions held by both political and media elites, by virtue of their roles within society.

This study charts elite perceptions about the potential threats the PIE is facing. To achieve this goal, we conducted a series of 42 in-depth interviews with journalists and politicians in five European democracies (Germany, Poland, Romania, Spain, and the UK) between April and July 2021. These countries vary on several key contextual factors relevant for the study, including "young" and "new" democracies with different political heritages, democratic traditions, and media systems and different news consumption habits. We interviewed politicians of centre, left- and right-wing political parties and journalists who were covering political topics in journals that are identifiably either more liberal, neutral, or conservative, as well as of different typologies: either "quality" or "market-oriented".

This qualitative study asks the questions (1) whether politicians and journalists across countries perceive such phenomena as news avoidance, selective news use, and misinformation as threats to their societies; (2) what other main concerns political and societal elites perceive with regards to the PIE; and (3) how elites suggest addressing these threats.

The results document some important similarities among journalists and politicians across countries regarding *consequences* of news avoidance, selective news use, and misinformation. Specifically, they discussed such consequences as ignorance, a limited ability to participate in a social dialogue, as well as political polarization and extremism, among others. At the same time, politicians and journalists differ in their perceptions on *causes* of these challenges: each category of elite blamed the other one's attitudes and performance. Finally, results of the cross-country analysis revealed that both organizational-level factors (type of the media outlet) and contextual-level (political polarization) factors affect elite's perception of threats related to the PIE.

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PC13 - Political Information Environment: Challenges, Expectations, & Solutions

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PP 697 **Are the media a mouthpiece for all citizens? Analyzing perceived interest representation by legacy and alternative media in Germany**

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In modern democracies, news media are supposed to represent various voices, positions, and issues reasonably to fulfill their public forum function adequately. Such normative demands are not fixed but adapt to changing media and political ecologies. Yet, communication scholars are only beginning to address normative media functions perceived by recipients empirically. Findings reveal that recipients consistently deem normative media functions to be highly relevant for democracy (Newman et al., 2021; Tsfati et al., 2006; van der Wurff & Schönbach, 2014).

However, how recipients assess actual media performance has been analyzed less often. Therefore, we investigate how recipients evaluate the media's public forum function from an individual micro-perspective. Acknowledging current changes in the media landscape, the study distinguishes between legacy and alternative media and asks: How much do recipients perceive their interests to be represented by legacy media and alternative media? Moreover, we inquire the characteristics of recipients who perceive the media as their mouthpiece. Drawing on research on the role of individual characteristics for media performance evaluations and media trust (Author, 2021), we investigate how sociodemographic, political, and media-related factors predict recipients' perceptions of interest representation by legacy and alternative media.

In September 2019, a quota-based online survey was conducted via an online access panel representative concerning age, gender, and education (*N* = 1,000). We measured perceived representation by legacy media (e.g., "The media in Germany represent my interests comprehensively") and alternative media ("My opinion is predominantly represented in media outlets that describe themselves as alternatives to traditional media or in content from other Internet users"). Moreover, we inquired about political orientation, interest, and populist attitudes. In terms of news media use we distinguished between quality, tabloid, social, and alternative media use.

The results show that every fourth respondent does not feel represented by legacy media in Germany, whereas 22% of respondents perceive alternative media as a better mouthpiece for their interests. Moreover, OLS regression analyses demonstrate that people living in Eastern Germany feel less represented by legacy media. Besides, political characteristics show the greatest explanatory power, with populist attitudes being the strongest predictor. Furthermore, quality media use is positively, alternative media use negatively associated with perceived legacy media representation. Those who feel that alternative media represent their interests are younger, believe in a homogenous people, demand people's sovereignty, use social media and alternative media more often, and are less media literate.

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Political Communication

PP 698   Media criticism as a propaganda strategy in political communication

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In contemporary societies, journalism's ability to scrutinize political power is an essential feature of pluralist democracy. At the same time, media criticism also constitutes a legitimate form of political discourse, in which journalism institutions can be held accountable by the public. However, strategic political attacks on the news media for political purposes have become increasingly common. Spearheaded by populist political leaders such as Donald Trump, the institutional legitimacy of legacy media has not only been questioned, but also increasingly undermined by political power. Hence, the strategic use of digital media technologies by actors seeking to influence public attitudes towards the media have raised new questions related to the political weaponization of media criticism.

In order to understand how political actors strategically use media criticism for political purposes, we argue that propaganda studies can vitalize more traditional approaches to political communication. Historically, the concept of propaganda was widely used in the understanding of political communication, but it has since then been separated from the latter, mainly due to its historically negative connotations. Mainstream approaches have primarily had an interest in the effects of political communication, thus reflecting a "problem solving approach", addressing the classic relation of political power and legacy media, and the latter's role as gatekeeper for political discourse. We understand propaganda as strategic communication for political purposes that uses non-consensual persuasion strategies in order to influence public opinions and attitudes. Propaganda can utilize strategies such as disinformation, misinformation, lies, distortion, "fake news", omission and misdirection, but also affective manipulation and framing of valid claims, in order to persuade specific voter segments. The latter also corresponds to Miller and Sabir's (2012) definition of propaganda as the "weaponization of information" by actors in/with power.

In this paper, we empirically address a set of techniques in which media criticism is used as a propaganda strategy to undermine the credibility and institutional role of journalism. The context is Sweden, where a comparatively strong public trust in legacy media now has started to decrease. We assessed the Twitter flows of all member of parliament with an active account, during two weeks prior to the recent national election. A content analysis of all media related tweets identified in the sample (N = 2792), enabled us to identify the most powerful actors, as well as five distinctive strategic variants of media criticism, pointing to journalistic content in terms of 1) inaccuracy, 2) deception, 3) political bias, 4) ideological fallacy, 5) historical unreliability, and 6) commercialization. Analogue with results from other international studies, we found that political media criticism is expressed by a handful of very influential politicians connected to right-wing parties. As ostensible "fact checkers", they actively seek to undermine the epistemological authority of journalists, opening up a discursive space where any claim can be "debunked" or "corrected" if it not corresponds with their political standpoints. The paper concludes by highlighting that political actors' media criticism balance between a legitimate discussion of media content and coverage, and more strategically targeted campaigns where a "weaponized" criticism of Public Service stands out.

PP 699   Selecting The (Not So) Regular Joe: The effect of journalistic socialization and psychological biases on preferences for exemplars in news reporting

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Providing citizens with accurate and balanced reporting on complex societal issues is a key expectation on journalists in well-functioning democracies (Nielsen, 2017). To explain these issues and make them accessible to the citizens, journalists often include a person who is personally affected by the problem at hand, the so-called exemplars (e.g., Iyengar 1991). The frequent use of exemplars concurs with journalists' tendency to be 'suspicious of abstractions' and 'sensitive to the concrete' (Reich and Barnoy 2021).

However, journalists often focus on extreme "outlier" exemplars, giving a negative non-representative picture of reality that provides the public with a biased and fragmented rather than an accurate understanding of societal issues (e.g., Gibson and Zillmann 1994). While these adverse effects of including extreme "outlier" exemplars are well-described, less is known about why journalists tend to have a preference for including extreme exemplars in their news reporting. In this paper we test whether journalists' perceptions of the news value and news worthiness

of extreme exemplars is nurtured by professional socialization during their education (H1), or whether these per-ceptions reflect fundamental psychological biases that make all people attracted to this type of information (H2)?

To test the hypotheses, we fielded a parallel survey experiment to (a) the population of journalism students taking a basic education in journalism in Denmark and who are in the first, fourth or the final seventh semester (n = 981), (b) a nationally representative sample (n = 1507), and (c) a nationally representative sample of ordinary young Danes (n = 307) providing us with a unique data set. In each sample, we implemented a between-subject experiment where the respondents were randomized into three groups. The respondents were exposed to a news story about mandatory job training with either a) no exemplar, b) a moderate exemplar, or c) an extreme exemplar. Subsequently, the respondents were asked to judge to what extend the article they read fulfilled the news criteria and was newsworthy.

Preliminary analyses indicate that consistent with the psychological bias hypothesis, both among journalism stu-dents, in the nationally representative sample and in the youth sample, an extreme exemplar in the news article increased the perceived fulfilment of the news criteria but not newsworthiness. Yet, consistent with the socialization hypothesis, journalistic training increased the effect of inclusion of the extreme exemplar on perceived fulfilment of the news criteria but not news worthiness.

The results indicate that journalists' preferences for extreme exemplars in news reporting is only to a limited extent shaped by early professional socialization during journalism education. We replicate this conclusion in a second experiment where we as our dependent variable focus directly on the behavioral outcome of including an extreme exemplar in news reporting. In this experiment we therefore also test the possibility that preferences for extreme exemplars are driven by perceptions of market driven editorial demands in news organizations.

■ **PC13 - Political Information Environment: Challenges, Expectations, & Solutions**

PP 700 Talking about solutions? The role of solutions journalism in the COVID-19 pandemic

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The public receives most of their information about the current COVID-19 pandemic from the media. At the same time, news media have an inherent negativity bias and previous research suggests that people pay more attention to negative news. However, exposure to negativity and conflict can make citizens shrink from action, especially when such information does not provide so-called efficacy cues, i.e. suggesting possible remedies to the problem. Research on the effects of such coverage in the context of other crises, such as global climate change, shows that fear appeals or overly negative messages that focus mostly or only on the problem, without presenting ways to handle it, result in demobilization and denial (O'Neill & Nicholson-Cole, 2009; Hart, Nisbet & Shanahan, 2011). *Solutions journalism*, on the other hand, discusses societal problems in combination with viable solutions, integrating practical solutions as well as explanations of how and why resolving strategies work (or do not work). Compared to conventional journalistic practice, solutions journalism thus not only presents problems, challenges, and conflict but tries to provide a more comprehensive picture by also including information about possible solutions and thus can have a positive societal impact. Empirical research about both the prominence as well as the effects of solutions journalism, however, is still only just emerging. Initial findings suggest solutions journalism does have the potential to increase perceived knowledge and self-efficacy, interest in the topic and level of engagement (Curry & Hammonds, 2014). Findings regarding possible behavioral effects of solutions journalism are, however, mixed at best and previous research has called for further research to disentangle the exact conditions under which solutions journalism might have an effect (*for whom?*), as well as the underlying mechanisms that can explain these (*how?*) (McIntyre & Gyldensted, 2017). The current project sets out to study exactly that, i.e. the role of solutions journalism within the context of the current COVID-19 pandemic. It consists of a media content analysis assessing the prominence of solutions journalism in Dutch media coverage of the pandemic and an experiment which tests the exact conditions under which solutions journalism is more or less effective in affecting relevant issue opinions and preventive behaviour. McIntyre and Lough (2019) recently suggested nine criteria that define solutions journalism. Interestingly the question if all these criteria are equally relevant in terms of their impact on audiences, or if some are more important than others, has not yet been tested. Also the questions which individual factors might make people more or less receptive to solutions journalism and which underlying mechanisms can explain these effects have not been formally tested. The current project tests the role of potential moderators (e.g. trait anxiety, issue knowledge, pre-existing attitudes), and mediators (e.g., self-efficacy, positive affect, knowledge gains) to reach a more comprehensive understanding of the effects of solutions journalism in the context of a global crisis such as the current COVID-19 pandemic.

Political Communication

PP 691   Capturing opinion power in a hybrid high-choice media environment – towards a theoretical framework

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Due to digitalization, contemporary media systems have changed considerably: A hybrid high-choice media environment has emerged (Chadwick, 2017; van Aelst et al., 2017), in which "old" actors (traditional mass media) and "new" actors (e.g.., intermediaries, alternative media) compete for the attention of recipients. This transition raises the question of whether the gatekeeping power of mass media is being undermined by the new players since they are no longer bound to disseminate their contents through the outlets of traditional news organizations (Napoli, 2019).

Different research strands are concerned with analyzing power distributions and relations in communication science (e.g., agenda-setting, priming, framing, media effects research). However, communication science finds it difficult to capture these power potentials in a theoretically stringent way. Moreover, no systematic framework brings together the fragmented research on power potentials and makes it accessible for empirical research. We address these desiderata by presenting a definition of opinion power that encompasses the implied power potentials. In addition, we develop an analytical framework of opinion power by applying opinion formation models that allow us to systematically capture and empirically analyze power potentials within a typical-standard frame.

For our definition of opinion power, we lean on Lukes' (2015) sociological conception of power as a potential to influence others. Consequently, we locate opinion power in the opinion-forming process by differentiating between (a) the power to highlight topics, distribute facts and views, and thereby influence the content available to citizens for forming their opinions, and (b) the power to exercise media effects on recipients, i.e., influencing individual and public opinion formation through media content (see also Jungherr et al., 2019; Neuberger, 2018).

In our framework, the opinion formation process is understood as an input-output model (AUTHORS; Geiß, 2015): at the *input stage*, media and other actors (e.g., influencers, professional communicators) feed in the content that may serve as the basis for citizens' opinion formation. Opinion power is exercised when actors set the agenda and frame topics (agenda setting) as well as corresponding facts and opinions ("discursive power"; Jungherr et al., 2019). Actors who can determine the content of other media can be considered particularly powerful in this respect (e.g., intermedia agenda-setting; Vargo & Guo, 2017).

The *throughput stage* concerns which of the theoretically available contents reach the citizens. This level is particularly relevant online as it enables to include the power of intermediaries to influence information flows to users (Thorson & Wells, 2016).

The *output stage* refers specifically to citizens' opinion formation, i.e., the extent to which the utilized (media) offerings (identified when measuring usage at the throughput stage) exercise media effects. This refers to attitudinal impacts (persuasion), effects on emotions, perceptions, and knowledge (cognitive effects, including topic salience), and actions and behavior (persuasion; Ajzen & Fishbein, 2018). Overall, the framework theoretically captures the opinion power of different actors in a hybrid high-choice media environment. Its applicability is to be tested in case studies.

PP 692   Modeling party agendas: A neural network approach

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The Agenda Setting process has been studied extensively and meta-analyses have consistently found relationships between the media, public and political agendas (Luo et al., 2019). However, before studying the interactions of different agendas, they have to be thoroughly operationalized and described. For media and political agendas, studies have relied mostly on manual content analyses, yet these approaches are very labor extensive, thereby only capturing only parts of party or media communication. The goal of this paper is to offer a new method of measuring agendas by using a broader set of public communication with a replicable and scalable computational approach. Specifically, this study contribsutes to this methodological challenge by proposing the use of neural networks to measure political parties' agendas.

Several recent studies have demonstrated the useful applicability of computational approaches to study agenda-setting processes (Gilardi et al., 2021), yet the importance of careful application and validation has also been emphasized (Baden et al., 2021). A political agenda can be defined as "the list of issues to which political actors

pay attention" (Walgrave et al., 2008, p. 815) and measured by looking at issues a party talks about (Gilardi et al., 2021). Using neural networks, we propose to employ unsupervised machine learning for calculating vector representations of words or documents and locating them in a semantic space (Angelov, 2020) to describe parties' political agendas. Parties have a plethora of possibilities to reach different audiences, the sum of which will serve as a proxy of a parties' public agenda. Thus, we purposely take a cross-domain approach and include multiple text kinds. Publicly available press releases (OTS, 2021), parliamentary speeches (Rauh & Schwalbach, 2020), and Facebook and Twitter posts of Austrian parties from the last ten years will be used to study how the parties' public agendas differ regarding a) the topics present and b) the words most closely connected to them.

This study goes beyond studying limited timeframes, types of communication, or predefined topics, and consequently will lead to a more encompassing and accurate description of agendas.

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PC14 - Factors Shaping Political Perceptions and Opinions

PP 694   Perceptions of identity, justice, climate change and media use

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This project departs from the observation that perceptions of climate change and attitudes towards climate policy have become embroiled in identity politics. On the one hand, social and political identities are a key factor in explaining how individuals differently perceive climate change and climate policy. On the other hand, social identity-adjusted communication strategies potentially effectively engage diverse audiences with climate change.

Yet, few studies have empirically studied how differences in identities may be linked to different perceptions of the most important dimensions of social justice or fairness (and the overall importance of this value) concerning climate change. How individuals perceive climate change and climate policy as a challenge to different aspects of social justice has the potential to explain their opposition or support of climate-friendly policies and can open up new strategies for communicating about climate change and policy.

Building on the extant literature linking beliefs and attitudes regarding climate change and climate policy to collective identities, this study has three aims

1. to investigate how individuals connect their self-ascribed identities (political and a-political) with climate change
2. to explore which dimensions of justice and fairness are important aspects of individuals' identities and how understandings of justice are linked to climate change and climate policy
3. to assess the role of socio-economic variables and patterns of media consumption in explaining individual differences in self-ascribed identities and if and how they incorporate ideas about justice and climate change

Methodologically this study utilises surveys in Germany and the United States using (representative) quota samples. The surveys include a range of open questions about respondents' self-ascribed identities, their ideas about important aspects of social justice, and if and how they link these two notions with climate change.

Next to the open questions, respondents are asked to state their perceptions of climate change and policy, give socio-economic and demographic background information, and report on their media use patterns using established standardised quantitative scales.

The data will be analysed using two approaches. First, clustering techniques will be used to identify groups of identities with similar climate-related justice concerns, which will then be correlated to results from the quantitive section of the survey. Second, using "objective" classifications derived from the scales, audience groups will be analysed for between-group differences of frequently used identity descriptors and perceptions of climate-related justice concerns.

At the time of ECC 2022, this survey instrument will have undergone pilot testing, and the results of this test will be available for presentation.

PC14 - Factors Shaping Political Perceptions and Opinions

PP 695   Cultural resonance effects on policy evaluations: Guilt and shame in pandemic infection control

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Cultural resonance becomes evident in political and media communication in situations where messages fail to connect with audiences due to their lack of cultural congruence. For example, as Romania faced widespread Covid-19 vaccination skepticism, the president appealed to church officials for aid, but they refused to support him. The president's attempt to create a culturally resonant message for Romanian citizens to vaccinate remained unmet. Within the framework of the much-used framing theory, cultural resonance is supposed to explain how and why ideas are successful, when they are based on cultural themes or widely shared knowledge between people inhabiting a cultural space (Entman, 2003). Yet, we lack a systematic understanding of the phenomenon of cultural resonance, as well as how to measure its effects in public discourse.

This study furthers our understanding of resonance processes in political communication, and contributes to framing effects research specifically, by untying cultural resonance from framing success. It is a first attempt to capture through experimental methods the causal relationship between exposure to culturally matching frames and resonance outcomes. Furthermore, we investigate the mechanisms through which resonance works, and their heuristic or systematic processing nature (Ferree, 2003), as well as whether counterarguing cancels the automated processing of culturally resonant cues. Lastly, we develop survey measures for resonance outcomes from previous categorizations of media discourse (see Baden & David, 2018). Resonance outcomes refer to how an individual interprets an issue that may range from unchallenged acceptance of an argument to outright rejection.

For this purpose, we designed an online survey experiment ($N = 2.700$) in three national contexts: Romania, Germany, and the UK. The countries were chosen to significantly vary on the individualism vs collectivism national cultural dimension, since we expect greater cultural variation to display stronger resonance match and mismatch, respectively. We manipulated the proposed policy to be either (1) social shame or (2) guilt evoking. Guilt is important in an individualist society, while shame is important in a collectivist society. While the cultural national dimensions encompass many cultural aspects of everyday life, the two chosen moral emotions provide a narrow understanding of the cultural dimensions, as well as a directly comparable factor to manipulate: emotions. Moreover, we expect emotions to be conducive of resonance processes (Giorgi, 2017). Therefore, the more individualist the context, the stronger should a guilt eliciting policy resonate (UK = 89/100). Conversely, the more collectivist the context, the more should a shame policy resonate (Romania = 30/100) (Hofstede, 2001). Germany, however, while leaning towards individualism, serves as an in-between case (67/100). The survey experiment is currently prepared to be pre-tested, and data will be collected in March 2022, with results prepared in time for the ECREA conference in October.

PC15 - Challenges in sampling and linking political communication data from diverse sources

PN 148   Power of fight? Public Disputes' Influence on Public Debates – Investigation With Facebook 57M Urls

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As media diversified, traditional media and a mixed variety of public actors get to have substantial influence on the public's agenda-setting. Against this background, researchers empirically investigate the dynamics of public discourse with behavioral data, yet the determinant of public discourse is still being explored. This study theorizes that a lack of disagreement about certain topics, in other words, public disputes can predict the public's agenda-setting and aims to prove this argument by focusing on the issue of immigration. This study employed Big Data which is provided by the cooperation between Facebook and the Social Science One, consisting of 57 million URLs that have been shared more than 100 times by Facebook users. This data poses several challenges; first, identifying

the news media outlets, second, identifying the topics in the texts in the data, and third, identifying the sentiments in the text. By employing keywords based dictionary methods and using Affect Control Theory, this study shows that the use of Big Data enabled the close investigation of dynamic and fluctuating reciprocal relationship between public disputes and and the public's agenda-setting.

PC15 - Challenges in sampling and linking political communication data from diverse sources

PN 149 Identification of climate future frames in the news: embedding human coding into automated analyses

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The advent of big data (i.e.,the size of data sets) has often made it impossible to manually pre-process and sample the information stream of complex media discourses (e.g., Müller-Hansen, Callaghan, & Minx, 2020). Nevertheless, common and entirely automated approaches appear partially deficient and limited with regard to nuanced research questions. Analyses of scientific and/or political discourses that are rich in context require at least some application of human coding, as this can uncover relevant parts of complex data that would otherwise stay unrecognized. However, human coding resources are limited and cannot be applied to the entirety of large data sets. We therefore argue that embedding human coding into several steps of automated analyses can help channeling and focusing resources (e.g., Lewis, Zamith, & Hermida, 2013). Our case study introduces a sequenced, semi-automated approach to identifying highly politicized frames of climate futures (Guenther, Brüggemann, & Elkobros, 2022) in news media coverage: We sampled more than 56.000 climate change-related articles from four countries (i.e., Germany, United States, India, and South Africa). First, quantitative coding was included in testing search strings for sampling overall – for both German and English language corpora. Second, parts of the sampled data were coded manually, in order to identify text passages that contained future scenarios. We then automatically derived word patterns and co-occurrences from these manually coded passages and developed dictionaries (both in German and English) to identify climate futures. Intermediate results imply a high precision (~86%) of our attempt to estimate whether articles do (or do not) contain future scenarios. This work thus reflects on the (dis)advantages of two common automated approaches to data retrieval, sampling, and analysis: searc.h strings and dictionary generation. We will illustrate how automated research processes can be efficiently supplemented by manual coding, in order to categorize and analyze large amounts of scientific-political media content.

PC15 - Challenges in sampling and linking political communication data from diverse sources

PN 150 Introducing a Computer-Assisted Approach to Discover Inclusive Minority Keywords in Newspaper Texts

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Inclusivity should be prioritized by social scientists seeking to understand the media portrayal of marginalized groups in mainstream news coverage. With more data than ever before being generated in print and online, the current challenge lies in effectively identifying relevant information. Collecting relevant information often requires researchers to generate novel Boolean search strings, yet research shows that humans perform poorly at this "impossibly difficult" task (Manning et al., 2008, p. 193). Despite this challenge, keyword selection remains the common starting point of every content analysis of political texts. Presently, researchers tend to develop search strings in ad hoc ways, learning by trial-and-error rather than adopting a systematic approach to keyword discovery. This means that unfamiliar, indirect, or non-obvious terms that may be relevant to the topic of study are likely missed. We show that computationally assisted keyword search strings improve upon search strings developed using prevailing approaches. When applied to discovering inclusive ethnicity keywords, results from a query expansion method based on word embeddings, parts-of-speech tagging, and named entity recognition, identified more relevant articles than search strings developed using census categories and those adapted from published research. The method was validated using a large sample of print and web articles from the US and UK published between 2015 and 2020, including 73,000 articles from the New York Times and 60,000 articles from the Guardian. Using this corpus, we identified new terms which were directly and indirectly related to majority and minority ethnic groups within each country, in addition to related supplementary terms which specified vague terms and categories. Search strings were then used to compare the salience of, and language used to reference, ethnic groups across nations and over time. While this method was applied to discover ethnicity keywords, the approach is widely applicable within political communication research as it augments human-expertise and minimizes bias during data collection.

PC15 - Challenges in sampling and linking political communication data from diverse sources

PN 151   Understanding the role of Twitter in the discourse on the Covid-vaccine in Norway

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In the project that forms the basis for this paper, we used Twitter's Academic API to harvest all Norwegian Tweets from July 2020 through December 2021, that refer to the Covid Vaccine (ca. 125.000 Tweets). The overarching aim of the project is to understand the role of Twitter in the Norwegian discourse on the Covid vaccines and how the public perceptions of the vaccines are reflected in the tweets:· What are the roles of vaccine hesitancy in discussions on Twitter: how prevalent is it, what forms does it take, do the different positions engage in discussions with each other, and are there signs of affective polarization in the debate?· How do the discussions evolve over time, as new vaccines and vaccine programs and restrictions are introduced, new viruses show up, and new knowledge about the effects and side-effects of the vaccines become available? Methodologically, we approach these questions with a combination of automated text analyses and network analyses. In the paper, we critically discuss challenges and opportunities related to this combination of methods. On the one hand, we character-ize the structure of the re-tweet and mention networks, using standard methods like community detection and ego-network analyses. For the automated text analysis, we use supervised machine learning to classify the tweets, based on a manually coded, random sample of the tweets into three groups: hesitant, anti-hesitant and descriptive. To characterize the development of the topics of the discussions over time, and their distribution over the network, we evaluate the usefulness of different forms of topic modeling with different selections of features of the texts. To identify controversial content in the tweets, we compare them with material harvested from the Norwegian fact checking service (faktisk.no). The brevity of tweets and their informal style pose challenges for automated methods of text analysis, including those we try to apply in this study. Also, the dynamic nature of the discussion makes these methods challenging. On the other hand, we argue that the structural analyses of the network can help identify positions and patterns in the discourse, which can be used to supplement and constrain the analyses of the textual content. In the paper we discuss and evaluate different strategies for combining text and network analyses and the extent to which they can overcome some of the challenges and provide sound answers to our research questions.

PC16 - Truth, Trust & Fact-Checking

PP 805   Covid-19 as destroyer or booster of media trust? An analysis of self-assessed trust changes during the pandemic in Germany

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In many European countries, there are ongoing protests against governments' measures to combat Covid-19. In Germany, Covid-19 critics represent a very heterogeneous group e.g., left- and right-wing, but have one thing in common: relatively low trust in the media (Author, in press). While this minority societal group receives much public attention, longitudinal studies have shown that media trust of a much larger part of the German population has increased during the pandemic (Jakobs et al., 2021). How do these different media perceptions emerge, and have they changed in the light of the Covid-19 crisis? Research on the origins of media trust has shown that both political characteristics and media-related factors such as media use or media evaluations play an important role on an individual level (Author, 2021; Tsfati & Ariely, 2014). Against this background, this study examines the factors that influence whether individuals perceive losing or gaining trust in the media during the pandemic.

The study draws on a quota-based online survey conducted via Respondi's online panel in February 2021 (N = 1,800). Besides political characteristics (political interest, political extremity, populist attitudes, deprivation, and Covid-19 fa-tigue e.g., "I am tired of the Corona discussions on TV shows, newspapers, radio shows, etc.") we measured media use (legacy and social media use), media literacy and perceived interest representation by legacy media. We controlled for age, gender and education. We based the dependent variable *trust change* on an individual assess-ment: Respondents were asked on a five-point scale whether their trust in legacy media and their online outlets is significantly less (n = 268), the same as before (n = 976), or significantly higher (n = 317) than before the pandemic. We also measured trust changes in social media and alternative media.

Results of a multinomial regression using the group with no trust change as reference show that the higher individuals' political interest and populist attitudes are, the more they feel deprived, and the less they see their interest represented in the media, the more likely they are to have lost trust in legacy media. In contrast, the lower

one's Corona fatigue and the higher one's perceived interest represented by the media, the more likely individuals are to have gained trust in legacy media during the pandemic.

Although media trust of most Germans has not changed in the pandemic, the results support the thesis of increasing polarization between the trusting and the cynical, which is rooted, amongst others, in the question of who feels represented in public debates. This discrepancy points to a lack of fulfillment of the media to be the mouthpiece of all citizens.

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PC16 - Truth, Trust & Fact-Checking

PP 806 **COVID-19 Vaccination on YouTube: An Analysis of Different Types of Misinformation**

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Misinformation on social media, e.g. on the video platform YouTube, is a major obstacle to collective action in a health crisis such as the current pandemic. Misinformed citizens are less willing to follow measures to contain the pandemic or get vaccinated (Bertin et al., 2020). Previous research has found that particularly partially false information is perceived more credible and persuasive than completely false information—a finding which is concerning since partially false information is often harder to detect and correct (Hameleers et al., 2021). Producers of false information might deliberately use this type of information to deceive citizens. Therefore, the question arises as to how partially false information differs in content from completely false information.

To answer this question, we conducted a standardized content analysis of 450 German- and French-language YouTube videos that contained misinformation about the COVID-19 vaccine. Videos were sampled using a snowball sampling strategy. The intercoder reliability test yielded satisfactory results of S-Lotus >.74. We examined whether the statements in the videos about the vaccination were completely fabricated or mixed correct information with false information. For example, statements were coded as partially false if an image sequence was not manipulated but was shown in the wrong context (wrong description, wrong caption, originally from a different time/context). Partial false information also occurred when correct or real information was misinterpreted or shared with false contextual information.

Our analysis shows that completely false information is generally more frequent (61%) than partial information (39%). To compare content features of partially vs. completely false information, we conducted ANOVAs. The findings indicate that in videos with completely false information, the consequences of an infection with Sars-Cov-2 are downplayed more frequently ($M = .24$) and more frequently addressed the origin of the virus ($M = .53$) compared to partially false information ($M = .09$; $M = .23$). Completely false statements more often portray vaccination as dangerous (e.g., vaccination contains poison ($M = .21$) or has severe side effects; $M = .43$), as unnecessary (e.g., the news media spread panic unnecessarily; $M = .27$), and contain conspiracy elements (governments want to exert state control ($M=.44$), or vaccination are only recommended for profit reasons; $M = .28$). Partially false information, in contrast, include significantly more presentations and discussion of scientific evidence ($M = .32$). In addition, we found more frequent references to supposed scientific dissent on vaccination and the consequences of corona infection in partially false videos ($M = .23$). Finally, statements or instructions from official bodies or scientists were more frequently questioned or challenged in those videos ($M = .59$).

Our results illustrate why partially false information is so convincing and difficult to correct: it comes across as scientifically sound, refers to studies and scientific debates, and often makes only vague allusions. These rhetorical and content characteristics make it more difficult for social media platforms or for fact checkers to find such videos in order to delete or flag them. Therefore, to combat misinformation on COVID-19 vaccination, news literacy programs are needed to enable citizens to identify specious reasoning, inconsistencies, and deliberate attempts to deceive.

PC16 - Truth, Trust & Fact-Checking

PP 807   Strategic humour and post-truth public diplomacy: A comparative study of audience reception

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This paper explores persuasive applications of humour and the rise of post-truth trends in public diplomacy. I propose the concept of strategic humour – the use of humour by states and proxy actors to promote instrumental interpretations of contested events to domestic and foreign audiences. Such events involve competing narratives from international actors and the use of strategies that maximise the appeal and outreach of one side's narrative over the other. How the story is told and how well it reaches audiences becomes no less important than whether the story is true – and short, newsworthy, easily shareable sarcastic and mocking messages are often better adapted to media and online environments than lengthy factual explanations or ordinary public statements. The concept of strategic humour brings to the forefront two principal aspects: the uses of humour as a strategy of communicating and framing contested international issues to the advantage of a particular actor, and the choice of humour amid other narrative forms for maximum appeal and outreach because of its newsworthiness, emotive resonance with audiences, and suitability for digital media environments.

I focus on Russia as a major international actor recently engaged in a range of international disputes. I review several examples from the last five years selected through least-similar approach, to capture the diversity of strategic humour practices, from pranksters claiming to be working independently from the government, to the use of humour by official diplomatic missions and Russia's main external broadcaster RT. The paper demonstrates how strategic humour is increasingly used by the state to affirm strategic narratives, deflect external criticism, and undermine narratives of other international actors through a variety of formats. I argue that strategic humour is a fast-emerging tool in public diplomacy, facilitated by the rise of social media and post-truth politics.

The paper also presents results from a British Academy-funded study of audience reception of strategic humour about contested international events. The project involves multiple focus groups in Russia and the UK, based on several examples of Russia's strategic deployments of humour. I analyse the reception of Russia's humorous public diplomacy messages about western sanctions, protests in Belarus, accusations of election interference, and the Ukrainian crisis. I demonstrate that while the power of strategic humour to convince audiences is ambivalent, strategic humour provides an effective tool for asserting truth claims through popularity mechanisms and digital visibility.

PC17 - News Avoidance & Selective Exposure: Causes, Patterns, & Consequences

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PP 800   Too much information? A longitudinal analysis of information overload and avoidance of referendum information prior to voting day

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Over the last few decades, news avoiders have become increasingly more common (e.g., Strömbäck et al., 2013). Feeling overwhelmed by the amount of news these days – news overload – is discussed as an explanation for news avoidance (e.g., Skovsgaard & Andersen, 2020). News overload refers to feeling overwhelmed with the amount of news available (e.g., Ji et al., 2014). While previous research has focused on explanations for general news overload, it has so far largely ignored whether news users experience overload from news about a *single issue* extensively covered in the news and avoid news about that issue.

Especially when it comes to referendums, informed citizens are of utmost importance. It is often assumed that extensive news about referendum issues has a positive impact on citizens, e.g., stable attitudes and competent vote choices (e.g., Dvořák, 2013). The question arises as to whether high amounts of news about a referendum issue also have negative effects on them, such as information overload and avoidance.

Against these backgrounds, the present study addresses the questions as to what extent news users feel overloaded by information on a referendum issue covered extensively prior to voting day (RQ1) and how information overload develops over time (RQ2). In the next step, the study investigates whether perceived overload from information about the issue leads news users to avoid news on that issue (H1) and interpersonal discussions about it (RQ3).

This study analyzes information overload and avoidance for the referendum of limited immigration put to the vote on September 27, 2020 in Switzerland. It received the most media attention of all the issues put to the vote that

day. A representative three-wave online panel survey (Wave 1: n = 1,300, 50% female, M_{age} = 48, SD = 15.60, 49% higher education) was conducted from August 20 to September 28, 2020.

The Swiss population was, on average, not overloaded by news about the [referendum] issue (M_{wave1} = 2.04, M_{wave2} = 2.19; M_{wave3} = 2.23; RQ1). However, news overload from the issue increased significantly from Wave 1 to Wave 2 ($t(616)$ = −5.05, p < .001.; RQ2). The results from the random effects within-between multilevel model showed that issue-specific information overload had a significant positive effect on the avoidance of news about the issue, which supported H1. Information overload did not significantly predict the avoidance of interpersonal discussions on the issue (RQ3).

The results indicate that high amounts of referendum campaign coverage do not only have positive effects on citizens, as assumed by previous research. News overload and news avoidance also occur at an issue level. Thus, the question of what amount of news available in today's media environment helps citizens to become informed is also relevant at the level of single issues in the news.

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PC17 - News Avoidance & Selective Exposure: Causes, Patterns, & Consequences

PP 801   Social media and the avoidance of political participation

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Today, social media platforms play an important role in a wide variety of societal processes, including politics. Users access news on these platforms, interact with politicians and officials, discuss political affairs, and advance various causes. However, the use of social media for political expression is uneven (McClain, 2021). This disparity has implications on the outcomes of these platforms in societal and political processes, and substantiates continued inquiries into the avoidance to participate in political matters on social media.

The theoretical framework of the paper is based on two considerations, which interpret the outcomes of social media as stemming from the intersection of social factors that inform human activities and the affordances of the technology. The first consideration requires us to examine the engagement with politics on social media in the context of general political participation. This term is understood here as citizen activities that attempt to influence those in power (Ekman & Amnå, 2012). In the absence of key demographic, social, psychological, and structural factors that contribute to citizen participation (Barrett & Brunton-Smith, 2014), social media alone are unlikely to change the participatory dynamics.

The second consideration is that while social media may expose users to diverse information and viewpoints (Fletcher & Nielsen, 2018) and promote political participation (Vitak et al., 2011), at the same time the disconnection affordances (Skoric et al., 2021) allow users to avoid certain types of content, including political (Zhu et al., 2017; Parmelee & Roman, 2020), by muting, blocking, skipping, and unfollowing sources.

Based on these considerations, this paper inspects the users' political participation practices on social media, with a focus on avoidance of politics. Drawing from semi-structured interviews with 49 social media users from Latvia, this paper aims to find out why some users express their political views and others do not — and what is the connection between the use of social media for politics and a person's general political participation profile.

Although the majority of interviewees are politically active in at least some way, the preliminary results suggest that their use of social media do not necessarily reflect their interest in political matters. Among the reasons for the avoidance to engage with politics is the difficulty with managing online information overload, the experienced hostility from other users, the perception that social media platforms are not suitable for serious debates, and the unease about the idea of influencing others' opinions even about the matters that the person himself or herself finds important. The results highlight a disconnect between a person's political behaviors (voting in elections, engagement with lifestyle politics) and willingness to elaborate on one's political convictions in public, including social media. This disconnect can be interpreted through the lens of a digital divide that in this case separates those who are willing to communicate their views and attempt to change other people's minds and those who are reluctant or unable to do so, and end up inhabiting a social media information environment largely shaped by more active users.

PC17 - News Avoidance & Selective Exposure: Causes, Patterns, & Consequences

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PP 802 Too Scared to Share? Examining Fear of Social Sanctions and Political Opinion Expression Online

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The internet and social media provide citizens abundant opportunities to express their political views online. However, people are reluctant to express certain (minority) political opinions if they fear personal or professional sanctions from others in their online social networks (Neubaum & Krämer, 2018). Fear of social sanctions—which builds on fear of isolation from spiral of silence theory—therefore represents a promising contemporary approach to investigating when and why people avoid expressing political opinions online. The current study makes two novel contributions to our understanding of the relationship between fear of social sanctions and online political expression. First, it connects the computer-mediated communication and spiral of silence literatures to better understand the situational and personal factors that influence individuals' fears of social sanctions. In particular, it provides one of the first examinations of how technological affordances like message visibility (i.e. online network size and diversity) relate to fear of social sanctions. Second, the study investigates the relationships between fear of social sanctions and several forms of online political expression, including opinion sharing, and liking, commenting on, and sharing political content. To date, most related research has focused primarily on expression of minority opinions online but has not yet broadened the scope of inquiry to examine whether fear of social sanctions also limits these other forms of online expression.

We use nationally representative, two-wave panel survey data (YouGov) collected in fall 2020 in the United States (N = 1800 adults) to test our research questions and hypotheses. To measure fear of social sanctions, we asked respondents questions tapping the extent to which they feared social consequences, being judged, damaging their professional or social relationships, being publicly shamed or attacked, or being socially excluded if they expressed their true political opinions online. To assess our key outcome variable, we asked respondents to report how frequently they engaged in a number of forms of political expression on social media, including a) sharing or posting their political opinions, b) sharing news or political information, c) liking news or political information, and d) commenting on news and political information.

Data were analyzed using OLS regressions that included controls for demographics, political variables, and media use. Consistent with predictions, results indicate that individuals with more politically diverse online networks reported greater fear of social sanctions for expressing their political opinions online. We also found that fear of social sanctions limited all forms of online political expression; individuals with greater fear of social sanctions were significantly less likely to share their political opinions online and were also less likely to like, comment on, or share news or political content on social media. The results of this study suggest that fear of social sanctions may be a particularly important determinant in individuals' calculations to express political opinions in online settings and highlight that such fears may also hinder lower threshold forms of political engagement.

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PC17 - News Avoidance & Selective Exposure: Causes, Patterns, & Consequences

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PP 803 Selective exposure or news avoidance? The impact of civic duty to keep informed and topic salience on selection and avoidance in an online comparative experiment

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News avoidance has been discussed to potentially negatively affect democracy. News avoiders appear to be more likely to hold misbeliefs or show low political participation. Despite an emerging literature on the phenomenon, different conceptualizations in extant studies prevent us from assessing how "new" news avoidance really is compared to other news use behaviors. The proximity of the phenomenon to the established concept of selective exposure emerges as most problematic. To illustrate, selective exposure states that individuals expose themselves to information congruent with their beliefs and avoid messages that run counter to them. On the other hand, when researchers define news avoiders as people with low exposure to news, this implies that people choose different media content instead of news, for instance entertainment. Consequently, this blurs the lines between news avoidance and selective avoidance as the counterpart of selective exposure. Thus far no study has experimentally looked at the difference between these two news use behaviors, which we are doing in our RQ1.

Secondly, news and politics are inherently intertwined as news usually serves to update citizens with current political information. Furthermore, research has shown that the perception of following the news as one's civic duty is incorporated into citizens' views. The observational studies hinted that the differences in individuals' perception of the civic duty to keep informed plays a role in news avoidance, as news avoiders do not seem to feel such duty. Therefore, we want to know if reminding people of their civic duty to keep informed has an impact on avoidance (RQ2). Thirdly, news overload is one of the most cited motivations for avoiding news, hence our RQ3 focuses on the impact of topic salience. Lastly, news avoidance is known to also be affected by the specifics of the media environment. Although, due to the overwhelming majority of studies focusing on established western democracies with a long experience with democracy, little is known about news avoidance in younger democracies. To contribute to knowledge on these countries, we are conducting the comparative experiment in Slovakia and Austria, enabling us to shed a light on the generalizability of findings for news avoidance beyond western democracies (RQ4).

In order to contrast news avoidance behavior with selective exposure news use and to investigate the above-mentioned individual and country-specific aspects, we are conducting a 2 (choice: selection or avoidance) x 2 (motivation: being reminded of civic duty to keep informed or building a social media newsfeed without a reminder) x 2 (salience: salient or non-salient topic) comparative experiment. For this purpose, we are currently designing and pre-registering an online-experiment in Austria and Slovakia. To date, this is the first study to experimentally test news avoidance. In sum, the comparative experiment will address the research gaps in the political communication such as 1) the newness of news avoidance, 2) its universality, 3) compare the perception of civic duty to keep informed by including an under-studied country with a post-communist background and 4) investigate the role of news overload in an online environment.

PC17 - News Avoidance & Selective Exposure: Causes, Patterns, & Consequences

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PP 804   Turning to Information about Populism – Applying the Theory of Motivated Information Management to Political Information Seeking

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Informed citizens are necessary for our democracy. Individuals' acquisition of knowledge is crucial for their opinion formation and political participation. In an environment with an increasing abundance of information that can overcharge citizens (van Aelst et al., 2017), it is necessary to understand why citizens decide to turn to particular political information.

Extent research on information seeking in political contexts is limited as studies mostly refer to *Selective Exposure* (Festinger, 1957) or only consider it as a predictor of political engagement (Kahlor et al., 2018). To enrich the understanding of citizens' political information seeking, our study is guided by the *Theory of Motivated Information Management* (Afifi & Weiner, 2004) and tested whether this theory is applicable to political information seeking. Populism is selected as it is a current political topic (Aalberg & Vreese, 2016) that can be associated with uncertainty discrepancies which the TMIM postulate to motivate information-seeking behaviors.

According to the TMIM, the perception of an uncertainty discrepancy about an important topic leads to uncertainty-related emotions. We selected anxiety and anger as extant research indicates both as crucial in the political context (Hoewe & Parrott, 2019). These emotions are postulated to have direct effects on political information seeking as well indirect effects through outcome expectancies and different types of efficacy assessments, covering evaluations of individuals' ability to successfully seek (seeking efficacy) and cope with information (coping efficacy), and whether media outlets are perceived as honest and capable to provide information (target efficacy).

To test the postulated paths of the TMIM, an online survey of German residents was conducted via the SoSci-Panel (Leiner, 2012; $N = 456$; 50.7% men; $M = 50.2$ years; $SD = 16.3$). Focusing the path between uncertainty discrepancy and emotional responses, findings of regression analyses showed that uncertainty was positively associated with anxiety ($R^2 = .441$; $\beta = .174$; $p < .001$) and negatively associated with anger ($R^2 = .426$; $\beta = -.125$; $p < .001$).

Focusing the role of anxiety and anger for seeking information about populism ($R^2 = .211$; $p < .001$), we found direct effects of anxiety ($c' = .133$; $p = .038$) and anger ($c' = .133$; $p = .023$). In addition, we found that seeking efficacy and target efficacy mediated the association between anxiety and information seeking as well as anger and information seeking. However, the indirect effects of anxiety were positive (seeking efficacy: $a_2b_2 = -.040$; 95%-CI[-.074, -.014]; target efficacy: $a_4b_4 = -.018$; 95%-CI[-.042, -.001]), whereas the indirect effects of anger were negative (seeking efficacy: $a_2b_2 = .028$; 95%-CI[.008, .053]; target efficacy: $a_4b_4 = .016$; 95%-CI[.001, .035]).

To conclude, the performance of the TMIM to explain political information seeking was satisfying. However, not every path proposed by the TMIM could be confirmed. Particularly the indirect paths were very weak. Thus, the TMIM

provides a fruitful starting point to examine political information seeking. More research is required to investigate other emotions as well as the strategies of information seeking in different political contexts.

PC18 - State and Public Authorities Behind Political Communication

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PP 877   Who is communicating?: Scottish parliamentarians' approach to controlling outsourced political communication

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The professionalisation of political communication and mediatisation of politics have been the subject of considerable scholarly debate. The research on these developments usually focuses on communication during political elites' electoral campaigns. The literature emphasises the growing importance of media advisors and the professionalisation of political actors' communication. However, research on political communication often neglects backbenchers and how they communicate outside electoral campaigns. This gap is particularly relevant, considering that communication output, such as press releases or social media posts, are usually created by parliamentary assistants on behalf of the parliamentarian and not by parliamentarians themselves.

While some research has been done on the impact of parliamentary assistants on policy-making processes or communication experts in electoral campaigns of political elites, the day-to-day business of parliamentarians' communication officers is mainly unexplored. It is unclear how and to what extent parliamentary assistants shape, draft, and develop the communication output of parliamentarians. This paper aims to address the gap in the literature by focussing on two research questions: How much impact do communication officers have on the final communication output? To what extent does the parliamentarian play an active role in the content creation process?

To answer these questions, 58 semi-structured expert interviews have been conducted. Interviewees have been recruited among former parliamentarians and parliamentary assistants tasked with communication-related duties of Scottish Members of the UK Parliament (MPs) and Members of the Scottish Parliament (MSPs). The interviews were between thirty minutes and two hours long and were analysed by utilising content analysis.

The results shed light on the dynamics between communication officers and parliamentarians in the content creation process and illustrate the unique pressures of this particular working environment. The principal-agent theory best describes the relationship between parliamentarian assistants with communication-related tasks and parliamentarians: The communication output is usually subject to control measures and direct/indirect involvement of the parliamentarian depending on his trust towards the ability of the assistant to voice the politician's positions authentically. However, the degree of control and how it is exercised varies and depends not just on trust but also on the resources and interests of the MP/MSPs.

PC18 - State and Public Authorities Behind Political Communication

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PP 878   Comparing Ethical Competencies, Responsibilities, and Codes in Public Sector Organizations: EU, UK, and US Expectations for Government Communicators

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Our research examines ethics statements, codes of ethics, and statements of professional responsibility for those in government public information (or public affairs, PIOs/PAOs). We compare the ethical standard of government and professional organizations in public sector communication between the EU, UK, and US, as well as seek context at a more granular level from Organization for Economic Co-Operation and Development (OECD, 2021) governance reports. With trust in government at a critical low point (Edelman, 2021), and in the context of a sustained pandemic public health crisis, understanding the ethical standards and areas of needed improvement could help public sector communication professionals re-establish credibility and more effectively facilitate the information needs of their citizenry. A number of competing responsibilities exist for PAOs/PIOs at all levels, and in the digital environment we do not know if ethical codes and guidance are able to keep pace with modern demands (Bowen and Lovari, 2022). Demands from citizens for responsiveness from government communicators have also dramatically increased (Lee, 2022).

Scholars (Veal, Sauser and Folmar, 2011) argued that transparency was the cornerstone of rebuilding trust in government: "In transparent government, citizens can obtain the information that they need to see how important decisions that affect their well-being are made" (p. 21). However, transparency alone is not enough to ethically guide the complex functions of government relations (sources removed here for blind review). We extend this

understanding through conducting a textual analysis of moral philosophy as occurring in governance documents: ethical responsibility, honest disclosure, virtue and rectitude, authenticity, frankness and veracity, values, and moral principles. These elements of ethics are also key components of building a trusting relationship that have yet to be substantively extrapolated in the context and practice of government communication. We offer implications for practice and recommendations for governmental communicators that can help them improve moral responsibility and build trust with their stakeholders and publics. Recommendations for PIOs/PAOs will be included to ease the strain of communicating ethically and effectively in a rapid, digital environment in which trust must often be nurtured online. Larger implications are that citizens could receive more ethical communication from their governmental representatives and start to be less skeptical of information coming from government sources.

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PC18 - State and Public Authorities Behind Political Communication

PP 879   Navigating the news: Russophone youth's reception of Russia's strategic narratives in Latvia

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This research project explores how young Russian speakers, who both grew up in independent Latvia but also came from other post Soviet states, perceive and make sense of strategic narratives embedded in Russian state sponsored media and how they become part of a broader narrative repertoire by target audiences. This conference paper will present findings of a PhD project studying the reception of Russia's strategic narratives among Russophone youth in Latvia. Russian speakers in Latvia make up 34% of the population and many Russian speakers often rely on Russian media channels for news. They are considered a target group of pro-Russian messages and a tool for influencing public opinion in Latvia. Latvian authorities are therefore actively shutting down different Russian news outlets due to propagandistic content while international organisations are actively funding Russian-language media outlets targeting the Russian minority. Both Western observers and policymakers seem to assume that Russian media campaigns have a significant impact on Russian speakers in Latvia. But, whether and to what extent this is actually the case remains underexplored – especially among a younger audience which mainly consumes news online and through social media. This conference paper asks how the strategic narratives Russia wants to project are interpreted, understood and perceived by a target audience and will be based on focus group interviews conducted with young Russian speakers living in Latvia and their reception of Russia's strategic narratives in Russian state sponsored media channels such as *Sputnik* and *RT* (former *Russia Today*). These findings will further be used as a point of departure during individual follow-up interviews with focus group participants. As such this PhD project makes a contribution to the evaluation of public diplomacy activities, where most previous research on Russian communication efforts have focused on outputs, indicating a direct effect and indirect a passive audience, at the expense of in-depth studies focusing on outcomes and the impact of such communication efforts.

PC18 - State and Public Authorities Behind Political Communication

PP 880   Networked frame contestation from authoritarian to democracy: a case of China's (failed) Twiplomacy in contesting coronavirus narrative in the UK

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Blumler (2016) calls for a reshuffle of the field of political communication as we are entering what he calls 'the fourth age', where globalisation and digital technology are further networking different political systems, actors, citizens, and publics together, fundamentally changing the dynamics and structure of the traditional political communication landscape, not only *within* the domestic domain but also *beyond* national borders. Transnational political

communication has been enriched and complicated by the changes brought by the new ICTs and global power transition, where the hierarchical cascade framing model through which powerful institutional actors (state actors and news media) address their home audience and advance their preferred frames is being challenged by net-worked framing (Knüpfer & Entman, 2018).

Authoritarian state actors such as China are seen embracing this network media logic of open society in an effort to directly influence foreign publics, undermining democratic institutions and values, further disrupting the order of political communication in Western democracies already mired in the rise of anti-establishment populism and a po-larised public at home fractured by the ever-muddied communication order. This is acutely observed in the case of what's dubbed as 'wolf warrior Twiplomacy' from China to Western democracies. Galvanised by the country's rising economic clout, the party-state under President Xi Jinping has been noticeably growing assertive and combative in global political communication. Traditionally discreet Chinese diplomats are now taking to Twitter to propagate pro-China narrative, most often combative than diplomatic, raising eyebrows from around the world.

Expanding Entman (2004)'s notion of framing contestation into the new multi-directional and multimodal networks in transnational frame contestation, this study explores China's Twiplomacy and its effect in contesting coronavirus narrative in the UK, where Chinese diplomats have been notably outspoken, and UK-China relations have been considerably strained in the post Cameron era. Using a mixed-method approach combining content analysis, thematic analysis, and network analysis, I look at the networks and tweeting pattern of Chinese diplomatic appa-ratus to the UK between March and June 2020, and the public discourse around China and coronavirus among UK-based Twitter users, which is then triangulated with a content analysis of British mainstream media coverage on China and coronavirus during the same time. Initial findings suggest that Chinese Twiplomacy in the UK exclusively networks with Chinese elite sources, unambiguously propagating Chinese official voices, with little engagement with British or non-elite Chinese actors. The highly centralised 'networkedness' of Chinese Twiplomacy, together with what Gamson (1992) calls 'cultural dissonance', has presented a mixed picture of what I call 'networked framing within cascades', where British political and media elites still largely dominate the meaning-making around China. I suggest that future studies should focus on how the rise of a fractured public in Western democracies and other more covert apparatus from China may complicate the elite-media-public model.

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PC19 - Media and Political Communication in International Contexts

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PP 872 Europeanization on Twitter? Mapping the trans-national migration discourse

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We study if and how social media lead to an increased Europeanization of the digital public discourse. Specifically, we analyze the discourse on Twitter on the issue of migration, an issue that it is trans-national by nature, has led to conflict between national and EU-institutions and actors and, thereby, is often considered one of the main arenas of political polarization (Ademmer and Stöhr 2019).

On a theoretical level, we innovate by transferring the concept of Europeanization (Risse 2015, Trenz 2008) to the study of social media. We do this by operationalizing Europeanization through language and define it as oc-curring whenever non-native English users tweet in English to reach users outside their own domestic language sphere. We consider English to be of primary importance in the Europeanization process, for three reasons. English is the principal language in which European institutions communicate with citizens. It is also the language of pref-erence for other state and non-state actors with an active presence in more than one state. Most fundamentally, English is the most common foreign language acquired by Europeans and de-facto lingua franca of the internet. For the purposes of our study, the supranational arena of shared conversations is therefore directly linked to the use of English. Hence, we decided to include in our analysis English tweets and retweets – but only if they originate from users whose first Twitter language is not English (as well as if they are made by an official EU institution account).

We analyze ~5,000,000 tweets from 755,000 users during the period 2014–2019, in eight language spheres, that is, German, French, Italian, Spanish, Polish, Dutch, Swedish, and Danish. The analysis charts the connections between users and their posts using a triangulation of methods: network mapping and statistical modeling of all users and their content, and a qualitative in depth-analysis of the most influential users within each language sphere.

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Our conclusions are that 1) there is a Europeanized discourse on migration on Twitter; 2) the process is driven primarily through uploading and to a lesser extent via downloading of messages to and from Europeans' digital shared sphere of communication; and 3) the most active actors in the process display views critical to migration. In addition, we discover a clear polarization of allegiances within the trans-national European sphere. On the one hand, we find a strongly bonded cluster of users opposed to migration, and, on the other hand, a clearly separated second cluster of users either supportive or neutral in the matter, dominated by accounts linked to NGOs and political institutions. We thus conclude that there are two, not one, public discourses on migration that are Europeanized. We also investigate the impact of Twitter accounts associated with EU institutions in the discourse and find that they only play a marginal role and only reach the part of the discourse that is pro-migration

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PP 873   Perceptions of Europeanisation in the Irish society and media during key crises: a historical analysis

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The paper analyses the evolution of key discourses regarding Europeanisation in Irish society during times of crisis and more specifically during the economic crisis (2008–2012), the migration crisis (2013–2016), Brexit (2016–2021) and the most recent COVID-19 pandemic public health crisis (2020-to date). Based on the Foucauldian framework and its five major aspects of producing and circulating discourses (i.e. addressing the forms and limits of sayable, conservation, memory, reactivation and appropriation; Foucault 1991), the analysis focuses on existing scholarship, policy documents, and data from key surveys (i.e., the Eurobarometer) to provide a historical overview of media discourses, elite and public perceptions of Europeanisation in Ireland. Our analysis relies on the desk-based research conducted in the context of the Horizon2020 project "[title anonymised]" which examines media discourses on Europeanisation, as well as public opinions and elite views, from a cross-country perspective.

The paper analyses evidence of evolving discourses about the EU generated by three different groups of actors: Irish citizens (public opinion), political elites and media organisations. The discussion focuses on identity or pragmatic factors that have shaped these discourses and on how these have evolved over time in the Irish context. Pragmatic factors impacting perception and framing of Europeanisation refer to interest-driven rational or practical issues, while identity factors, on the other hand, refer to moral values, emotions, cultural signals, or ideologies related to the collective entity of Europe and the EU. The paper provides a uniquely comprehensive analysis of the evolution of Europeanisation discourses in the Irish media-elite-public triangle in times of crisis and points to key factors shaping these discourses, thus filling a gap in current scholarship on Ireland and the EU. The historical analysis is complemented by preliminary results from the ongoing discourse analysis of coverage in key Irish media outlets relating to discourses on Europeanisation in periods of crisis.

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PP 874   European right-wing populist parties on Twitter: how personalization shapes the fact-checking agenda

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Populism is a widely studied phenomenon that combines a particular communicative style with a thin-centered ideology (Aalberg et al., 2017), dividing the society between the elite and the people. The personalization of politics, through "individualization" and "privatization" (Van Aelst, 2012), is also a trend of this movement. Twitter has worked as the channel for the dissemination of populist messages and a "candidate-centered politics" (Waisbord & Amado, 2017). However, the use of this tool changes among countries because of national factors.

The communication actions of populism are mostly based on propaganda and inaccurate information, which may trigger a disinformation order. In fact, many fact-checking projects have been launched in recent years. These platforms aim to assess statements from the most relevant social actors, including populist parties. The role of fact-checkers is growing in the society, but prior scholarship has paid little attention to how their agenda are determined by populism.

This research examines the communication strategies published on Twitter by European right-wing populist parties. Specifically, we analyze the profiles of Alternative für Deutschland (@AfD), Rassemblement National (@RNational_off), Vox (@vox_es), and Chega (@PartidoCHEGA). Besides that, the accounts of the main fact-checking platforms on those countries are considered: @correctiv_fakt, @decodeurs, @maldita, and @JornalPoligrafo. The data were

captured for a three-month and non-electoral period (October-December 2021). On a general sample of tweets of 6.853, we applied a manual content analysis on tweets covering political content (n = 4.212).

The discourses of populist parties are analyzed through the observance of propaganda mechanisms. All the messages posted are studied, including retweets, in order to explore which political actors they refer to. On this matter, we also delve into whether the personalization is about the party leader, other party members or competitors. Moreover, the research also draws upon the tweets of the selected fact-checking platforms.

The results confirm a fallacious communication in the right-wing parties, but some remarkable differences emerge. The style in Rassemblement National and Vox is much more personalized and has many emotional appeals. Nevertheless, several party members are mentioned in the Spanish case. By contrast, the messages in Germany and Portugal align with the purpose of receiving extant press coverage. Regarding fact-checking platforms, populist messages are their main objective, especially when leaders are involved. Despite this finding, their agenda is relatively fragmented.

Our research provides some inter-related insights that contribute to current discussions on the communication style of right-wing parties on Twitter, arguing that propaganda and personalization are differently used by countries. Additionally, the focus on political leaders impacts on fact-checking, which should foster a theoretical debate on the effects of this political-centered agenda.

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PC19 - Media and Political Communication in International Contexts

PP 875   Comparing hate speech in French and German news comment sections in the context of migration

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Hate speech and other forms of toxic speech have become a serious global problem in online communication and the offline world. Ranging from expressions of prejudice toward social groups up to recommendations to use violence it arises in different forms, i.e., blatant or subtle speech. Experimental research shows that hate speech can increase negative attitudes towards social groups (Weber et al., 2019) and lower sensitivity towards discrimination (Soral et al., 2018). Therefore, hate speech can have negative outcomes for social dynamics as polarization processes or social cohesion. Although harmful user comments are studied by researchers worldwide, we know comparatively little about what forms hate speech takes in UGC or common targets. Secondly, only a few studies explicitly take a cross-cultural perspective. Our study addresses this gap by analyzing the prevalence and possible forms of hate speech in the context of migration in French and German user discussions on news websites. We investigate:

RQ1: How does hate speech differ in its prevalence, targets and intensity in French and German comment sections?

RQ2: How is hate speech affected by formal and content characteristics of media outlets and comments?

We conducted a quantitative content analysis of 9.466 comments related to 312 articles on 11 news sites. The thematic focus lies on migration as migration-related messages tend to elicit more interactions on social media than other kinds of messages (Heidenreich et al., 2022). We chose a feature-based approach considering hate speech as a multi-faceted concept that can vary in quantity and quality. This means, instead of giving coders a definition of hate speech we capture different elements which can represent negativity directed against groups (e.g., negative evaluation, explicit negative emotional expressions, recommendations of harmful treatment). We also distinguish person-centered negativity vs. generalized evaluations. Four native speakers per country went through an extensive training period (final reliability score: Brennan and Prediger's Kappa $\kappa \geqslant 0.77$).

The dependent variable in our regression models is a negativity score summarizing the different negative features across a comment (1. overall negativity, 2. only for generalized statements). The findings demonstrate cultural commonalities: The most common targets in the two countries are identical: Interestingly, not migrants but political actors are targeted the most in the comment sections. The mentioning of politicians, media actors or other

discussants is a rather strong predictor for negativity, but less so for the prevalence of generalized hate speech – while the mentioning of migrants influences negativity and hate speech equally low in both models. Yet, there are also cross-national differences: Overall, there is more hate speech in German than French user discussions. This may be a result of different moderation or regulation policies. As expected, fringe media websites produce more hateful comments than mainstream websites. Overall, opinion pieces elicit less negativity than fact-oriented articles. In conclusion, when it comes to the assessing the impact hate speech has on society, it is important to differentiate its various forms and intensities and secondly, consider the role cultural circumstances, outlets, topics or other contextual factors play.

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PP 876 Understanding the impact of the Colombian news media in a peace process during crisis times: the 2014 escalation of the conflict

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This paper contributes to the understanding of the impact of the media in peace processes. By employing Wolfsfeld's (2004) '*Political Contest Model*' as an analytical framework, I assess the role that the Colombian news media played during the worst escalation of the conflict – in 2014 – during the peace negotiation (2012–2016) between the Colombian government and the guerrilla group FARC. I discuss how the Colombian news media considerably amplified the escalation of the conflict, marshaled sustained attention to the crisis and provided a pessimistic narrative in regards the future of the negotiations. Interestingly, and this is what I mainly argue, the news media tended to deem only FARC accountable for the loss of trust around the negotiations during the crisis. This is particularly relevant for two reasons. Firstly, I explain that the government also engaged in violent attacks during the crisis and was very reluctant to agree on a bilateral ceasefire. Secondly, I illustrate how the government aimed to attribute all the political responsibility of the increase in violence to FARC, demonstrating that the news media sided with the government's communication strategy.

The paper draws upon three methods: Structural Topic Modelling, thematic analysis of news coverage, and interviews. I used the *stm* R package (Roberts et al., 2019) to analyse four years of news coverage about the peace negotiation. I inspected 17.688 online news articles from four Colombian media outlets: *El Tiempo* and *El Espectador*, the oldest broadsheets in Colombia with the highest audience rates; *Semana*, the main political magazine in the country; and *La Silla Vacía*, an online-based media outlet considered the most influential independent news source among elite groups (Cifras y Conceptos, 2018). Through this method, I quantitatively illustrate the significant amount of coverage given by the media to the crisis in comparison to other topics within the news coverage. Through the thematic analysis, on the other hand, I explain *how* journalists reported about the escalation of the conflict. Finally, the interview data[1] serves to illustrate the strategies employed by varied political actors and how they reacted to the news media.

Therefore, this paper contributes to academic debates about the relationship between media and peace. More specifically, it sheds light – through a comprehensive methodological approach that combines computational and qualitative methods – on how news media intervene during political transition, particularly in the context of a contemporary peace process that put an end a civil war of more than 50 years.

[1] I interviewed 26 people: 10 Government Officials (including communication advisors), 11 journalists, 2 FARC members and 3 Congressmen (Opposition Party).

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Philosophy of Communication

PP 239   Anticipation and communication

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This paper explores the conceptual connections between anticipation and communication. The relation between these notions is far from arbitrary. All communication takes place against the background of an aim (even passive communication, which is more the work of the recipient than the sender in a communicative exchange). Vice versa, all anticipation requires some sense of relationality. All relationality is grounded in concrete communicative acts: "relations do not relate" (Whitehead). In fact, our notion of futurity, of the future, is itself grounded in anticipatory awareness.

There has been little attention for the interplay of communication and anticipation, both from the side of communication theory as well as from the side of anticipation studies. This paper aims to break ground in the exploration of this interplay and to sketch its relevance for practices and theorizations of communicative impact. How might our care for the future be stimulated by a clearer understanding of the communicative dimensions of anticipation, and the other way around? The interdependency of anticipation and communication can be clearly observed in interpersonal communication, but, as the paper will demonstrate, it exists also in other forms of communication. The social awareness around climate change and the need to rethink sustainable communities is a clear example of the impact of communication and anticipation in their interrelatedness (Arnaldi et al., 2020). But even in modes of expression where communication seems to not be the central motivation, such as in poetry, we can identify the traces of anticipatory communication. At the foundational level, the historical, ancient, split in Western thought between truth (institutionalised in "philosophy") and persuasion (institutionalised in "rhetoric") has blinded us to the the anticipatory dimension of communication and, with that, of knowledge. Reclaiming this connection is thus also an important step in designing new, effective modes of critique that can be utilised to diagnose and transform contemporary socio-epistemic regimes and their often detrimental impact on the sustainability of communication environments (public sphere, social media, etc.).

It is hoped that both communication science and anticipation studies can gain from a clearer understanding of the intrinsic connections between the two and in this way increase their societal impact, for example in terms of communication and media literacy, as well as UNESCO's notion of futures literacy.

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● **PHOC01 - Classic Philosophy for Technological World**

PP 240   The good life in a mediatized world: Social freedom as a foundation for privacy and agency

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As media and communication technologies (and their related social and material (infra)structures) permeate more and more domains and practices of today's world, media and communication scholars are increasingly called upon to address how these processes of mediatization (e.g., digitalization and datafication) enhance or diminish freedom and social justice. However, as social philosopher Axel Honneth (2014) has argued, Kantian and Lockean theories of justice dominate contemporary political philosophy (and thereby one of the theoretical reservoirs for also answering questions of media and 'the good life'). This paper therefore follows Honneth's proposal that we need a 'theory of justice as social analysis' where the traditional division of labour between empirical disciplines and philosophical analysis is overcome, and argues that media and communication research can play a pivotal role in this regard due to the centrality of media-related issues in present societal debates as well as the already interdisciplinary composition of the field.

In order to contribute to this endeavour, the paper draws on Honneth's conceptualisation of three forms of freedom – negative, reflexive and social freedom – as an analytical lens to sketch out how different understandings of freedom lead to different normative interpretations, critiques and solutions to the predominant issues of the digital age. The paper uses the proposed UK *online safety bill* – which has been said to potentially set the tone for global social media regulation (Milmo, 2021) – as well as examples of prevalent media and communication research

themes as illustrative cases to outline two 'mediatization problematics' that underpin academic and political debates: the questions of *privacy* and *agency*. The paper argues that the framing of these problematics relates to negative and reflexive ideas of freedom respectively. According to Honneth (2014), however, both of these forms of freedom are preceded and enabled by (a Hegelian idea of) *social freedom*, which Honneth describes as the mutual recognition that people potentially experience in intersubjective social practices and institutions such as families, friendships and relationships, but also as consumers and labourers as well as citizens in public forums. Thus, the paper ends with a discussion of what social freedom might mean in relation to mediatization processes, drawing on philosopher Catriona Mackenzie's (2019) conceptualisation of *relational autonomy*, and media scholar Sofie Flensburg's (2020) outline of *communication-political perspectives* on the transformations of the (Danish) communication system. Thereby, the paper provides a specific critical correction to the main emphases in existing media and technology regulation discourses, and a more general proposal for how media and communication research can have an impact on discussions of the good life in a mediatized world.

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PHOC01 - Classic Philosophy for Technological World

PP 241   Demand of Trust. Løgstrup's Ethics of Communication

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Two insights can be identified with the basic concept of trust. On the one hand, as everyday life and the different forms of communication attest, we are inherently in the assumption of trust. Without trust, we would not be able to engage in any activity. Trust is therefore a condition of possibility for the activities of everyday life as we see at Luhmann (1979) and Løgstrup (1956/2020). On the other hand, trust is a risky choice (Luhmann, 1979). We talk about trust because we do not know the outcome of an activity or manifestation, which, in fact, involves the involvement of some other person. In practice, these two observations lead to two opposite conclusions: trust is and trust is not.

To discuss the tension between these two insights, we turn to Løgstrup's *The Ethical Demand* (1956/2020). What is the relationship between the concepts of demand and trust? Løgstrup uses the term demand (fordring) to refer to the idea that something is demanded of us without this demand being a command. It is a demand which, in my understanding, is closer to begging than to commanding. Something between a plea and a command. At once a longing, a desire, a wish, a commandment and a duty.

Trust is thus an ethical demand in the sense that it is not formulated as an external command, but belongs to the inner essence of man, man is inherently in this trust (by birth) and it is his duty and responsibility to build, express and witness this trust.

Løgstrup's treatise can be seen as a further reflection on Kant and Kierkegaard. It also raises the question of the possibility of a communicative ethics. It emerges as a third possibility, in contrast to teleological and deontological ethics. Building on Løgstrup, communicative ethics can be distinguished from the Habermasian approach and is based on a conception of power and norm that is not merely the product of social forces but the result of an internal constitution (Thomassen, 1985/1992). With this turn, we return to a fundamental insight that questions the relationship between trust and power.

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PP 242   Towards an epistemology of mediated temporality: from ethics to empiricism

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This paper is concerned with the possibilities for ethical subjectivation in a world that is multiply, digitally mediated, and how the experience of temporality can be empirically investigated. The experience of temporality cannot be made a direct object of conscious cognition, which raises two serious concerns. The first is the possibility that digital actants such as algorithms can intervene in, exploit and modify temporal experience in ways that fly under the radar. The second is the challenge of constructing an epistemology and empiricism up to the task of investigating such phenomena in the pursuit of ethical principles including autonomy and accountability. In theoretical terms the paper takes a phenomenological approach in which the present is always ontologically prior to any notion of an origin: in short, we always begin from the experience of finding ourselves thrown into a present – including a presently embodies self – that exceeds our grasp. The experience of temporality is the unfolding of that grasping, of disclosing the world by navigating and acting in it, and that means that understanding it is not a matter of excavating or working backwards to account for how we got to where we are, but mobility from the present. After considering what provides the momentum for this mobility, characterised by Hansen as a feeding-forward, the paper ends by exploring methodological possibilities for investigating how we move between objects, forces and others that are encountered mostly peripherally, ambiently or distractedly, which point the way to an empirical model for scrutinising temporal experience itself. There is no doubt that empirically investigating digitally mediated temporality is daunting, especially when the familiar pillars of constructing historical records and proposing causal if-then explanations of change over time are upended. The traces of digital navigation do not explain movement from one point in time forward to another, but the disclosing of the world to the self and the unfolding of the world to itself. Conventional expositions of empirical analysis are largely foreclosed, which means that doing digital research and explaining its import to others means embracing immersion within still unfolding presents rather than definitive accounts of what and why in a temporally discrete chunk of time past. But there are techniques of visualising, or more correctly, sensualising, habituated mobilities through digital environments that at least come close to conveying the textures of their lived presentness, as well as affording insights that allow for scrutinising the ethical ramifications of digitally mediated temporal experience.

Keywords: digital media, temporality, phenomenology, mobility, epistemology, empiricism

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PP 243   Identity and repetition: on communication and media

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'Identity' can be defined as 'selfsameness through time'. When thinking about human identity the need of a 'self' natural emerges. But what is the object of the 'self' in the sameness of discrete points of time? Answer usually is 'consciousness'. Consciousness was historically related as the source of 'free will', of freedom. 'I' am, myself and only myself, acting by own myself on my own decisions and therefore, performing every single action. But every action take place in the world, and 'the world' is where laws of nature and laws of humans lives side by side, where nature -in its crudeness- and human nature in its creative movements joint together. Hence, for any idea of personal identity we should have an idea of a previous time-space condition which we may call, a 'world' where things happens or where things can emerge; a 'world' is where events take place, could be another *formula*, i. e., a form of translating something into itself by differentiation. Communication is then the primal action of every human being, of every living being. But different events (singularity) require distinct modes of worlds (systems). Identity is thereupon a world-based notion (a time-space grid). Such type of notion should be built upon a common-ground and a common-ground can be defined as shared intentions, expectations, and assumptions (Tomasello, 2008), i.e., communication. Every 'world' is, by this means, a form of repetition that relies behind a single 'I'. A 'world' is a synthesis of every 'circumstance' (different spaces and times), a synthesis that can only be possible through a process of mediation (Luhmann, 2000). Communication and mediation are a simultaneous process from where self's' and objects (otherness) emerges. In this presentation we will enquire if there is any possibility to hierarchizing all these correlates concepts without fall in any extreme position, from materialism to idealism, from nominalism to ontology. Such approach to communication will fall on what we call the 'bookmark-effect': there will be no bookmarks if there were no books, but the same book is completely different when marked with different bookmarks. Such a simple

'medium' upon a medium can singularize and creates complexed worlds, transforming common grounds into different intentions, expectations and, mainly, assumptions.

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PHOC02 - Communication in Contemporary Society

PP 350 The impacts of digital propaganda: from computational manipulation to participatory amplification and volatile dissemination

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In the annals of media and communication studies, propaganda research has often been associated with a crude "injection model" allied with a picture of the audience as a malleable mass – a somewhat questionable reconstruction that has led to a widespread neglect of the early efforts to investigate propagandistic influence. However, along with the recent boom of interest in different kinds of "information disorders", indicated by buzzwords like "echo chambers" and "infodemics", we are now witnessing a growing concern with purportedly new varieties of propaganda. Typically, the novelty is attributed to affordances provided by the digital media landscape, with automated manipulation taking centre stage. This, at least, lies behind the most prominent approach in the new wave of propaganda studies: the "computational propaganda" programme.

Without denying the potentially detrimental impact of media-technological transformations, I will here first establish that this version of "new propaganda" may be vulnerable to the same sorts of criticisms levelled at the pioneers of propaganda research. The view of communication that (mostly implicitly) has informed the computational paradigm can be construed as a fairly simple, one-way model of transfer from active propagandists to passive receivers.

Next, I will outline three challenges to this computational conception of propagandistic communication. Firstly, its conflict with the "active audience" hypothesis – practically an article of faith in many quarters of communication studies. Secondly, and more substantially, investigations citing lack of empirical evidence for "filter bubble" effects and the like – research which, if fully corroborated, would undermine key techno-deterministic assumptions of the computational outlook. But thirdly, and most importantly, an internal line of conceptual criticism, amounting to varying qualifications or full-on denials of the passive-propagandee presupposition. This is suggested in Aaron Delwiche's inclusion of "the active participation of targeted individuals" within his notion of computational propaganda, and also in Nicholas O'Shaughnessy's emphasis on the element of "self-manipulation" as a complement to traditional "other-manipulation". It is made explicit in Alicia Wanless and Michael Berk's conception of "participatory propaganda", where transmissive models of influence are rejected in favour of a transactional view of active audience engagement as "amplifiers" of propaganda.

This, I will then contend, constitutes a major break – albeit one partly prefigured by theorists such as Jacques Ellul – with the predominant view of propagandistic communication as a top-down process. By implication, another long-standing dogma is thereby called into question: the assumption that propaganda requires a powerful sender with a clear agenda. This shift underscores the need to reconsider what the concept of "propaganda" does and should entail in this day and age. But it also suggests that the model of communication that most satisfactorily captures the particular forms of influence exerted by contemporary propaganda is not a transmission, interaction, or transaction model, but rather a dissemination model in J.D. Peters's idiosyncratic sense. From this standpoint, the characteristic impact of digital propaganda may very well be enhanced control by computational means, but – quite paradoxically – also increased volatility in propagandistic messaging.

Philosophy of Communication

PP 351 Remodeling communication for contemporary public debates

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James Carey argued that models *of* communication should also be considered as models *for* it. Though these two-sided functions of the models seem obvious, the reflections on the processes of communication in theoretical as well as philosophical approaches was, and still is, mostly focused on "models of" and only partially on "models for" communication.

The prescriptive approaches to communication ("models for") are usually based on specific philosophical premises, such as particular forms of rationality (e. g. Habermasian theory of communicative action); openness and creative collaboration of communicative community (e. g. constitutive / ritual approach); recognition of distortions of communication and belief in possibility to repair them (e. g. critical theory). In other words, these approaches accept normative premises and put them in the core of prescriptive models. The real communicative situations, however, are not sufficiently analyzed and often regarded as clear and non-problematic.

However, in contemporary climate of social mistrust or even sheer hatred these philosophical premises seem to be contested. Moreover, the benevolence and even rationality of participants of the public debates concerning the most challenging issues – pandemic constraints, climate crisis, identity politics, migration policy, etc. – quite often come under doubt. Hence, the optimism concerning the settlement of these debates seems to wane, and the impact of the philosophy of communication on the public discourse – diminish.

Does this suggest that philosophers of communication should turn towards radical constructivism, which argues that communication never succeeds and that it is a product of imagination of its somehow solipsistic participants? Yet it is hard to see how such perspective might settle or at least pacify the raging public debates.

Therefore, in this presentation I argue that in order to reach a considerable impact on the public discourse philosophers of communication should aim at re-conceptualization of the "models for" communication and bring them closer to the real practices of communication. Philosophical approaches to the public debates should be based not only on the normative philosophical attitudes, but also on the adequate understanding of the complexity of beliefs, interests, and motives behind the various rivaling positions. Moreover, more attention should be paid to the importance of emotions, empathy, and contingencies of communication, not only to persuasion, rationality, and the conveying of ideas.

PP 352 Reflections of society: Towards a critical approach to conspiracy theories

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During the Corona crisis, conspiracy theories have become a publically as well as scientifically debated issue. There has been much progress in understanding the phenomenon since Popper's considerations in *Conjectures and refutations* (1978) or Hofstadter's *The Paranoid Style in American Politics* (1965). However, there does not seem to be a successful strategy in dealing with such narratives or the ones believing in them. Appeals to reason and aims to de-bunk claims considered false usually do not change the mind of conspiracy believers. Moreover, integrating counter-arguments as proof for the alleged conspiracy theory is a key-feature of conspiracy theories.

If conspiracy theories are considered as an outcome of the fundamental structures of the current society and therefore its public sphere rather than as a result of individual psychological dispositions, this could lead to strategies for coping with conspiracy theories with more impact. So, instead of trying to merely ban conspiracy theories from the public as proposed by Sunstein and Vermeule (2009), it can be useful to analyse which societal issues conspiracy theories respond to.

With regard to conspiracy theories about the Corona virus in general and vaccinations especially, it can be stated that there are many narratives about actors who profit from the crisis financially, as for instance pharmaceutical companies. While there might be a valid point in criticising a profit-based health sector, claims of conspiracy theories that tackle the allegedly vile intentions of those actors are often based on antisemitic stereotypes and have to be discarded as not only a false but as a harmful ideology. This paper argues that conspiracy theories should be seen as a reaction to social conditions built up on prejudices and stereotypes found throughout society.

Furthermore, conspiracy theories can be seen as an expression for a desire of concrete power instead of the invisible and structural powers of modern capitalist societies. Many strategies for dealing with conspiracy theories only declare them as unreasonable without explaining the actual social structures, therefore being apologetic towards such structures. In contrast, this paper argues for a critical approach towards conspiracy theories as well as the social conditions fertilising them in the first place.

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PHOC02 - Communication in Contemporary Society

PP 353 Slow bearings in the dark: Existential media and the art of carefully attending in the digital limit situation

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Our world is on edge. Or more specifically, our world is in what existential philosopher Karl Jaspers (1932/1970) called a *limit situation* constituted by a series of cataclysmic and entangled environmental, epidemiological, political, economic and technological crises: a time in which there are deep-seated ethico-political and existential stakes of media (Lagerkvist forthcoming 2022). In a limit situation, as Jaspers stressed, humans are called upon to both slow down and to act, faced as they are with the most pressing questions concerning their values and priorities. Media technologies that sustain everyday life play powerful roles in the present *digital limit situation* (Lagerkvist 2020) but our paradigms for addressing them seem stuck in the past. We are in some ways in the dark. Important work in critical data studies has exposed the inherent biases and extractivism of the systems in place, advocating that ethics should be redefined as politics (Noble 2018, Benjamin 2019, Couldry & Mejias 2019, Andrejevic 2020, Crawford 2021). But talking about the politico-economic reasons for reducing humans to data already takes for granted certain ideas about *what it means to be human*. This paper suggests that something else is needed which returns to these basics by interrogating how our originary technicity intersects our originary human vulnerability.

Introducing the key concepts, concerns and theoretical framework of existential media studies (in a conversation with critical disability studies, the new materialism and the environmental humanities) this paper suggests that we need to slow down to find our bearings. It offers a media theory of the limit situation (and invites *limits* in all their shapes and forms into theorizing media) through a re-appreciation of Karl Jaspers's existentialism and philosophy of communication. In suggesting that existential media have four properties (they ground us in being; throw us up into the air; speak to our shared vulnerability and deep relationality; and demand responsible action), I ultimately propose *an existential ethics of carefully attending*. I will maintain that we need to overturn the tyranny of speed and mindless quantification and the ideals of limitlessness and indefatiguable being – also in our own midst. Importantly, learning from online mourners (the *coexisters*) who lost everything, and placing them centrally for media studies, makes a difference since it requires and forges an art of practical wisdom (*phronesis*) (cf. Ess 2020) of carefully attending, waiting and listening (cf. Shahramed 2021). To make any meaningful impact in the present moment, I argue that media philosophy must "stay with the trouble" as Donna Haraway puts it (2014). This is not a scholastic exercise, or something that applies to the practices or faults of someone else. It is instead the very task ahead in order for our field to move out to confront the unbearable intimacies of emergency (Mickey 2016) situated at the forefront of the digital limit situation.

PHOC03 - New Directions and Challenges

PP 537 Anticipating the nation and constructing the digital citizen for the future. Ed-tech imaginaries from Sweden and Estonia

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"Collectively held, institutionally stabilized and publicly performed visions of desirable futures, animated by shared understandings of forms of social life and social order, attainable through, and supportive of, advances in science

and technology" (Jasanoff & Kim, 2015: 4). This definition of sociotechnical imaginaries is familiar to many media scholars (c.f. Mager, Astrid & Katzenbach, 2021). The term has roots in theories about social imaginaries (Taylor, 2004). But it was developed within the frameworks of science and technology studies (STS) and then adopted by numerous other academic disciplines, that use it as a heuristic tool in studies of large scale technological and infrastructural changes.

However, there is a need to discuss and operationalize this concept further, not least in relation to the theoretical and empirical imperatives of media studies, especially when these are coupled with other academic orientations. For example, in a question regarding how can we use sociotechnical imaginaries to understand the role of new media ecologies in the construction of "the digital future citizen" within the frameworks of the ongoing national and global transformation of compulsory education.

The aim of this paper is to discuss this matter by firstly analyzing sociotechnical imaginaries in relation to concepts such as "anticipatory regimes" (Facer & Selwyn, 2021) and "anticipatory action" (Flyverbom & Garsten, 2021) and then secondly, operationalize this in relation to empirical data, taken from a recently started research project where we investigate how "the future classroom" is imagined, projected and produced by designers, marketers, and others from startup companies within the expansive sector for ed-tech (educational technologies) in Sweden and Estonia respectively. In our analysis of this we use templates such as *indicative snapshots, prognostic correlations, projected transformations and phantasmagoric fictions,* and in our conference presentation we will apply these to images of "the future classroom".

What these visualisations of the media ecology and tempo-spatial order for the governance of "the future media citizen" depict and project is a – platform based, student led, communicative and collaborative space (c.f. Google, 2019) defined by flexible and blended ed-tech solutions that allows personalized and ubiqtuous learning in close connection to real time data analysis (AI, biometrics etc.). Another dimension of this futurology is new and emerging media technologies: holograms, interactive walls, augmented reality (AR), virtual reality (VR).

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■ **PHOC03 - New Directions and Challenges**

PP 538   Disinformation, informational and media literacy and motivated reasoning

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The **objective** of this paper is to analyze, from a theoretical and conceptual point of view, the ways in which the encouragement of *Media and Information Literacy* (MIL) and its articulation with motivated or strategic reasoning can help to face disinformation phenomena.

Introduction

Disinformation is a major topic of debate in the world today due to the threat it poses to democratic societies. Thus, some authors affirm we live in an age of ignorance. Negationist postures about global warming or vaccines efficacy, the deliberate use of hoaxes and fake news by political leaders and media, the alternative facts discourse, are all circumstances that polarize society and show our epistemological vulnerability against disinformation.

Ignorance can be purposely promoted. But the phenomenon of disinformation also obeys an aspect of our cognitive structure: the prominence of motivated reasoning. We have a disposition towards selective exposal to information, avoiding contrasting our beliefs and resisting changing our opinions, even when empirical evidence does not support them. This tendency would explain the proliferation of filter bubbles or the polarization trend.

Hypothesis and Methodology

This work is part of a research project that studies media information literacy, and the informational diet, as possible indicators of critical consumption of information in future high school teachers (PID2019-107748RB-I00). It analyzes the possible interrelation between informational and media literacy received during formal education, informational diet and critical thinking. In this paper, we analyze disinformation from an epistemological and cognitive perspective, based on the social intuitionist model, empirical works on how to avoid and counter disinformation effects, and the definition given by UNESCO (2018) of MIL. We start from the premise that the origin of this kind of phenomena can be found in the confirmation bias and motivated reasoning, beyond the fact that there are agents promoting disinformation for political or particular interests.

Results and conclusions

We conclude that, in order to control cognitive bias, we have to modify the classical approach to MIL and incorporate certain preventive techniques against disinformation that work when applied *a priori*, before being exposed to disinformation. These techniques work through the inoculation of certain kinds of messages that would act as preventive vaccines against the acceptance of disinformation. We also sustain this way of conceptualizing disinformation has implications for a more comprehensive model of communication. Disinformation phenomena force us to pay attention to what makes us prone to its consumption (and not only to the strategies of propagation). Specifically, we emphasize that the perspectives of communication as information transmission and as ritual are not opposed but complementary, as pointed out by the social intuitionist model and the preventive inoculation proposals.

Acknowledgements

PHOC03 - New Directions and Challenges

PP 539   Towards a 'carnal turn' in Communication Sciences

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This communication will follow Stuart Hall's political economy critique of media studies, bringing forward two major insights: (1) the relationship between the hegemonic codes of dominant elites and the mystification of media practices as an on-going process towards the erasure of the *distortion of communication* (Hall, 1973); (2) the possibility for a viewers embodied *decoding* ontology through the idea of *oppositional code* and the challenge of deconstruction media assumptions on race that reproduce ideologies of racism (Hall, 1981). Secondly, we will turn to Loïs Wacquant idea of *carnal sociology* to further the critique of dualist, externalist and mentalist models in contemporary social sciences – inscribing in the decoding process an ontological and methodological requirement to supplement symbolic analysis with the *sensate, suffering, skilled, sediment and situated dimensions of the social agent* (Wacquant, 2015). This movement will reinstitute a carnal dimension of existence to decoders that, as social agents, are *before anything else beings of flesh, nerves and senses* (Wacquant, 2003).

Thus, we argue that critical communication studies have to account both for the carnal resistance of social agents and for the hegemonic codes that persist on marginalizing carnal experiences through ideologies of class, race, gender or security. Consequently, this communication will focus on two pathways that can amplify an *oppositional code* grounded in carnal experience: (1) we will trace the perceptual dimension of social agents through contrasting notions of *flesh* in Hortense Spillers' (1987) and Merleau-Ponty's (1968) writings; (2) we will try to deconstruct the production of myths from encoding hegemonies by inscribing myth as a complex product of social embodied experiences of *ritualization* (Bell, 1992) that continue to function in the *cyberperception* paradigm (Cruz, 2000). Lastly, this communication will bring Affect Theory to the debate as a model for the 'carnal turn' in communication sciences. Showing the necessity to go beyond the 'linguistic turn', Affect Theory helps us to focus on power-knowledge structures where bodies are not reduced to s*edimentations of linguistic performatives*, but are seen as *coalescences of linguistic and non-linguistic flows of forces* (Schaefer, 2015). At the same time, it shows how the power webs of communication ground media discourse through *affective economies* (Ahmed, 2004) and it gives way to a shift in pedagogical practices through notions such as *radical honesty* (Williams, 2021).

Emancipating the carnal dimension of social decoders, this communication will seek to pave way for an affirmative oppositional code that can deconstruct structural hegemonic codes through embodied/affective experiences. This movement, we argue, should also be considered as *praxis*, insofar as in the study of communication sciences this

carnal dimension of students and teachers – their affective oppositional code to ideological myths of transparency and effectiveness – must be taken into a serious account.

PHOC03 - New Directions and Challenges

PP 540   Communicative Resources. The concept of sustainability in communication theory

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In late modernity, the discourse about sustainability of physical resources on our planet is quite common. Material like water or air or soil or other natural resources like fossil resources are considered to be limited, while in critical approaches exploitation of these resources as goods on various markets are under fire. To give an example for a critical approach that is rather pragmatic, the Club of Rome report on ‚limits of growth' can be mentioned, which has become prominent and has been discussed (with ups and downs), in various academic and political contexts and institutions. However, sustainability is not a common topic in communication theory. And sustainability is hardly ever discussed in relation to communicative resources, whether related to face-to-face communication, to communication within or between groups, or in the context of public communication, may it be journalism or public relations or advertising. This paper will discuss a theoretical approach based on the core assumption that communicative resources are limited, or else its exploitation may have severe consequences. It will focus on certain categorial dimensions, i.e. time, space, attention and silence. Time – a sociological category – can be applied to daily routines; to biographical lifespan; and to cross-generational lifespans of bridging past and present and future. Space – again taken as sociological category – is an order of perception on how individuals and collective groups are embedded. Attention may be taken as neurophysiological capacity, but it is highly shaped by society and culture. Silence is the absence of acoustic occupation. Are there limits of time management like acceleration; are there limits of space management like anti-globalization stances; are there limits of attention like exhaustion and disability to focus media stimuli, topics or public debates; are there social practices of gaining silence and resisting any external communicative stimuli?

Given, there might be some indicators for limitation of these communicative resources, are these limits of general impact, or rather culturally bound and thus flexible over generations and history? These are questions that will be raised and discussed from theoretical perspectives combining various disciplines (sociology of time; sociology of space; neurophysiology of attention), in relation to communication theory. Also, empirical findings from these disciplines in relation to empirical findings from communication research (audience and users' perspective) will be discussed. The aim of this paper is to initiate a debate and explore, whether the concept of sustainability would contribute to communication theory and to the self-reflection of modern society.

RAS01 - Community Radio and New Practices

PP 461   The impact of pirate radios in Portugal: a new radio, a new radio journalism

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The 80s of the 20th century represented a transformation in the Portuguese radio scene with the emergence of pirate or free radio stations. The studies carried out so far show an era before and after pirates (Santos; Ribeiro; Cordeiro; Bonixe; Carvalho; Oliveira; Azevedo; Cerejo; Reis). Over the course of the decade, the new stations that broadcast outside the law found their space and asserted themselves as spokespeople for the populations. Among the hundreds of radio stations that broadcast throughout the country, there are examples of amateur and voluntary radios, of more structured projects, and entirely professional radios that did not fit in the classification of pirate radios and that conquered their space as competitors of national radios. If some of them reproduced what they heard on national stations, others broke with established canons and innovated. The teaching of radio journalism accompanied this entire process. Thus, we start from the previous idea that pirate radios changed radio in Portugal to question how they transformed radio journalism. From the most amateur to the most professional radios, in some way, they all contributed to another conception of how to do radio and journalism. The biggest projects advocate major changes, rehearse, and apply them in a structured, rigorous, and professional manner. TSF stands out as the main agent.

Methodologically, in addition to the bibliographic review, were consulted newspapers of the time, reports, interviews, and documentaries published later in the press, radio, television and online. However, the main source of information is interviews with professionals who, at the time, were part of pirate projects across the country.

The insights collected allow us to conclude which changes were produced in radio journalism and how they developed. We list 8 fields in which changes took place, that is, 8 points that intersect and influence each other in terms of formats, contents, journalistic and communication practices, and sounds. The teaching of radio journalism in Portugal has also changed, since many of the professional courses were developed in this decade, in parallel or in articulation with these radios. The changes observed were being apprehended in day-to-day practice by a new generation that started in journalism through the pirates who ended up being a ‚school' in which a new generation of media professionals was born.

RAS01 - Community Radio and New Practices

PP 462   Hyperlocal media, urban spaces in transformation, turbulent times: Radio NoLo, a community radio in Milan

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This paper aims to analyze Radio NoLo, a hyper-local radio and community media born within a Facebook group "NoLo Social District", active in a semi-peripheral area of Milan (Italy).

Since their birth in the 1970s, local Italian radios had, for technical and ideological reasons, the dual role of serving communities and territories (Menduni, 2001). Often through productive and organizational dynamics called as non-professional, horizontal, participatory (Downing et al. 2001) "others" (Pasquali, 2005), local radio stations aim to build a sense of community and (geographical, social and cultural) belonging (Carpentier et al., 2003) but also to affect the transformations of the urban context. More recently, digital technology and the Internet have offered to a growing number of people the opportunity, at low cost, to create new hyper-local and community media projects (Radcliffe 2012), including radio ones (Ali 2017), but often with problem of economic sustainability and inability to reach a sufficiently large audience to make the project "visible".

More recently, the development of hyper-local media projects has been analyzed in the process of rethinking the role of city districts: during the pandemic, large cities have set themselves the goal of rethinking mobility, of localizing public services, for a city where essential services should be within walking distance in 15 minutes as in "15-minute city" (Moreno et al., 2021).

In this context, NoLo, the neighbourhood of Milan in which the Radio NoLo project develops, is characterized by facing this process of neighbourhoodization in a contradictory way, simultaneously experiencing one of the first phases of the gentrification process (Lees et al, 2013).

Starting from these assumptions, the research wanted to answer the following questions:

1)   Is Radio NoLo a hyperlocal media?

2) What is the role of Radio NoLo in building the identity of the neighbourhood? And what role did it play in the neighbourhood during the spring 2020 Covid-19 lockdown?

3) What are the characteristics of the Radio NoLo audience?

Between February and May 2020 10 semi-structured telephone interviews were conducted to founders, editors and collaborators of Radio NoLo and of the NoLo Social District social street. An online questionnaire for Radio NoLo listeners was distributed within the Facebook groups of the NoLo district, to which 102 people replied.

The research results have shown how the issue of recognizing the role of Radio NoLo in the neighbourhood remains open, which is also the general challenge of hyperlocal media in a context that sees the multiplication of (non-media) subjects. The lockdown from Covid-19 has brought out in NoLo new producers of streaming contents for the neighbourhood: breweries, pubs, live music venues, coworking spaces, cinemas. Similarly, Radio NoLo does not seem to be able to represent the whole neighbourhood, speaking only to its own community of reference (the Nolers) and not to all the heterogeneous communities with diverse social, economic and ethnic backgrounds that animate the urban context in which the hyperlocal radio operates.

RAS01 - Community Radio and New Practices

PP 463 **The Portuguese community radio podcasting practice and the primordial use of internet to share their contents and developing the third Portuguese broadcasting sector**

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Despite the ranking of the Community Media Forum Europe (CMFE, 2012) presented two Portuguese community radio broadcasters, the most recent mapping (2021) show us the existence of 21 radio projects, between 2015 and 2020. These projects are linked to a community based on tradition and social relationships (Delanty, 2009), but also by the same language (Weber, 1983) or religion (Amaro, 2007; Cohen, 1985). In this field it's possible to distinguish between geographical communities, based on local relationship, and imagined communities (Anderson, 1993) or virtual communities (Rheingold, 1996), based on the same interests, affinities or cultural consumption in the digital world. In Portugal, the appearance of these community radio projects is coincident with the internet development and consequently they have a strong, and almost exclusively, web presence. Even though these stations were created, they don't formally exist as community radios, because the Law of the Radio doesn't foresee a third broadcasting sector in Portugal. The Portuguese community radios, with their exclusively online presence, enhance new ways of civic participation and a new democracy stage (Dahlgren, 2013; Ferreira, 2012), and assumes itself an ideal place to mobilize people to a common cause. The participation's intensity is observed by the fact that their programs are being made by their own listeners and regard some subjects that don't have place in the mainstream radios. Consequently, it reinforces the proximity with the local communities. For instance, each radio program corresponds to a different author, clearly existing diverse contents or subjects, although we can notice there is an excessive number of musical programs. About the contents, 367 radio programs of these 21 radio projects were analyzed, following a grid made based in the studies of Beaman (2006), Bonini et al. (2014), Fleming (2009) and the grids identified in Radioking.com (2019), Community Radiotoolkit.net (2019) e Spacial.com (2019), with the main goal of contributing to a general overview of the Portuguese third broadcasting sector. The 21 online radio projects analyzed, mostly present a program grid with the name and time of broadcasting. Online broadcasting occurs in 62% of these stations, the same percentage of projects that make their programs available in content format. This percentage equals 13 radio projects that allow listening to the programs in streaming (57.1%) or podcast (19%). Of these radios, 12 put their programs in streaming (57.1%), four in podcast (19%). It is also important to add that only two radios allow subscription to the RSS Feed. Of the 367 analyzed programs, the majority is inside a musical author typology. We can also see a few programs in the categories of radio drama, call-in-phone in, soundscape, sports, and religious. Nevertheless, it's important to say that Portuguese community radios bet in the social networks to promote and disseminate their programs and to establish the relationship with their listeners.

RAS01 - Community Radio and New Practices

PP 464   The potential of independent podcasts in Vietnam

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Based on the document analysis and in-depth interviews with podcast experts, this research explores the overview and potential of independent podcasts in Vietnam in the podcast boom era. According to a paper published by a local PR firm EloQ Communications (2020), podcast awareness is growing in Vietnam, and the Southeast Asian country is a potential market for the format to develop. Waves, a start-up which aims to develop "a podcast ecosystem for the Vietnamese", is also optimistic that the market for audio-based content in Vietnam will grow, thanks to the rapid proliferation of smartphones and high Internet connectivity. A number of industry leaders pointed out that this medium is full of untapped potential waiting to be realized in this country, whether it's aimed to entertain, inspire discourse or inform (Ward, 2019). As this industry matures, podcasts will become a more popular medium for those who commute by public transportation to consume aural content. The research result shows that the increasing popularity of on-demand audio platforms, smart speakers, and high-tech audio systems for cars in Vietnam lead to a significant increase of podcast listeners across the country (Luong, 2020). Podcast specialists also indicate how large the number of podcast listeners is after joining in podcast forums and online communities in Vietnam. This country has witnessed the presence of specialized Podcast online communities. There are two Facebook groups as the two biggest and most popular communities for podcasters in this country named "Community for Podcasters in Vietnam" and "Podcast community in Vietnam". Currently, they have attracted more than 14,000 and 12,000 Facebook users joining the groups respectively. In those mentioned groups, young independent podcasters are distributing their own podcasts and sharing production experiences following group users' inquiries. Their practice and vibrant activities in these groups existed and was well recognised by the nation's podcast communities and practitioners on social media but rarely discussed in the academic environment. This study, filling the gap of podcast research in the Vietnamese context, aims to provide deeper industry insights and contribute to the dearth of literature on the status of independent podcast growth in a Global South country.

Keywords: Podcast study, Independent podcasts, Podcast in Vietnam, Podcast boom era, Podcaster

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RAS02 - Facing the Future: Strategies for the Digital Context

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PP 554   Mapping the maps: what the world sounds like and how these tools can be applied to radio and sound content

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Sound maps are usually defined as cartographic representations or spatial diagrams that adopt sound as the main object (Tschirhart, 2005, p. 20). However, it is also important to highlight that "sound maps are not just visual objects", they also "exemplify a certain way of thinking about the world, a way that gestures toward bridging material and experiential forms of analysis" (idem). Sound maps have been used as a tool to rethink, for example, the notion of city and place, in a context of urban sound maps, in which "notions of places and spaces are being shaped, not just by maps but also by diverse sound technologies" (Levy-Landesberg, 2021).

The use of sound maps to illustrate a particular phenomenon is nothing new. The first works that used sound as the main element in a map began in the 16th century, through the works of Athanasius Kircher, a German physicist, inventor, and mathematician who "illustrated a series of peculiar sound effects, including the mysterious way in which sound, under the conditions, could be jumping observed from one point to another" (Tschirhart, 2005).

With the development of technologies over the centuries, the use of sound maps has been used mainly in field recording of a given location (Fargier, 2020, p. 83), but also in other projects in different sectors, such as arts or sciences, among others, in order to create, above all, a sonic memory. An example of this use is the work of R. Murray Schafer and Hildegard Westerkamp, in the 1970s and 1980s, just to mention two relevant names in sound ecology.

But if sound maps are interesting and relevant tools, used in different areas, and if the focus on sound content continues to grow in journalism (Newman, 2022), how are sound maps being used in radio and in other media that use sound in their content? In this work, we intend to understand how sound maps can be used in journalism. Rethinking the way content is conveyed is the central theme of this work, which will use a mixed methodology, using quantitative and qualitative methods.

A collection of pieces, over a period of one year, in two media (radio and press with a web presence) in two countries (Portugal and the United Kingdom) and their content will be analyzed, with interviews done with journalists

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in the newsroom to understand their motivations for producing this type of content and understand the needs (financial, mainly) to produce sound maps. The choice of these two countries is due to the fact that in the United Kingdom there is a clear commitment to differentiating content and because in Portugal there are, albeit few, some projects of journalistic sound maps. Preliminary results show that in Portugal and in the United Kingdom sound maps are still contents that are little explored in newsrooms.

RAS02 - Facing the Future: Strategies for the Digital Context

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PP 555 **Newspapers' strategies to increase audience reach: from alerts and newsletters to the rise of podcast**

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This paper examines, through content analysis and interviews, the role currently played by audio content (podcast) in the digital strategy of newspapers and its ability to retain readers. The digital transformation of the newspaper industry is taking place in a scenario full of uncertainties. No longer do companies own the distribution channels, due to the impact of digital platforms; increasing and retaining subscribers are key strategic capabilities to regain autonomy, sustainability and profitability (Nielsen & Ganter, 2017). The Information Media Association Forum (2021), after analysing the new scenario the industry faces, with sustainability and profitability in mind, concludes that, in addition to a better knowledge of the audience and its needs, it is key for retaining readers (loyalty) a good editorial content.

The podcast plays an increasingly important role contributing to the value of the brand, the quality of the offer and retention (loyalty), a key tool in the strategy to reduce the dependence on digital platforms and strengthen the subscription model (Bell, Hardstone, 2019; Nafría, 2017, 2018), particularly attractive to younger readers (Newman and Gallo, 2020; Penman, 2021; Reis, 2018'). Along with podcasts, one tool that contributes to reach and retain readers nowadays is "alerts", which have allowed American newspapers, according to the Tow Center for Digital Journalism and The Guardian Mobile Lab, to provide context to readers and define their brand. Newsletters (Lindgren, 2021; Lugo and Rodríguez, 2021; Wheatley, Ferrer-Conill, 2020; Sola, Ortiz, 2021) are brief, selective and specialized contents sent by email and that gained in relevance by its ability to drive the paid to subscription (Guallar, Anton, Pedraza, Pérez, 2021; Newman, 2020; Van der Wel, 2019; Pellicer, 2018).

The main research questions (RQ) are: How do podcasts contribute to the offer in quality newspapers and which is the return of investment, compared to alerts and newsletters (Lindgren, 2021)? We expect superior performance, based, among others, in the experience of 'The Daily', from *The New York Times*, created in 2017, with four million daily downloads and, according to the monthly rankings of Edison Research and Triton Digital, the second most listened in the US (Bittanti, 2021).

To answer the research questions we examined, first, the audio content produced by *The New York Times and The Washington Post* as a reference for high-quality content to establish parameters for the content analysis of the sample (Berelson, 1952; Bardin, 1991). Secondly, we analyzed, through a combination of qualitative and quantitative methods the strategy in three Spanish leading quality newspapers (*El País, El Mundo* and *ABC*). A selection of 60 podcasts were analyzed in terms of structure, themes and narrative technique. Also, semi-structured in-depth interviews were carried out with the responsible managers of the digital strategy and podcast production in the three newspapers examined to inquire about the strategic commitment, its determining factors, its evolution and its advantages as a tool for loyalty, subscription and promotion of the media brand compared to alerts and newsletters. The results allowed us to establish its value and make a prospective of its performance.

RAS02 - Facing the Future: Strategies for the Digital Context

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PP 556 **Innovation and development of the sound digital perimeter in the public talk radio stations in Spain and Catalonia**

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Radio, as a communication medium, has been expanding its digital perimeter as the communication ecosystem has evolved. Since the advent of the web, it has had to transform itself in order to be present in the different communication windows that have opened up. The medium that worked exclusively with sound and, therefore, in

a temporal and linear dimension, has had to incorporate visual resources to be able to show itself in the two-dimensional space of the screens and build interfaces that break the unidirectionality of radio communication.

The next major adaptation of the media was to understand and appropriate the phenomenon of social networks. These spaces for dialogue, exchange, discussion and dissemination alter the rules of the so-called mass communication schemes. Users relate horizontally and hierarchies are given by the prestige, notoriety and contacts of the community itself. And it is in these relationships where the media (and also broadcasters) must compete to build brand image, inform and maintain contact with the audience and, if possible, attract new audiences to their content. The emergence of the networks happened practically in parallel to the irruption of smartphones, which were quickly taken over by radio stations with apps.

Nowadays, when the process of hybridisation of sound content with visual resources has not yet been completed, radio is facing a new challenge: the smartspeakers. Web, social networks, mobile phones and now also smart speakers form the changing digital perimeter. Radio is embarking on a new path: that of integrating the forms of interaction of voice assistants, such as Siri, Alexa, Google Assistant or Cortana, responding to the communicative expectations of 21st century audiences.

This paper presents the results of a comparative study between the main public talk radio stations in Spain (Radio Nacional de España – RNE) and Catalonia (Catalunya Radio -CR) to determine their strategies in implementation and expansion of their digital perimeter. The methodology is based on a quantitative and qualitative content analysis and in-depth interviews with the radio professionals involved in the corporate strategies linked to the concept of digital perimeter. This study is part of a research project that analyses this object of study in the Spanish and Catalan radio ecosystem over the last decade.

When analysing the contents of the public broadcasters RNE and Catalunya Ràdio, three trends are detected which, quite possibly, are marked by the aforementioned extension of the digital perimeter of radio environments. Firstly, the enrichment of sound productions (in the form of binaural sound as in RNE's "El péndulo" or CR's "La Torre de Vidre" shows or offering video content of the session as in RNE's "Zoom in" or CR's "El pugrama dels mansos" or "El búnquer"). Secondly, the hyper-specialisation of themes (such as RNE's "Soy mujer, soy autista" or CR's videopodcast "Sèries i punt") and, finally, a greater precision in audience segmentation (programmes dedicated to teenagers such as RNE's "Gen PlayZ", also a hybrid of radio and television, or CR's "Adolescents XL"). Future work needs to be done to confirm whether these trends are consolidated.

RAS02 - Facing the Future: Strategies for the Digital Context

PP 557 Digital strategies and third-party platforms – How Nordic PSMs are reframing their audio strategies to fit the future

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This paper analyses the public service media landscape within a changing sector that is driven by digital media convergence, with the Nordic PSM companies and their audio development in central focus.

Nordic broadcasters have recently made changes that will shape their audio offerings and strategies. For example, the Finnish Yle changed its Yle Puhe live FM radio channel to a pre-programmed channel offering only podcasts in 2021. Meanwhile, Yle grows its podcast offering substantially on its digital platform. Thus, instead of developing linear channels, Yle focuses on digital content production.

In the age of large platforms expanding also in the national audio markets, Nordic broadcasters are reconsidering their relationship with third-party platforms. Both NRK and Yle have decided to restrict their audio content availability on third-party platforms, but developing their own platforms is also seen as a threat by commercial actors: in Finland, RadioMedia, the commercial radio umbrella organization has requested a pre-evaluation of Yle's content and publishing plans. Also in the Danish and Swedish markets, the PSM companies are working on different publishing plans to attract audiences and considering their actions on third-party platforms.

This study is a comparative analysis of four countries, which examines how Nordic broadcasters align the future of radio and audio. The key research question of the study is: What strategies do Nordic broadcasters have for the development of audio in the 2020s? This question is twofold. I am interested 1) in the change within the companies developing digital environments and 2) in the PSM companies' relationship and plans with third-party platforms such as Spotify.

In order to be able to analyse the strategies and actions of four Nordic PSM companies in Finland, Sweden, Norway and Denmark, I will conduct interviews with the key actors in each company and supplement the interviews with a qualitative document analysis of relevant materials.

My approach is inspired by the digital communication systems framework developed by Flensburg & Lai (2020). An analytical framework of comparing communication systems and interdependencies will be helpful to further understand the PSM companies 'role and position in the market and policy development. The question of the Nordic media welfare state (Syvertsen et al. 2014) will also be explored further with a focus on the digital changes and their effect on both the PSM companies' strategies and national policies.

The recent changes in the distribution of media products and the subsequent emergence of new business models and large actors in the Nordic media landscape make it relevant to analyse media strategies and infrastructures, and the debate on the responsibility and role of platform companies is a debate in which the Nordic PSM companies must also take a stand. This provides us a fresh angle of analysing the changing media landscape within the Nordic PSM.

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RAS02 - Facing the Future: Strategies for the Digital Context

PP 558   The unfulfilled potential of the radio archives. Developing the prototype "Pastfinder": Location based digital interpretation in vulnerable landscapes

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The prototype "Pastfinder" seeks to explore the potential for revitalising radio archives by making use of historical clips in an innovative mobile location based AAR interpretation concept for use in a protected landscape. What stories are hidden in the landscape? How can we, by linking clips from radio archives to specific geographical locations, help reveal these stories? And what's the point of doing it?

The technological development has given us opportunities for location-based interpretation of cultural and natural heritage without the need for physical disturbance. Instead of being a technical tool for communication, smartphones have become multifunctional tools which can offer you endless content almost anywhere. Simultaneously, large parts of our cultural heritage is being digitalised and can be made easily accessible for all. Accessibility is not enough.

This article discusses the unfulfilled potential in digitalized radio archives. Using the radio archive of the Norwegian Broadcasting Corporation and the Norwegian mountain plateau of Dovrefjell as cases, the text describes the development of the prototype *Pastfinder*, using the method of media design. It explains how this has been implemented in a mobile application using the concept of Audio Augmented Reality (AAR) (Azuma, 1997), and the reasons for selecting specific sound clips, locations, visual- and audio-based communication tools. The analysis discusses how the combination of historic sound clips and modern technology can play an important role in spreading the knowledge of vulnerable natural- and cultural heritage. Also, it argues the potential for this to become a genre which gives media archives a new function and relevance by letting it play a central role in sustainable location-based interpretation, both within the boundaries of cultural institutions and in the landscapes. This project is a continuation of former research on the use media design as a method for developing location based digital content, such as Løvlie (2009), Fagerjord, (2011), Liestøl, (2009), Oppegaard (2013) and Nyre et al. (2017).

Keywords: Sound, AAR, radio archives, digital cultural heritage, immersive media, sustainability

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RAS03 - Podcasting: From Theory to Practice

PP 655   Conceptualizing the Ideal Podcast Host from a Listener Perspective

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Purpose and research question

In recent years, the distribution of audio media has undergone rapid change from push to pull, from broadcast to podcast, and from heavy to light-weight technology. These changes have influenced listening situations, practices, expectations as well as content and have afforded new conceptualisations of the role and style of the host. Podcast

hosts are not only responsible for *what* is being said (the semantic level of linguistic meaning), but also *how* it is said (vocal expressions, affective and social meaning) and research shows that podcast listeners develop a strong social attachment to their favourite programs and their hosts (Chan-Olmsted & Wang 2020). The right host with the right voice has developed to be the beacon that enables a podcast to gain attention and impact at a well-filled, un-regulated podcast market (Berg 2021, Berry 2016), but we still do not know what listeners actually expect of a podcast host. The main interest in this paper is to empirically identify and conceptualize characteristics of an ideal podcast host from a listener perspective coined in the general and open research question: Which expectations do podcast listeners have for podcast hosts?

Method and data

We conducted an empirical study of 20 online group interviews with Danish radio- and podcast listeners in 2020. The data was collected at the initiative of the Danish Broadcasting Corporation (DR) as a part of the development of their audio media content towards streaming. The study presented is made independently but with permission from DR.

Theoretical framework

The study is explorative and primarily analytically descriptive. It is framed by existing research on digital audio media cultures and communication studying spoken content, users, experiences, and podcast as a medium of everyday life (e.g. McClung & Johnson 2010; Rubin & Step 2010; Berry 2016, Have & Pedersen 2016; Llinares, Fox & Berry 2018; Perks & Turner 2018; Saabye 2020). The theory will first and foremost function as an explanatory framework for discussions of the analytical findings with a special focus on concepts such as studio hosts, persona, voice, sociality, authenticity, and loyalty.

Preliminary results and contribution

Asking for expectations gives the study a prospectively perspective based on the informants' present knowledge and experience of podcasts. The expectations of podcast hosts are not surprisingly generally the same as expectations of any other studio host, such as professionalism, knowledge of the topic discussed, communicative skills, and a pleasant social personality. But the results also show that it is possible to distinguish specific expectations, such as which dimensions of knowledge, which communication skills and which personalities are most prominent for podcast hosts to possess and why. Within the growing field of podcast studies empirical, qualitative knowledge of audiences are still rare. With this study we give a voice to the podcast listeners and contribute to reach a better understanding of the expectations to podcast hosts but also of the inherent qualities of podcast as a medium. Furthermore, the study provides useful knowledge for podcast producers about preferences in the target group.

RAS03 - Podcasting: From Theory to Practice

PP 656   The journalistic value of podcast: exploring the offer, production, and publication by digital native media in Spain

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Digital native media are a global phenomenon (**Salaverría**, 2020) that, in Spain, have reached maturity (**Toural-Bran & López-García**, 2019). In the context of the digital transformation of journalism, digital native media stand out for their disruptive strength (**García-Avilés *et al.***, 2018; **Negredo *et al.*** 2020; **Salles**, 2019). Scientific literature has delved into the digital DNA and evaluated the typology of innovations carried out in these kind of media. However, previous research has not analyzed how native media in Spain have incorporated podcasting as a digital tool, which implies a revolution to the media industry (**Berry**, 2018; **Newman; Gallo**, 2019).

This research starts from the following question: have the Spanish native media assumed podcasting as a disruptive innovation of their own product or service, to extend their influence among the audiences of the diverse digital platforms? The aim of this article is to identify and analyze the podcast offer of native media in Spain. Particularly, we establish three specific objectives: a) to determine if native media, compared to other digital media, are distinguished by promoting podcasting; b) to discover what types of native media support podcasting; and c) to characterize the type of content that native media produce and publish as podcasts. Thus, we propose three hypotheses:

H1. Spanish digital native media promote podcasts as products or services of their own news production linked to current affairs.

H2. The main purposes of podcast production by Spanish digital native media are, firstly, to give visibility to news and editorial content, and secondly, to explore new narratives.

H3. Spanish digital native media publish their podcasts on the most far-reaching platforms among Spanish internet users.

Our methodology uses quantitative and qualitative content analysis. Quantitative analysis identifies and characterizes the digital native media in Spain that offered podcasts between January and April 2021 (n = 232). These data were recorded within the framework of the research project *DIGINATIVEMEDIA 2019–2021*, in which a Spanish Digital Media Map 2021 was drafted (**Salaverría & Martínez-Costa**, 2021). On the other hand, a qualitative analysis is made of a sample of 29 podcasts produced by the 7 native media with the largest weekly reach among Spanish internet users, according to the *Digital News Report. Es 2021* (**Amoedo et al**., 2021). These 29 podcasts are native productions published during the 2019–2020 and 2020–2021 seasons.

Some of the most important findings are the following: first, Spanish digital native media promote native podcasts as a product or service of their own production or service, related to current affairs content. Spanish native media have the aim of extending the visibility of the news content, compared to a smaller offer of niche or specialized content productions. Podcasting thus becomes one more activity of the newsroom. This task is driven by the management of the medium and carried out by multi-skilled professionals. In short, native media in Spain have taken on the disruption of podcasting by integrating production into their editorial strategy, a challenge that can help them to foster loyalty of their audiences.

RAS03 - Podcasting: From Theory to Practice

PP 657   New Classroom Sound Storytelling: Podcast as Part of Transmedia Narratives in Education

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The podcast was conceived at the dawn of the 21st century, combines digital audio and RSS, Really Simple Syndication (Gallego, 2010), a symbiosis that, in recent years, has grown exponentially. The interest of the communications industries and the increase in downloads and listeners has led to the identification of new areas of activity focused on podcasts. An example of this is the global strategy developed by Spotify, which has opted for a catalog of exclusive podcasts, and the determined commitment of Spanish communication groups, such as Prisa with its audio line and Podium Podcast, or the emerging new platforms such as Podimo or Audible.

At the teaching level, the use of podcasts by some Professors reflects the decided interest in including new methodologies in the teaching-learning process. The global health crisis caused by COVID-19 has highlighted the need to promote the use of online teaching tools and resources for online training. Therefore, it is necessary to consider the option of podcasting as an educational tool and, at the same time, a technological innovation (Borges, 2009; Climent, 2018), with the creation and distribution of capsules with educational content to be heard on demand by students. A material that would follow the rule of the three A: Anywhere, anytime, anyway (Roel, 2010), so neither the place from which it connects nor at what time of day it does, not even the medium used will condition the listening of these contents.

This paper discusses the use of the podcast as a tool for the dissemination and consumption of sound content in the teaching-learning and scientific dissemination process in post-compulsory education. To this end, an analysis of the offer of educational podcasts has been carried out on the leading platforms (Spotify, Ivoox, Podimo) to learn about trends and define the typologies and main characteristics of this type of content. Preliminary findings suggest that the educational podcast is designed to reinforce or consolidate highly theoretical content topics, such as history. The objective is to facilitate the return of students to the most challenging issues at all times of the course.

RAS04 - Gendered Productions and Perspectives in Sound and Radio

PP 767   Female radio art: woman authors in Polish Radio Experimental Studio (PRES, 1959–2002)

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The paper presents selected artistic achievements by women radio artists from PRES, such as Barbara Okoń, Lidia Zielińska, Elżbieta Sikora, Ewa Guziołek and others. Their works, sound rich, interesting and value, were marginalized and never studied as a separate group of works. The aim of the paper is to characterize their works, as well as to outline the genre affiliation. In a chronological arrangement, I present radio works in the context of socio-historical events, genre affiliation and applied forms of expression, themes, narrations, and structures.

The research material consists of broadcasts by female PRES creators from the years 1959–2002 obtained or listened to during the conducted archival queries. The main research method is the structural and semiotic analysis with the elements of adapted to radio art narrative analysis that includes functional, thematic, and performance aspects. This approach gives the answers to the research questions about idiosyncratic characteristic of woman radio art in PRES.

Polish radio art has been developing since the beginning of the existence of Polish Radio and is most strongly associated with PRES unit. The Polish Radio Experimental Studio was established as a part of the Polish Radio, the works created there often represented Poland at international sound and art competitions and were the core of radio and artistic activities.

Since the 1970s, Barbara Okoń, Elżbieta Sikora and Ewa Guziołek have worked at PRES. The most recognizable artist is Sikora who composed in PRES and together with Wojciech Michniewski and Krzysztof Knittel started the KEW group, where such works as *The Second Secret Poem* (Pol. *Drugi poemat tajemny*), *In the Tatra Mountains* (Pol. *W Tatrach*) or *The Zones of Adherence* (Pol. *Strefy przylegania*) were created. In 1976, Sikora created the *Journey II* (Pol. *Podróż II*) in collaboration with Barbara Okoń-Makowska. It is a spatial composition, strongly musical, contains sounds from reality, while using the spoken word to a small extent. In 1979, also in cooperation with Okoń-Makowska, *The Waste Land* (Pol. *Ziemia jałowa*) based on T. S. Elliot's work was created.

This electroacoustic piece contains cultural associations, acting and voice-over performances. Unlike the composer's previous work, *The Waste Land* is a spoken word piece, composed musically, but not deprived of the semantic layer. The voices overlap, the Polish-English duet is included in the work, but not all textual parts appear in both languages. Another joint project of the artists is a piece for tape, *Letters to M.* (Pol. *Listy do M.*) from 1980, created from electroacoustic music, devoid of the spoken word. Other artist, Barabara Okoń-Makowska, worked as a sound director and sound engineer. She worked on both experimental works and radio drama such as *Conversations with absentees* (Pol. *Rozmowy z nieobecnymi*) by Stanisława Grotowska and Halina Krzyżanowska or *Quadrophony* (Pol. *Kwadrofonia*) by Zdzisław Nordelli and Ireneusz Iredyński.

The compositions are extremely diverse in terms of forms of expression. Some of the textual parts are completely communicative, meaningful monologues, sometimes overlapping with another voice, while others are musically composed sounds extracted from words, deprived of verbal code.

RAS04 - Gendered Productions and Perspectives in Sound and Radio

PP 768   Echoes of #MeToo: A feminist sound studies perspective on listening in mediated contexts

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This article discusses how our cultural listening attitudes are affected when we listen within mediated contexts, where the affective and sonic materiality of the body and voice is missing. Through the concepts *echo* and *resonance* we analyze how victim testimonies in the #MeToo debate appears as echoes, which now resonates in the public where the debate seems polarized and some people find it hard to listen to the victims through mediated contexts. To qualify our discussion we unfold the concept *echo* as both mythological figure, theoretical concept and acoustical phenomenon, to reflect on the complexity that is part of the relation between speaking subject, echo, and listener; the testimony, the reproduction, and what is heard.

In 2020 a second wave of #MeToo broke out in Denmark, where countless testimonies and statements of sexual harasment and abuse in the workplace filled the media landscape. Victims are being encouraged to speak up, and the public is being encouraged to listen. But, the debate seems hot-headed and divided. Therefore, we want to discuss if the debate becomes unnecessarily polarized because of listening-attitudes that are grounded in a subject/object dualism; a dualism in which the testimony (the echo) appears as an independent semantic and informative object that distances us, as listeners, from the subject behind.

We seek to understand the testimonies as *cyborgain echoes*, that are bodily, culturally and materially anchored in a gendered subject. In the testimonies there is an implicit understanding of something that *has happened*, "I *was* assaulted", thus we listen to it as an echo of what happened. Building on Haraway's (1991) *cyborg*, Annie Goh (2017) uses the echo as a feministic figuration of the cyborg; a *cyborgian echo* which is both a literary (semiotic/ informative) reading, as well as an material heuristic method to articulate subject/object relations (Goh: 2017: 295). To examine the testimonies as cyborgian echoes anchors them within the individual and gendered subject, both as an echo "I *was* assaulted", but also as a contemporary reflection, "I *am* assaulted", thus allowing space for listening to bodily, material and sensory aspects of the cyborgian echo.

We introduce the concept *reasonance* as a foundation for a productive cultural listening attitude, and a way to critically discuss sound, listening and politics in mediated contexts. Instead of placing the debate in a dichotomy

between resonance and reason (Erlman, 2010), we argue that the listening attitudes we unconsciously partake in has substantial influence on how we understand each other and interpret echoes. Lastly, the article discusses how mediated contexts affect our ability to occupy different listening attitudes and what it then means to occupy a *reasonant* listening attitude.

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RAS04 - Gendered Productions and Perspectives in Sound and Radio

PP 769   Reforming the radio: the case of The Swedish Women's Movement's Radio Committee (1933–1940)

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Radio history has often been an institutional history, written from the perspective of the dominating broadcasting organizations (e.g. Ekström & Djerff-Pierre 2013). The social history of broadcasting has been given less attention. This paper contributes to a social history of Swedish broadcasting, through an analysis of a movement for media reform. This movement for media reform is the so-called Swedish Women's Movement's Radio Committee, formed in 1933 and operating until 1940. The committee was a joint effort by all established women's organizations in Sweden at the time, formed with the goal of strengthening the role of women in the developing public service radio, and especially providing a platform for women to raise demands on influence in the decision-making (both political and within the broadcasting company) around the development of this new media form. The work of this media reform movement was in many ways successful, and had marked effects on the public service broadcaster, for example by including women on their board and in management and by developing new forms of content, more adapted to a female audience.

The paper analyzes the Swedish Women's Movement's Radio Committee and their work in the 1930s and asks what they did, how they did and with what effects? In what ways can their work be understood as a movement for media reform? The overarching purpose is to provide a piece of the social history of (Swedish) broadcasting by analyzing how its development has been embedded in broader societal contexts. Through the example of the Swedish Women's Movement's Radio Committee as a successful media reform movement, the paper also provides a better understanding for the conditions for conducting media reform work today.

The paper builds on analysis of archival material from the Swedish National Archives documenting the Swedish Women's Movement's Radio Committee as well as secondary sources such as memoirs and newspaper materials.

RAS04 - Gendered Productions and Perspectives in Sound and Radio

PP 770   Not even Covid killed the radio star: the role and impact of Portuguese Renascença Morning show during the pandemics

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Radio has always faced many competitors during its history. More recently, and despite the increasing competition from other media outlets, the medium was able to reinvent itself and adapt to the digital challenge. With the pandemic crisis, radio had again to rethink its strategies, and to resort new digital technologies and devices in order to continue its broadcasting from home, and maintain its important role as a source of news and entertainment. On the one hand, then, from a technological point of view, during a period of social distance, and with very short notice, the medium had to discover new ways to continue its transmissions, by exploring and operating with different equipment, assembly and digital supports. On the other hand, the "at home" new reality caused by Covid 19 made people spend less time in their cars (reducing the need for traffic information), and sports and musical events were cancelled, which also limited the content variety that the radio usually broadcasts. So, in terms of the message, radio was forced to draw new production processes and contents to meet the new demands and needs of its audiences. Covid 19 indeed triggered an unprecedent change on the media environment, including radio, and despite the worst previsions, the medium registered an increase in its audiences in 2020–2021, a time of sharp cuts in advertising investment in the media sector.

The present work focuses on the study of the Portuguese morning show radio *As Três da Manhã*, broadcasted in the catholic generalist station *Renascença*, from March 2020 to December 2021, covering the period of the three waves of the Covid-19 pandemics. Hosted by three women, the programme meant something completely innovative in the Portuguese radio scenario and has been conquering listeners since its origin, on February 2019, gradually contributing to the channel's increasing audience, a trend made more evident during the pandemic period.

The aim of the study is to analyse the channel main changes and adjustments in terms of procedures during the social distance period, and also to explore how this specific radio show behave earned its success, responding to the necessities of its listeners in terms of information, new formats, remote production and content. In order to carry out the aforementioned research, semi-structured interviews were carried out with the radio presenters, the channel's Director and Deputy Director, the morning show producers, the channel's brand manager and the engineer responsible for all the technical logistics for the transmission from home or outdoors, during the few occasions when the programme aired from a mobile street studio. This study also contemplates the morning show scripts content analysis through a critical reading of the program's emission logs, to better understand and justify the success of *As Três da Manhã* during the constraints caused by the pandemic.

Keywords: radio, pandemics, morning shows, diversity, innovation, Portugal, *Renascença*

RAS04 - Gendered Productions and Perspectives in Sound and Radio

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PP 771   The Oral and Aural Turn in Digital Communication and Media Culture

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The paper will investigate how what I call 'born written media' like newspapers, books, letters, notes, e-mails, and text messages, are presently experiencing a surprising popularity in digital audio versions. To give just a few examples: More and more people choose audio recordings, voice-to-text, and text-to-speech technologies in both everyday- and professional communication; In the last few years all well-reputed and well-established national and international newspapers successfully develop audio-articles and podcasts; The use, sales, downloads, streaming, and library loans of digital audiobooks have recently exploded globally, and even academic publishing now turns towards audio. Due to the development of digital technology, 'writing with voices' and 'reading with ears' have become a convenient and effective way to communicate compared to encoding and decoding visual letters in digital media cultures. Some of these technologies were originally developed as assistive devices for disabled people but have been adapted into the everyday life of all kinds of people.

The aural and oral turn in digital communication has both cultural and social implications that need to be critically investigated, because it changes how we as humans and citizens interact with and gain knowledge about people, society, and the world around us. The transformation from text to audio (and vice versa) requires especially critical attention to the communicative qualities of voices and voice design – synthetic as well as human. Questions of expressivity, naturalness, authority, authenticity, recognizability, sociability and emotions are some of the implications related to voice recording and audio decoding – especially to AI-based voice-synthesis.

The ambition of the study behind the paper is threefold:

1) To conceptualize tendencies in present digital communication and media culture as an 'oral and aural turn'. In order to substantiate the argument of an oral and aural turn, empirical practices and examples will be selected primarily from Denmark and Scandinavian. Since I describe a global phenomenon the scope of the project is not geographically limited but will naturally be biased towards the empirical examples.

2) To investigate the cultural and social challenges following from these changes. For instance, by discussing reading skills and situations related to audio media, implications of knowledge communication through audio (production, distribution, reception), and democratic potentials of 'writing with voices' and 'reading with ears'.

3) To suggest how we methodologically can approach these challenges by combining 'deep-listening' and 'distant-listening' methods (Have & Enevoldsen 2021).

From a post-phenomenological perspective (Ihde 2007) the study will investigate the explanatory forces of metaphors like 'resonance', 'vibration', 'voice' and 'listening' in social and cultural theory. This will be combined with a media historical perspective on orality (Ong 2012) and discussions of listening cultures (e.g., Kassabian 2013), audio (media) cultures (e.g. Sterne 2003, 2006, 2012; Bull 2003, 2007; Cox & Warner 2004), and digital reading practices (Pedersen, Have & Engberg (ed.) forthcoming 2022). Furthermore, the paper draws on previous and ongoing research in digital audiobooks and digital reading by Have & Pedersen as well as the project *Reading Between Media* (Novo Nordisk Foundation 2019–2022. https://projects.au.dk/reading-between-media/).

Science and Environment Communication

PP 047 **Mapping two decades of Science Communication: the rise of disinformation studies in the field**

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This work proposes to map the field of Science Communication in the last two decades, through an analysis of all published articles in the main journals of the field, examining their thematic evolution, methodological trends, authorship, and evaluating the impact of a new subject: the rise of disinformation studies in the field of the public understanding of science.

To do so, we analyzed the titles and abstracts of all articles published in the 4 main journals on Science Communication indexed in Scopus and Web of Science, in the last 20 years, conducting a content analysis on *Science Communication* (SAGE), *JCom – Journal of Science Communication* (SISSA MediaLab),

Public Understanding of Science (SAGE), and *International Journal of Science Education: Communication and Public Engagement* (Taylor&Francis).

One of the starting hypotheses is that the investigations became progressively more applied and with more quantitative methodologies; the other is that the problem of disinformation has taken on greater preponderance, especially since 2016, intensifying with the politicization of science and the disinformation crisis caused by COVID-19.

Communication of science to broad audiences, as well as basic media and scientific literacy, are fundamental elements of developed democratic societies. If it is true that in the 1990s the "information highways" promised unrestricted access to knowledge for individual and collective improvement, the dawn of the 21st century showed the limitations of this Enlightenment hope. Social networks, the algorithmic management of information and its dissemination, a new digital capitalism originating from GAFA (Google, Apple, Facebook, and Amazon) have created a toxic ecosystem ideal for disinformation and the extreme polarization that accompanied the rise of populism.

This toxic environment for truth and information is often analyzed within the scope of Journalism Studies, since traditionally disinformation, combined with propaganda, was mainly political. With the extreme polarization in the new ecosystem, the era of omni-disinformation with political motivations extends to many other fields of human activity, including, recently, Science Communication.

This work reflects on the crisis of disinformation in the field of science, and its use as a political weapon to destabilize and erode democracies. In the great federation of all the discontents that feeds the new populism, disinformation in science is a weapon. And in times of a pandemic, this weapon is lethal and can cause massive destruction.

Processing our data from content analysis with SPSS will make it possible to establish the profile of the publications of each journal and, through the VosViewer software, the tool for constructing and visualizing bibliometric networks from CWTS at Leiden University, to examine the relationships they establish between them, visualizing the scientific landscape of the field.

In doing so, the idea is to produce a topology of the field that shows the directions in which the area has been evolving and, also, the impact of disinformation on the investigation being produced.

PP 048 **The emergence of quantum imaginaries: exploring initial public perceptions**

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Propelled by massive and increasing investments in their research and development, quantum technologies, such as quantum computers, are drawing closer. These technologies promise various potential benefits including on healthcare, the environment, energy use and the economy. On the other hand, their development also raises ethical concerns, such as an eventual divide between those who will have access to these technologies and those who will not (Vermaas, 2017). Roberson (2021) points out that the chances of the potential of quantum technologies of being harnessed for public good is likely to be influenced by design choices made early on. To hold an eventual societal debate on the development of these technologies and their uses, laypersons and other stakeholders must first develop a basic understanding of them. Given their complexity, engaging with lay publics on their potential impacts is a challenge in itself.

As put forth by Graf and Sonnberger (2020), even when they are not actively involved, publics and laypersons become a part of wider 'sociotechnical imaginaries' (Jasanoff and Kim, 2015) that go along with the development

of science and technology. Vicente and Dias-Trindade (2021) additionally make the case that news media frames cement particular sociotechnical imaginaries and help stabilize their public performance.

By combining mixed methods, this exploratory research aims to discover the dominant news frames surrounding quantum technologies, as well as explore the initial public reactions to the sociotechnical imaginaries that are currently being constructed in the media.

To explore the nascent public perceptions of quantum technologies in two Canadian cities of different sizes, we held 3 focus groups inspired by Macnaghten's anticipatory public engagement methodology (2021). We presented the participants with samples from the 3 dominant media frames that we first identified through a quantitative news coverage analysis (n = 83) from the past 2 years (9/2019 through 9/2021). As initial results, the '*academic research*' and '*growth of the quantum ecosystem*' news frames were seen positively, while the '*quantum world race*' was met with mixed reactions. Participants either showed optimism or neutrality towards quantum technologies.

We later performed a thematic analysis to delve further into how participants viewed quantum technologies and their research and development. One of the most unexpected themes was that quantum technologies held the '*potential to make people dream*'. Some of the biggest risks, as seen by the participants, were '*unethical industry behavior*' and '*threats to cybersecurity linked to quantum computing*'. Another theme that came out strongly was the '*importance of public engagement initiatives*', even in this early stage of quantum technology development.

The '*quantum world race*' frame in particular sparked discussions on the '*need of openness and ethical governance*'. After being introduced to this frame, participants expressed concerns on what they identified as military or geopolitical risks. These findings suggest that while the media plays a role in shaping sociotechnical imaginaries on a national level, the conversations they help generate between laypersons also seem to act towards co-constructing sociotechnical imaginaries on a more individual level.

SEC01 - Science communication: Impact and public perspectives

PP 049   Understanding science communication as a communicative figuration

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Research impact is closely linked to science communication, to communicative processes between researchers and other societal actors. Our contribution to this year's ECC theme includes conceptual considerations on the transformation of science communication and the implications for the impact of research.

The rise of digital media has led to more wide-spread and easier access to scientific knowledge than ever before. At the same time, horizontal flows of information allow a wide variety of actors to participate in the "social conversation around science" (Bucchi & Trench 2021: 8) and take on the roles of producing, evaluating, and disseminating knowledge (Neuberger et al. 2019: 176; Dickel & Franzen 2015: 335). We see this, for example, in public expressions of doubt about the credibility, objectivity, and independence of traditional knowledge authorities and debates on controversial science topics that touch people's daily lives and fundamental values (Scheufele 2014: 14040; Patterson 2013: 51). These developments, including those as part of the ongoing COVID-19 pandemic, raise the question of how science communication is changing under current conditions, and how it can be conceptualized and empirically described.

To this end, we propose *communicative figurations* as an analytical framework for investigating science communication theoretically and empirically. Originating in Norbert Elias' process theory (e.g. Elias 1978), the concept of communicative figurations assumes that social entities are communicatively constituted and subject to constant change – for example due to technological or societal transformations (**anonymized**). Each communicative figuration consists of (1) actor constellation, (2) communicative practices, and (3) a frame of relevance defining the orientation of the figuration.

Applied to science communication, the figuration would consist of all actors communicatively involved in the negotiation of scientific knowledge and its social meaning, for example as shared knowledge for individual and collective decision-making. Depending on the perspective taken by the researcher – i.e. following an interest in a specific topic or discipline – this figuration would appear differently. Which actors, practices and relevance frames are at play is then a question to be empirically investigated. In our presentation, we illustrate this according to the historical refiguration of the relationship between science and society, and the COVID-19 pandemic as a specific scientific topic.

The analytical framework of communicative figurations allows for the wide variety of actors, practices and orientations involved in science communication, without problematizing this a priori. This approach, we argue, helps to

move the scholarship on science communication and on research impact beyond problems of transmission, and towards investigations of the changing relationships between science and other areas of social life.

SEC01 - Science communication: Impact and public perspectives

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PP 050   Rethinking science communication? Debunking lessons learned from sustainability communication

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As a fundamental social science, media and communication science should address today's society's questions, issues, and challenges and therefore pay particular attention to sustainability as one of the major challenges of our time. As a "public science," media and communications has furthermore the responsibility to contribute with its expertise to responsible societal development, speak out in the current public discourse, and should have the courage not only to formulate recommendations for action but to clearly formulate and define what a functioning society should be built on. This is particularly relevant in an era where targeted misinformation campaigns steadily challenge scientific evidence. Accordingly, we see media and communication science as a research area that should be committed to the task of counteracting any attempt to distort scientific facts and misinform the public. Therefore, in our theoretical contribution, we (1) run a critical literature review of existing approaches that deal with the question of how to communicate the truth of sustainability in a climate of scientific mistrust; (2) identify four different stakeholder types who either doubt science or who can reinforce such doubts with their attitude; and (3) propose a stakeholder-appropriate communication strategy suitable to counteract doubts and misinformation communicatively. In order to meet these aims, we searched for different keywords (inconvenient truth AND communicat*; "bad *or* negative news AND communicat*; "communicat* sustainability"; "communicat* climate change"; "climate change AND scientific mistrust *or* denial"; "climate change AND misinformation *or* disinformation *or* fake news") in two different scientific databases covering the period 2013–2021. After data cleaning, we reviewed n = 473 journal articles matching the search criteria.

Through the literature review, we could identify and differentiate four different stakeholder types: (1) science deniers, (2) adaptation skeptics, (3) whitewashers, and (4) world saviors. For each type, we have outlined their basic characteristics and elaborated the current state of research regarding the impact of both the communication strategies of each type as well as the possibility to counteract them from a media and communication science perspective. Starting from here, we (1) identify limitations of existing communication approaches when coping with counteracting misinformation among the different stakeholder types and attitudes, (2) suggest stakeholder specific communication strategies to counteract misinformation regarding sustainability-related issues effectively, and (3) put up to discussion the impact of media and communication as open science regarding its possibility to contribute toward sustainable development with its current methods and models and whether – like our society – also communication science needs a fundamental transformation to meet sustainability communication's new challenges and problems, in order to take a decisive step toward a "communication *for* sustainability", in terms of a societal transformation towards sustainable development.

SEC01 - Science communication: Impact and public perspectives

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PP 051   Changing epistemic roles through communicative AI

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The impact of online environments on public engagement with science forms a central pillar of science communication research. So far, studies in this area have almost exclusively conceptualized technology as a channel mediating conversations between humans. Today, however, technology is not only a channel but also a communicator: due to advances in artificial intelligence (AI), people increasingly exchange messages *with* voice assistants, social bots, or robots in a meaning-making process (Hancock et al., 2020). By simulating the unstructured flow of a human conversation and adapting to previous interactions with users, these forms of "communicative AI" present themselves as lifelike communication partners and are perceived as communicative subjects rather than mere interactive objects (Guzman & Lewis, 2020).

Industry reports suggest that communicative AI – especially voice assistants such as Amazon's Alexa – increasingly complement journalistic media, social media, or search engines as informational sources, which makes it a new gateway to science communication (Newman, 2018). This paper thus lays first theoretical grounds reflecting on

the impact of communicative AI on science communication: How may it exert power on the way science-related information is distributed, accessed, understood, and acted upon, and how may this further transform the epistemic roles in science communication?

The digitization of public communication has fundamentally changed the conditions for the creation, validation, dissemination, and reception of knowledge, so that epistemic roles and hierarchies have become more open and flexible (Neuberger et al., 2019). In particular, new actors participate in the negotiation of socially consented knowledge, indicating a participatory potential for science communication. While prior research has focused primarily on lay audiences or citizens in this respect, this paper shows that communicative AI technologies are additional actors that should be taken into account. Specifically, it appears that voice assistants, social bots, or robots can indeed weaken established actors such as science journalism by automatically searching and systematizing vast amounts of information, and translating it into an accessible form. They further distribute the information directly to the users in a conversational, even personal manner. For users, a minimum level of science literacy is nevertheless required to access the information (i.e., formulate an adequate question) and, ultimately, to make sense of the answer and transfer it into subsequent actions or decisions. Related, the opening and flexibilization of roles through communicative AI stepping into the role of a communicator can further increase uncertainty about which sources and claims can be considered valid, bringing notions of trust to the fore.

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SEC02 - Climate and environment activism online

PP 150 How flaunted climate activism and message sidedness affect the impact of Instagram influencer posts promoting sustainable products

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More and more influencers are dealing with sustainability issues and display their climate activism, which may have even intensified during the Corona pandemic, as climate strikes could often only take place virtually. Therefore, one aspect we aim to investigate is whether this flaunted activism can lead to better outcomes when promoting sustainable products (1). Furthermore, influencer marketing differs from conventional advertising in that a product is not "blindly" advertised, but rather reviewed and evaluated (2). Research regarding message sidedness suggest that such ads might be particularly persuasive when common counterarguments are addressed and refuted (3). We assume therefore that the display of climate activism and the refutation of known counterarguments increase the credibility and persuasive outcomes. Moreover, we investigate if there are differences between people with high and low environmental concern (EC), because this can impact how individuals react to sustainability appeals (e.g., 4).

We conducted a 2 (activism: present vs. non-present) x 2 (message sidedness: one-sided vs. two-sided refutational) between-subjects experiment (170 Instagram users) with EC as moderator (high vs. low). Research object is sustainable investments, an area that affects almost all individuals, but to which little attention has been paid so far. We designed two Instagram profile screenshots for the same sustainable influencer, one flaunting climate activism versus one showing recipes and discounts instead. To manipulate message sidedness, we designed an additional sponsored post about a fictional sustainable bank, which either includes only supportive arguments, or describes that sustainability criteria are often vague and non-transparent, but the influencers' research concludes that these concerns are unfounded. Every respondent received a combination of profile and post screenshot (tested in two pretests).

Results show no main effect for activism or message sidedness on the behavioral intention, the attitude towards the bank, or the credibility of the influencer. However, people with low EC perceived the influencer less credible when combined with one-sided argumentation than with two-sided refutational argumentation. People with high EC reported generally higher values and were not affected by message sidedness. Similar marginal significant results were found for the attitude towards the bank.

Individuals with high EC might have overall more trust in sustainable products and their advocates while individuals with lower EC react negatively when sustainable products are promoted without showing critical examination. However, if influencers promote sustainable products, it seems sufficient when they deal with sustainable topics generally, but there is no further increase in impact if they flaunt their own activism.

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SEC02 - Climate and environment activism online

PP 151   Between science populism and citizenship in environmental food conflicts

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The politics of food has become one of the battlefields where alternative, more sustainable, political visions have challenged hegemonic conceptions of human's relationship with nature and the status of science and health in environmental discourse. New online public spheres provide democratic opportunities for citizens and groups to voice their concerns in public debate. However, as authorities are increasingly met with mistrust in science controversies, we see examples of science being challenged from a populist anti-democratic perspective (Mede and Schäfer, 2020; Saresma and Palonen, 2022). The paper explores science populism from a left-wing perspective (Laclau 2005; Mouffe 2018) to understand how populism relates to popular and democratic citizenship. From a left populist perspective, citizens engage in articulating progressive and democratic rights-claims (Isin and Rupert, 2015) and alternative/counter-knowledge positions online (Ylä-Anttila, 2018) that challenges hegemonic discourses in environmental conflicts. Veganism, in particular, contests anthropocentric notions of environmentalism and calls for an ecological post-human subjectivity in which a self-reflexive subject no longer occupy the humanist centre. Rather, 'posthuman subjectivity expresses an embodied and embedded and hence partial form of accountability, based on a strong sense of collectivity, relationality and hence community building' (Braidotti, 2013: 49)

This paper therefore focuses on the research question: How does the Danish Vegan Party draw on popular, digital citizenship to articulate rights-claims and alternative knowledge positions online that contribute to left populist discourses on food, science, and the environment? The case of the Danish Vegan Party has been selected due to its radical and highly antagonistic use of digital and social media with a focus on sharing digital content directed against conventional agriculture and the consumption of animal products. Using netnographic methods (Kozinets, 2010; Boellstorff et al, 2012), the analysis focuses on two events that are chosen strategically to exemplify the most central rights-claims articulated by the party. The events each originate in a particular comment that led to an extensive online debate in the form of comments, likes, and shares which allows us to examine how demands circulate and evolve on social, connective media with a particular focus om Facebook and Twitter. The first event, a Facebook post regarding kindergarten lunch, was chosen because it stirred an extensive debate over health implications of eating either a plant-based or a meat-based diet, not only on Facebook but across the mediascape. The debate shows how demands circulate on social media both in favour of and in opposition to the hegemonic food system. The second event consists of several posts, tweets, videos, and website articles across the media scape documenting and debating animal cruelty and is central for understanding how the left populist movement rearticulate rights-claims in favour of a post-human subjectivity.

The analysis of how the Vegan Party reformulate digital rights-claims allows the paper to argue that three central and interconnected populist antagonistic logics are present in the vegan discourse: 1) conflicts regarding mainstream vs alternative knowledge, 2) the people vs the citizen, and 3) humans vs non-humans.

Science and Environment Communication

PP 152 **Youth activism on climate change: analysing visions on politics and social transformation**

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The Intergovernmental Panel on Climate Change (IPCC,2018) and numerous analysts have highlighted the need for 'transformative systemic change' in order to meet the targets of the Paris Agreement and Agenda 2030's Sustainable Development Goals. Multiple proposals and perspectives have emerged on social, economic and environmental transformations to be fostered towards sustainability, its agents and drivers (Linner & Wibeck, 2019).

Research has clearly shown that there is a predominant techno-managerial discourse in media and other public spaces, complemented by discourses focusing on individual change. However, transformations towards sustainability are eminently political with power, justice and redistributive issues at their core. Pluralism and contestation are critical to overcome a post-political ambiance and to re-politicize the Anthropocene exposing and debating divergent visions of socio-ecological relations (Lövbrand et al., 2015).

The time-scales of climate change produce a profound injustice for young people, who will bear the brunt of decisions and practices carried out in the present. They are also particularly vulnerable to societal crises, as shown by COVID-19. Their engagement with- and participation in the politics of climate and (environmental, social and economic) sustainability is therefore of the utmost social relevance and has never been more timely.

In recent years, youth movements have visibly expanded and gained more prominence in the media and other public spaces, partly spurred by the 'Greta effect', and scholars have started discussing the potential impacts of the Fridays For Future movement (e.g. Fischer, 2019; Kenis, 2021). However, little is as yet known about the ways in which young people in different parts of the world envision transformations towards sustainability and their roles in shaping those changes. Youth understandings of what it would mean to re-shape the ways in which people live and societies function in order to adapt to and mitigate climate change are a crucial research opportunity.

This paper aims to analyse how young people's groups in Portugal envision transformations towards sustainability that need to be implemented over the next few decades. It draws on an extensive inventory of youth groups and movements taking stances on climate change, which was based on the analysis of websites and social media (especially Instagram) and categorization of groups according to types of public intervention, focus, scale of action, etc.

Resorting to critical discourse analysis and critical narrative analysis, the paper will discuss the visions of politics and of social and economic transformation put forth by a subset of those groups, including Greve Climática Estudantil (Student Climate Strike) and Climáximo. Unlike what has been found in other countries (e.g. Kenis, 2021) the discourse of these groups engages fiercely with the systemic and deeply political causes of climate change.

PP 153 **F/act movement for transformation of a polluting fashion industry – the case of influencers as green consumers**

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The global fashion industry's devastating environmental impact is widely known and increasingly contested (Niinimäki et al, 2020). The media industry, both in terms of print and online professional media with content produced by journalists and influencers, are also shown to widely promote this unsustainable high consumption (Denisova, 2021). The F/act movement started as a project in Sweden a couple of years ago in order to promote more sustainable production and consumption of fashion and fabrics. Part of it can nowadays be described as an emerging social movement that gathers people with a high interest in fashion, shown on social media platforms such as Instagram, but that are also concerned about climate change and other pressing environmental problems. Together they learn about the impact of clothes and what alternatives there are that could improve the situation. One such move is to stop consuming new items altogether, which they also try to do.

The purpose of this paper is to present results from a recent study that follows a group of so-called f/activists in order to learn about how these influencers make sense of and experience their position as public role-models for slow fashion. What have they learned, what has surprised them, and what obstacles have they identified along the way? Do they feel empowered and have the engagement decreased e.g. their climate angst? The gendered

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dimension, all volunteers i.e. turned out to be females, is also touched upon in the analysis. The bloggers use of digital and social media, primarily Instagram, as a mean to reach a green goal is of particular interest.

We took inspiration from Couldry, Livinstone and Markham's (2007) innovative project about media consumption and public engagement when designing the method for the study and therefore asked the participants to write diaries about their f/activism during a period of two weeks. We combined this data collection with follow-up focus group discussions with the participants in order to capture the social meanings of the topics articulated in the individual narratives (Wibeck, 2000). In addition, we studied the Instagram posts and public media profiles that these influencers had and tagged as part of the F/act movement.

The results tap into a discussion about digital labour and the workings of consumer power, and this in a world full of hopes that digitalization in itself will bring solutions to many global challenges, including climate change. The European Commission's (2019) launch of "The European Green Deal" is one recent example. One interesting preliminary result is that a long-lasting green transformation seems to take place, at least among the engaged influencers. Several bloggers claim that once they have managed to stop shopping for new outfits, they really do not desire going back to old habits of mass consumption. Instead, they are focused on mending broken garment in their wardrobes, buying second hand etcetera. Their experiences as Instagram bloggers also show clear signs of feeling pressure to perform and produce content on a regular basis for their respective followers.

Keywords: *fashion industry; influencer; sustainability; digitalization; Instagram*

SEC02 - Climate and environment activism online

PP 154 **Behind the narratives of climate change denial and rights of nature:Sustainability and the ideological struggle between anthropocentrism and ecocentrism in two radical Facebook groups in Sweden**

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In the public debates over environmental protection, sustainability occupies a prominent position, being used as a signifier for a wide variety of positions and claims as it concerns the action that needs to be taken for the protection of the environment. These diverse positions to sustainability reflect different understandings of what constructs nature and human-nature relations, aligning to varying degrees with either anthropocentric or ecocentric ideologies, positioning humans as superior to nature, or seeing humans as part of, or equal to, nature (Kopnina, 2013; McManus, 1996).

Our research focusses on two Facebook groups in Sweden that address environmental issues, which adopt opposingly radical positions as it regards sustainability: one FB group supports climate change denialism, and one promotes the rights of nature movement and its ideas. Social media, among which Facebook groups, have been functioning as spaces where controversial and radical voices and positions are given visibility (e.g., of climate change denial – Bloomfield & Tillery, 2019), but also where calls for mobilisation and environmental action are addressed (Thorson & Wang, 2020). The two Facebook groups were selected for the study due to their capacity to demarcate the margins and the breadth of the spectrum of discourses around sustainability, and to exemplify the ideological struggle between anthropocentrism and ecocentrism, that lies behind the narratives of climate change denial or rights of nature, and structures their positions and radicality.

The study adopts a macro-textual approach to discourse, and employs a discourse analysis (Titscher et al., 2000) to the two FB groups' posts and comments, exploring how they construct sustainability. As our analysis will highlight, climate change denialism is embedded in deep anthropocentrism, positioning human (economic) interests at the centre of the sustainability discussion. The group's main premises are fed by right-wing, (neo)liberal and sometimes phobic ideologies of antimigration and antifeminism. The rights of nature Facebook group promotes a radical counter-hegemonic ecocentrism, not only positioning nature–with humans being part of it– at the centre of the sustainability discussion, but speaking from the position of nature. Through their claims, which are embedded in a left-wing ideology of social justice, the group's members promote the idea of a holistic change of paradigm in economic and social organization that requires to shake the foundations of the capitalist order.

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SEC03 - Science scepticism

PP 254 **Legacy media as inhibitors and drivers of public reservations against science: Global survey evidence on the link between media use and anti-science attitudes**

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Public resentment toward scientists and their expertise challenges the status of science in society in many countries worldwide. It is thus essential to study the global prevalence of this resentment — and to examine the potential of legacy media to temper such resentment, thanks to their ability to convey positive views on science, educate citizens, and connect publics to scientific discourse. However, existing research has mostly surveyed Western populations, focused on pro-science rather than anti-science attitudes, and often ignored country characteristics which may interact with media use. This secondary analysis addresses these caveats, drawing on the 2017–2020 wave of the World Values Survey (N = 70,867 in 49 countries) and three relevant country-level indicators (freedom of the press, populism, uncertainty avoidance).

Focusing on three components of anti-science attitudes — preference of faith over science, moral reservations against it, and cognitive disengagement from it — we find that these attitudes vary substantially across the world. They are more prevalent in many Latin American nations (e.g., Nicaragua, Colombia, and Mexico) and less widespread in Anglo-American and East Asian countries (e.g., Australia, the US, Japan, and China). Most European publics tend to perceive science less unfavourably as well (e.g., Germany), whereas others are more critical (e.g., Greece).

Results of Bayesian multilevel models show that *globally*, frequent use of legacy media (i.e., newspapers, TV, radio) does not weaken anti-science attitudes. Hence, in contrast to previous research, we do not find substantial evidence for a negative association between legacy media use and anti-science attitudes.

But *in certain countries*, people are indeed less likely to endorse anti-science attitudes if they use legacy media more often, for example in Thailand, Ethiopia, Nigeria, and the US. However, media use does not always undermine reservations against science — but can also exacerbate them: In countries like Turkey, Bolivia, and Serbia, higher newspaper, TV, and radio use translates into *stronger* anti-science attitudes. Legacy media in these countries may not necessarily cultivate appreciation of scientific expertise among their audiences but promote sceptical perspectives on science, emphasizing partisan cues or failures of scientists.

Further analyses indicate that such cross-country variation depends on the prevalence of populist rhetoric in local political discourse: Legacy media use is more likely to increase anti-science attitudes in countries where political parties frequently use populist narratives (e.g., Bolivia, Peru, and Cyprus). This may be because such narratives often criticize academic elites, suggesting that scientific knowledge is inferior to the commonsensical knowledge of 'ordinary people', and often get amplified through the coverage of local media. These dynamics possibly undermine the ability of legacy media to foster trust in science.

Future studies should test causal links of media use and anti-science attitudes more thoroughly: We modelled the latter as an outcome of the former, drawing on previous research and well-established theoretical assumptions. Yet media use may also be conceived as a function of anti-science attitudes. Overall, our findings call for further discussion about the implications of public anti-science sentiment for the science-society nexus.

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PP 255 **Social media as a driver of integration or fragmentation? The multilingual Twitter-discourse on vaccination in Germany during the COVID-19 pandemic**

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The Corona pandemic is one of the greatest current threats to society and at the moment, vaccinations are an effective means for mitigating its negative consequences. There is also evidence that specific segments of the population are hit particularly hard by the pandemic (e.g. people with a migration background). In this context,

the impact and role played by online platforms in the dissemination of (mis)information and the facilitation of integration or fragmentation of public debates and social groups is a recurring topic of discussion (Häussler, 2018).

But, up to now, there are only few studies looking at the discussion within and between different linguistic communities online (e.g. Etling et al., 2014; Kelly & Etling, 2008). This is where our study ties in – we ask: How is the topic of vaccination discussed and evaluated in different language communities in Germany on Twitter during the COVID-19 pandemic?

We collected all tweets in German, Russian, Turkish and Polish (i.e., the languages of the largest migrant groups in Germany) in March 2021 that included the most important keywords related to Corona-vaccination (DeVerna et al., 2021). A translated search query was used for each of the four languages. The data collection was done by accessing the Twitter v2 API full archive search capability via the academic research program. All users were automatically geocoded based on the 'location' field in their user profile. The data was then limited to tweets from Germany. While all active users with at least two subject-related tweets (N = 3216) as well as all tweets in Russian (N = 420), Turkish (N = 88), and Polish (N = 39) could be taken into account for manual content analysis, a sample of 2658 German tweets was drawn. We coded each user's actor type and each sampled tweet's language, its main topic, the mentioning and evaluation of specific vaccines as well as the general sentiment towards vaccination. The coding was done by five trained coders who speak the respective languages. Reliability scores (Krippendorff's Alpha) were satisfactory for all variables.

Our results show that the German language community is the most active on Twitter in discussing Corona vaccinations. Tweets are mostly concerned with vaccine-related policies, Polish tweets also with possible health effects. The overall sentiment towards vaccination is mostly neutral or positive Sputnik and AstraZeneca are the vaccines most frequently mentioned, while Sputnik is generally rated more positively and AstraZeneca more negatively. In a second step, we built a network of message sharing activity (nodes: all twitter users with at least two subject-related tweets, edges: @mentions and retweets). The network reveals that most of the non-German-speaking Twitter users are isolates, only some Russian- and Turkish-speaking users are integrated in the network. Using the fast-greedy-algorithm (Csardi & Nepusz, 2006) we identified 66 communities, ranging from 277 to 2 members (modularity = .6). We then describe the 11 largest communities (1987 users, 89.1% of all connected users) as well as a smaller Russian community in more detail in terms of actor types, languages, and content and discuss them in the light of fragmentation.

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PP 256 Fear the science! – The weaponization of historical references by anti-corona protest movements to discredit science and medicine

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During the Covid-19 pandemic self-proclaimed resistance movements have organized protests against political health safeguarding measures across Europe and beyond. The goals of these ideologically diverse groups are to rebel against an alleged 'Corona regime', provide counternarratives to the existence of a pandemic threat and insurge against political restrictions or vaccination mandates. Soon, the protests were co-opted by political extremists and spreaders of conspiracy myths. Protesters used populist communication to attract and persuade citizens, disseminate (mis)information and form an alliance against the 'mainstream' political viewpoints. While the slogan 'trust the science' is emblematic for hopes that scientific knowledge and medical research can help combat global crises, the protest communication was aimed at discrediting science and medicine. Unsubstantiated claims suggested that medical research caused in fact the outbreak of the pandemic (lab theory), that the health crisis was a for profit scheme of the pharma industry (vaccination scam) and that scientists had become 'useful idiots' of sinister elites and their malicious intentions.

In our talk, we present the results from a qualitative content analysis of the online communication of the German protest movement 'Querdenker'. We analyzed contents disseminated on the messenger platform Telegram between April 2020 and September 2021 to examine the movement's strategies to discredit science. Our findings show that historical analogies and collective memories of dark eras were weaponized in the protest communication to sow doubt about science and medicine. We identified three different yet interrelated strategies of how scientific and medical history are instrumentalized to disseminate fear: 1) Succumb to those in power: The protest communication draws a-historic comparisons between contemporary containment measures and abhorrent historic examples. These refer to how science and medicine served regimes of terror in the past and has been instrumentalized for the legitimization of abominable political goals but also by the financial elites, e.g. by pointing towards human experiments, the legitimization of Nazi race-ideology or advocating safety of alcohol and nicotine. 2) Morally corrupt

and erroneous: The protesters highlight questionable medical practices from the past that once were considered normal procedure but are now dismissed for cruelty (e.g., lobotomy), biases or ethical considerations, emphasizing a former and allegedly persistent susceptibility for morale corruption. 3) Even with pure intentions, side-effects can be catastrophic: Finally, the communication highlighted, that even if medics and science come with good intentions, they are not to be trusted and may cause disastrous consequences. With regard to the current vaccine historical cases of first disputed and later admitted side effects of medical drugs were presented (e.g., Contergan). Only a fraction of the examples examined could be described as outright falsehoods. More typical were representations that made false historical analogies, were foreshortening, recontextualizing, denied historical progress regarding medical standards, which ironically were partly implemented as a reaction to the mentioned scandals. In sum, an eclectic take on the history of science and medicine was meant to denigrate elites, diminish trust, and spawn fear against scientific reason by referring to past failures and atrocities performed in the name of science.

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PP 257   Uncivil communication toward German virologists on Twitter during the Covid-19 pandemic

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During the Covid-19 pandemic, many experts in the field of virology who experienced a strong increase in public interest have reached out to the public directly via Twitter and communicated toward an audience that goes beyond their scientific communities. Twitter has become a popular platform among scientists to share information, enhance their reputation, and educate the public (Collins 2016). In this current pandemic situation, scientists have also been confronted with uncivil and impolite comments. According to a non-representative survey by the journal *Nature*, more than two-thirds of scientists reported negative experiences following their media appearances or social media comments (Nogrady 2021).

Within political communication, the concept of incivility (Papacharissi 2004) is widely used to research public comments in online environments toward politicians or under news articles. Papacharissi (2004) describes incivility broadly as "disrespect for the collective traditions of democracy". Indicators of incivility are inter alia assigning stereotypes, threatening individuals' rights and hate speech while impoliteness based on Papacharissi is characterized through hyperbolic language, questioning one's expertise or aspersion. This study contributes theoretically to the field by transferring this concept on public online communication around scientists. This is especially relevant as incivility in comments can be a polarizing factor in the way how people perceive a certain topic which Anderson et al. (2014) call the "nasty effect". Empirically, this study answers the following research questions:

RQ_1: To what extent are German virologists a target of uncivil and impolite communication on Twitter during the Covid-19 pandemic?

$RQ1_a$: What forms of uncivil and impolite communication can be identified?

$RQ1_b$: Does the extent of uncivil and impolite communication change over the course of the pandemic?

Our sample consists of tweets at the beginning of the first lockdown in Germany (16.03.2020–28.03.2020) and the beginning (28.10.2020–10.11.2020), middle (16.12.2020–03.01.2021) and toward the end (03.03.2021–16.03.2021) of the second lockdown. We looked into the replies toward six German virologists who in the selected timeframes received the most comments. We conducted a manual content analysis of 12.000 tweets and investigated whether the tweet consisted of forms of impoliteness or incivility (operationalization based on Papacharissi, 2004; Southern/Harmer 2021, Gervais 2014). First results show that impolite and even uncivil comments are found in the data however, they make up only a small percentage – which is consistent with other research. The analysis also shows which forms of incivility (e.g. silencing or violence threats) and impoliteness (e.g. veracity or vulgarity) occur more often than others.

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PP 258   Science-antagonism & the question of ethics

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The past two decades have shown the proliferation of alt-right movements in online spaces, often spurred by emerging far-right leanings in electoral politics (e.g. US, UK, and Brazil). These movements have been characterised by disruptive and potentially harmful activist practices such as harassment, science dismissal, silencing, trolling, hate speech, and doxxing. As such, these fora constitute what has been called an 'anti-public sphere' (see Davis, 2020), a sphere in which groups mobilize and position themselves against publicity and the democratic principles that often underpin conventional public spheres. They are often characterised by tendencies to be divisive, anti-elite, antagonistic, anti-state, anti-cosmopolitan, and strongly reliant on ideas that are commonly categorised as conspiracy theories (Davis, 2020: 150–152). This paper draws on a case study of such an anti-public, a climate change denialist group on Facebook, to discuss new ethical implications of studying such spaces. Some research has already addressed the challenges that such groups present to internet researchers, e.g. in terms of risk and visibility under an 'alt-right gaze' (see Massanari, 2018). This paper builds on that work and positions the case study against other research on climate change to draw out further challenges and considerations in this field. The reflections presented here stem from a digital-ethnographic observation of rhetorics and frames employed in a climate change denialist group on Facebook. Due to its frequent uses of trolling (above all of climate activist Greta Thunberg) as well as dismissal and silencing tactics of members that join the group to present alternative viewpoints (e.g. through harassment or group expulsion), the group presents as an anti-public. It can further be characterised as a case of 'science-related populism' (Mede & Schäfer, 2020) as it focuses above all on questions of anthropogenic climate change, and questions the data provided by scientific institutions towards establishing a form of "alternative science". These characteristics are here discussed in light of the ethical conundrums they present for digital social research. This paper provides a range of ethical considerations based on a view of such groups as not only anti-publics, but also science-antagonistic in that their ideological positioning as science-related populism suggests a strong aversion to researchers studying them. This is especially the case where these researchers are part of the demographics that are typically targeted in these groups: scientific elites, female, millennial, non-denialists, and cosmopolitan. Researchers in this position are then not only outsiders, but considered direct opposition (an "us versus them" scenario). The paper identifies and reflects on several components of digital social research that need further consideration in light of the new antagonistic researcher-participant relationships this far-right gaze invokes: (1) a defence of lurking, (2) a reconsideration of far-right gate-keepers as agents of exclusionary politics, (3) an embedded understanding of the creative processes aimed at harassing outsiders, and (4) a reconsideration of Nissenbaum's (2004) notion of 'contextual integrity' in terms of who such integrity is meant to protect.

PP 358   The amassment of scientists' media visibility in linear media: analysing career and gender patterns, disciplinary differences and elite formation in newspapers and magazines in Flanders (Belgium)

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Mainstream news media often feature a select group of *celebrity scientists* (Bucchi, 2014; Fahy, 2017), frequently voicing expert opinions to explain and interpret current affairs. These *visible scientists* (Goodell, 1977) are able to transform their *symbolic capital* (Bourdieu, 1984) into public arenas, popularizing not only their own research activities but on potentially any topic (Jensen et al., 2008). More and more, aspiring public visibility in news media appears as a core ambition for certain scientists, backed by increasing routine institutional PR-strategies (Olesk, 2021). As part of the *open science* agenda, these *transfers of knowledge* between academia and the public are to be encouraged (Cribb & Tjempaka, 2010; Rentier, 2019). Moreover, scholars habitually cite their presence in mainstream media as a precondition for societal impact they have effectuated outside academia (Fecher & Hebing, 2021; Kassab, 2019).

Although providing non-academic audiences with scientific insights is almost universally praised, the dynamics of well-known public intermediaries between science and the public have been underexplored. Using mixed-methods research, this study reveals dominant patterns in media attention for researchers, as a select group of male professors are responsible for the bulk of popularization activities in linear newspapers and magazines in Flanders (Belgium). It shows how certain academic sectors and institutional disciplines get easier access to large amounts

of media coverage, focussing on before (2019) and during (2020) the covid-19-pandemic. Implications of these self-reinforcing dynamics in media visibility will be discussed in the framework of the open science agenda.

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■ **SEC04 - Scientists communicating**

PP 359   Visual science communication on social media: Exploring self-presentation and communication strategies of science communicators on Instagram

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Scientists play a central role in today's knowledge society (Stehr & Grundmann, 2010). While numerous studies investigated how scientists are quoted in the news (e.g. Aladro Vico et al., 2014; Albaek et al., 2003; Peters, 1994; Niemi & Pitkänen, 2017), less is known on how scientists are visually portrayed. The focus has long been on investigating portrayals of scientists in films and comics (Flicker, 2003; Pansegrau, 2009; Steinke, 2005; Weingart et al., 2003), indicating that stereotypical representations of scientists are dominant. Social media has the potential to break up visual stereotypes and to strengthen trust in scientists through communication formats that create closeness (Jarreau et al., 2019; Glatt & Banet-Weiser, 2021). Scientists are increasingly active on social media (Collins et al., 2016; Jia et al., 2017; Peters et al., 2014; You, 2014; Yuan et al., 2017). Social media enables scientists to present their personality and their work according to their needs and wishes. However, researchers just started to investigate visual (self-)presentations of scientists on social media (Jarreau et al., 2019; Zeng et al., 2020). This study contributes to this emerging strand of research by exploring visual science communication on Instagram. To do so, we formulated the following broad research questions:

RQ1: How do science communicators position and present themselves and their research on Instagram?

RQ2: Which visual communication patterns do emerge when analyzing selected feeds of science communicators in more detail?

To answer these research questions, we conducted a qualitative content analysis. We chose Instagram as the most popular and heavily visual platform for content creation in all kinds of contexts (Leaver et al. 2020). Through hashtags and networks, we identified 33 accounts from German-speaking academics from a broad variety of disciplines focusing on science communication. We manually collected the most recent nine feed postings (which also represent the 3x3 grid view) of each account (n = 297). We are currently coding the collected data in terms of formats and genres of visual and textual representation of scientific content as basis for a visual content and typology analysis (Geise & Rössler, 2013; Grittmann & Ammann, 2011). Preliminary results indicate that pictures are the most common visual form used to communicate on the analyzed Instagram accounts, followed by postings that use text or graphics or a combination of both, and videos. While some content creators seem to position themselves

as activists regarding current political or health issues like vaccines, others clearly focus on education by providing accessible scientific content or center on offering insights in their daily work routine. In a next step, we will deep dive into Instagram stories of selected prolific and popular accounts to gauge and revise emerging feed patterns or find alternative ones on this sub-channel. Results will be discussed in light of popular social media ecologies; it remains to be seen if and how scientific academic content creation practices are different from practices of self-branding of commercial (Duffy & Sawey 2021; Abidin, 2021) and activist influencers (Martinelli, 2021).

■ **SEC04 - Scientists communicating**

PP 360 **Finding space in a crowded landscape: researcher visibility, motivations and barriers for digital communication**

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This paper explores research conducted within the Horizon 2020-funded RETHINK Project (https://www.rethinkscicomm.eu/). This research first sought to understand the visibility of different actors within the digital media landscape across a range of European countries and then to consider the motivations and barriers faced by those seeking to communicate scientific research. In this paper we will explore the position of researchers, considering their visibility compared with other science communication actors (e.g. journalists, science communicators), the reasons why they engage with digital media and the challenges the face. Data were collected through a scoping study and survey of science communicators distributed through networks in seven countries: Italy, Netherlands, Poland, Portugal, Serbia, Sweden and UK. The scoping study focused on three science-related topics: artificial intelligence, climate change and healthy diets. Scoping study data highlight the wide range of actors that contribute to communication in these topic areas – from activists and artists to researchers, professors and press officers. This points to the crowded nature of communication online and the difficulty of achieving high visibility, with many of the more 'traditional' communicators (such as Media and NGOs) dominating the landscape. The data also suggest that scientists make use of a relatively limited pool of digital media, focusing on blogs and Twitter. When it comes to reasons why scientists/researchers communicate, educating others, countering misinformation and enthusiasm for the topic dominate, with many also stating it is part of their job role. Few researchers were actually motivated by factors that might be linked to research impact, such as career advantage, communication working being recognised or valued or that such work might raise their profile. Barriers reflect this lack of recognition, with 'lack of time' being the most commonly cited barrier, alongside lack of resources and lack of reward. Researchers also highlight challenges in securing sufficient organisational support and, particularly for younger researchers, insufficient encouragement from funders for this type of work. These findings challenge a conception of researchers who are predominantly driven to undertake digital science communication to promote their research or increase its impact. It also raises questions about the extent to which universities and other research institutions acknowledge the role that science communication can play in enhancing research impact. The crowded nature of the digital landscape, creating challenges for researchers in 'being seen' online, may also contribute to the reticence to share research in this way, something warranting further investigation.

■ **SEC04 - Scientists communicating**

PP 361 **Science communication training: what scientists have to say about their needs**

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Increasingly, leaders of political, academic and research organizations are demanding scientists to open up their work and research to the general public. Scientists are asked to engage in communication and scientific dissemination activities, due to various reasons such as the need to raise social support for science and to fight the increasing mistrust in science. These actions require specific training and there are several scientific and academic institutions making efforts in this direction (Miller et al., 2009). Scientists unwillingness to communicate has been associated to lack of time and of self-perceived ability to do so. Science communication is currently considered a social duty of scientists, but there is no extensive knowledge about scientists' training needs.

At the international level, several investigations have sought to identify the priority given by scientists and researchers to different communication objectives (Besley et al., 2018) and what communication models they assume in their dissemination practices (Simis et al., 2016). Scientists have been considered a homogenous group, but some studies have suggested that differences can be expected when considering scientists from different scientific field. A study on communication offices of research organizations, for instance, has showed that different scientific areas have different motivations and practices (Entradas & Bauer, 2017). Thus, a better assessment of scientists' views' on

the need of training should explore the differences between different scientific communities. A better knowledge on how different disciplinary communities approach science communication can inform future discussions on public engagement, can allow tailoring incentives for each group of scientists and help in better targeting training programs.

This paper evaluates the results of a survey that seeks to identify researchers' perceptions of training needs from a comparative perspective between different scientific communities. Researchers were surveyed on their views about their communication practice, their views on science communication and on their needs of training. This study focuses on three scientific communities from nine relevant scientific institutions of Portugal (Engineering & Technology, Health & Medical Sciences, Social Sciences & Humanities), having surveyed 524 scientists.

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SEC04 - Scientists communicating

PP 362   Science communication to health professionals – May one size fit all?

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Best practices in science communication appear to be highly context and format dependent (Davies et al., 2021), and Weigold (2001) states that there is no single approach to science communication. If this lack of uniformity should be viewed as a problem or an opportunity remains a question (Davies et al., 2021). However, tailoring the communication to the needs of each individual may be the ideal (Hutchins, 2020), but it is not practicable – too costly and time consuming. In some cases, it is critical that audiences with various needs receive scientific knowledge in the same way. In hospitals, for example, doctors and nurses must collaborate, and acquiring scientific knowledge, in the same way, could save lives. This paper will examine a case where two different professions – hospital doctors and nurses – must collaborate on a particular issue – mandatory reporting of intimate partner violence – to provide the best possible patient care.

The following research question is posed: *How do you create a strategic communication plan that is appropriate for reaching both hospital doctors and nurses?* In strategic communication, there is a clear need to understand the audience or target group before communicating (e.g., Edwards, 2018; Johnston & Taylor, 2018). This paper explores science communication on a topic where evidence shows that the perpetrators or victims had contact with service providers like health professionals before the homicides (Vatnar et al., 2022). The empirical data will be drawn from 18–24 semi-structured interviews with doctors and nurses from three Norwegian hospitals. The purpose of the interviews is to map (identify and characterize) differences and similarities between hospital doctors and nurses. Pilot interviews revealed that doctors spend a significant amount of time acquiring evidence-based scientific knowledge. Nurses on the other hand often rely on doctors for the necessary expertise. As a result, it is critical that doctors share their knowledge with nurses. Scientific knowledge, which is essential to both professions, should be communicated in the same way, at the same time. One option is to include hospital doctors and nurses in pre-existing dialogue-required activities, such as internal-professional meetings. As a result, tailoring communication will be practicable. And hopefully, it will result in the best possible patient care, which is the ultimate goal of all health professionals.

Keywords: science communication, strategic communication

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SEC05 - Media coverage of science and climate change and the environment

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PP 448   Shareability of news as a determinant of the most influential climate change media articles

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Social media is becoming an important distribution channel for news from traditional media. The analysis included news posted on global broadcasters' websites and then shared on Facebook. In this way, it was possible to find and analyze content genuinely relevant to an international audience. The choice of Facebook as a content distribution channel is due to two main factors. First, it is the largest social media platform globally (Statista Research Department, 2021). Secondly, it is primarily used by ordinary people. The monitoring of news shared by mass audiences gives more objective results. The possibility of sharing information between people is the core aspect of Internet communication (Smiciklas, 2012). Shares are usually highly correlated with the level of emotions and meaning of news for audiences (Wong et al., 2015). As F. Martin and T. Dwyer (2019, p. 2) mark, "users recirculating digital news than creating it, making online news ,sharing' a more significant form of cultural production than citizen journalism." According to the authors, the capacity to quickly rate and recommend news to recirculate it globally enabled social media users to assume a greater degree of control over how journalism is seen, interpreted, and valued than in the previous century (Martin & Dwyer, 2019, p. 16).

The author analyzed seven television stations (Al-Jazeera English, BBC World, CNN, Deutsche Welle, EuroNews, France24 and RT) in 2017–2020. All of them are broadcast in English and cover global issues. The research period included essential political and climate events (the Paris Agreement, the withdrawal of the Trump administration from the Paris Agreement, amendment of the Kyoto Protocol, subsequent COP conferences). In total, 2,800 most shared articles were collected. A mixed-method approach was used (quantitative and qualitative content analysis and text mining techniques). The research answers the questions, what is the most popular and widely distributed content online, and how visible are scientists' voices?

Results show that climate change and climate policy appeared in the top shared articles every year. Over 80 million shares were generated in the analyzed period, illustrating the importance of the articles for the global audience. This indicator increased each year. The voice of the researchers or a reference to their work appeared in nearly half of the articles. The uniqueness of the results of the presented study is based on the limited availability of analytics data.

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SEC05 - Media coverage of science and climate change and the environment

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PP 449   Evidence-based and emotional arguments about forests and climate change in the Baltic region: a comparison of mediatization in hybrid media systems

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Of the many sectors involved in the global push to mitigate climate change, the issue of sustainable forests and forestry have come to the fore. The competition between different users of the forest is hardening and conflicts become entrenched at national as well as international levels. The debate can roughly be divided into two overarching discourses both claiming to contribute to sustainable green transition: *forest as a resource* and *forest as an ecosystem*. The battle for forests is a discursive struggle over what is framed as problems and solutions. The polarization over what is seen as valid and relevant science is striking. Like other wicked problems, the future of sustainable

forests cannot be solved by rational-technical approaches alone. They are inherently social and political problems. The debate is heavily influenced by mediatization and powerful stakeholders' involvement in the public discourse.

The aim of this paper is to analyze how the EU launch of the Sustainable Forest initiative was received and framed in relation to climate change in news and social media. We will analyze two main newspapers and selected data from Facebook and Twitter in three EU countries (Estonia, Germany and Sweden) in order to better understand the role of the media in framing wicked problems and possibly generating polarization. Our main method is a framing analysis and we will study the years 2017–2018, a period when the forest-climate issue became more salient and polarized in the Estonian, German and Swedish media. The overarching research questions are: How are the problems and solutions in the forestry-climate issue framed? What kind of argumentation (emotional or evidence-based) is prevalent in these frames and successful in terms of reach?

Theoretically we draw on the concepts *environmental governance*, *hybrid media systems* and *framing*. Media are key actors when it comes to framing problems and solutions on environmental issues, and the notion of "framing contests" has been used to direct attention to the power aspects of media frames. The hybrid media system refers to the ongoing mutual adaptation in structures, norms, logics and practices of the legacy media with those of digital-native media, social media, and digital platforms

The comparative analysis enables us to track how stakeholders mobilize evidence-based and emotional arguments to further their positions on different levels and contexts. First, our study will shed light on how evidence-based and emotional arguments are incorporated into frames and circulated through the hybrid media systems on the local, national, or international levels. Second, we will show how legacy and social media interact in different national contexts and whether this affects the reach of certain discourses and if it opens up public discourse to new voices.

Expected results reveal the emotional turn in seemingly evidence-based experts' argumentation. The diversity of actors and arguments in all three countries indicates the strong contextual influence on the forest and climate change related issues. Overall, the increasing pressure on resources may condition more conflicts that lead to polarization of societies.

SEC05 - Media coverage of science and climate change and the environment

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PP 450 **Actor constellations in climate change coverage of Germany news media. A time comparison analysis (2000–2019)**

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Using an actor-centered approach that combines automated and manual procedures of quantitative content analysis, we have analysed actor constellations of the public climate change discourse in Germany during two time periods.

The question, which actors from which social spheres are present in public discourse (in which combinations) is relevant from several perspectives. Following Habermas' ideal of a civil public sphere, a normative requirement for public discourse is that in principle all social groups can participate ("transparency function" (Neidhardt 1994: 8)). A public discourse that is conducted exclusively or predominantly among actors from the "political center" (Habermas, 1992: 430) would be problematic especially when political decisions have to be made regarding socially relevant questions and problems – such as climate change. An increasing presence of political actors could be an indicator for politicization of the climate change discourse (Chinn et al. 2020), while constellations such as a copresence of scientific and political actors could be interpreted as a form of journalistic balancing.

Following these considerations, we ask 1) how diverse the choice of actor groups in German news media coverage on climate change is, and 2) if actor constellations change over time.

To answer our research questions, we have retrieved all articles dealing with the topic of climate change that have been published in six German news media titles (two news magazines, two national quality newspapers, and two regional newspapers) during two periods of time (2000–2001: 2,581 articles and 2018–2019: 11,064 articles) via a keyword search in the Nexis database. From this population we randomly selected 700 articles per investigation period and checked for content fit. Using a named-entity recognition procedure, we have automatically identified all individual actors that were mentioned within the thematically relevant articles (about 8,000 individual actors). By manual coding we determined 2,000 actors that were quoted verbatim or indirectly within the articles (1,000 per investigation period). For these actors we have coded (among other variables) to which social subsystem they belong. We distinguished between political actors (divided into executive, legislative or administrative branches and individual political parties), scientists, actors in scientific administration and medicine, interest groups and other "peripheral" (Habermas 1992: 432) actors from civil society.

Our analysis shows that the German media discourse on climate change is dominated by the political executive in both investigation periods (largest group of actors). However, their dominance decreased significantly over time (from about 40% to 20%). In this sense one could speak of a depoliticization of the media discourse on climate change. The proportion of scientists (the second largest group of actors) also decreased over time, while the share of interest groups and other peripheral actors increased.

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■ **SEC05 - Media coverage of science and climate change and the environment**

PP 451 **The old and the new in climate contestation in the media: a case study of televised coverage of the IPCC's WG1 report in five countries**

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IPCC reports play a central role in summarizing climate science, creating media coverage, affecting public awareness, and exerting influence on climate policy. In the past, these reports have been subject to various forms of contestation, usually around climate science or the credibility of the IPCC.

Recent research suggests that the type of climate skepticism found in the media and other parts of the public sphere has moved in emphasis from denial of aspects of the science (trends, attribution, or impacts) to skepticism about the desirability or feasibility of policy options. Scholars have called this 'climate obstruction' or 'discourses of delay'. For instance, contemporary arguments may emphasize tradeoffs between economic growth and the environment and reject some policy options as unfeasible and immature.

We studied the television coverage of the IPCC's AR6 WG1 report, released on 9 August, 2021. The report contained an updated review of the latest climate science, and the need to make 'strong, rapid, and sustained reductions' in greenhouse gas emissions. We analyzed television coverage because television has historically been neglected in media studies of climate change, despite evidence that television programmes are by far the most used source of information on climate in many countries.

We included three countries where historically forms of climate skepticism have been very prevalent in the media (Australia, USA, UK), and two countries where populist parties or a president have recently gained traction in the political sphere and the media with climate skeptic arguments (Brazil and Sweden).

We chose for each country i) the main news programmes on three ‚mainstream' channels at (roughly) the same time on three dates (August 8/9/10th), and ii) a selection of programmes of (clearly) right-wing channels (e.g. Sky TV in Australia, Fox in the USA, GBTV in the UK, SwebbTV in Sweden). Amongst our findings are:

· In contrast to research on previous IPCC reports, criticism of the 2021 WG1 report and contestation around the science was largely absent from the mainstream media coverage, but strongly present in the right-wing coverage.

· Within the mainstream media, the skeptical discourses that appeared were predominantly those around policy skepticism, but within the right-wing media, there was an equally strong presence of impact skeptics as policy skeptics.

· When policy skepticism was present within the mainstream media, the two main discourses questioning a) the economic costs of taking climate action and b) such action involving too much personal sacrifice were the most commonly mentioned.

· The mainstream channels followed the main discourses of the IPCC report much more closely than the right-wing channels.

These results strongly suggest that a) science skepticism has not disappeared from parts of the televised media and b) forms of policy skepticism are now present in a wider range of countries than science skepticism used to be, and not just in right-wing media.

If this partial shift to new forms of policy skepticism proves to be sustained and pervasive, it represents a significant new challenge to climate action, and requires new research in order to formulate effective responses.

SEC06 - Communicating climate change

PP 545 **Rethinking climate impact regarding self-enhancement and self-transcendence values – Analyzing the effects of framing in science communication regarding climate consequences**

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Science communication can play a crucial role in informing the public on scientific findings of climate consequences for them to implement in their decision-making. According to Schwartz (1992), the foundation of environmental decision-making are a person's values: The value dimension *self-enhancement* focuses on personal benefit and well-being (egoism, hedonism), the dimension *self-transcendence* on protecting other humans, species and their habitats (altruism, biospherism). Science communication therefore faces the challenge of communicating content to people with differing value orientations. Value-Based Framing can present content with regards to different value dimensions: Nilsson et al. (2016; De Dominicis et al., 2017) find best effects for a framing type that matches recipients' value orientation. Hansla (2010) however shows that, independently of existing value orientation, self-transcendent framing can increase environmental behavioral intentions. According to Schwartz (1994), this can be explained with an intrinsic, general striving for preserving one's species that human beings contain.

To analyze possible interactions if value-focused consequences are portrayed with a focus on the gains or losses, Gain-Loss Framing is added as a second experimental factor. Newman et al. (2012) showed a connection between pre-existing value orientations and Gain-Loss Framing: Loss frames were especially effective for participants with low environmental values. Bilandzic et al. (2017) found the emotions fear, guilt, and hope as relevant for processing Gain-Loss Framing.

This study analyzes Value-Based Framing in combination with Gain-Loss Framing, and regards possible moderations of pre-existing value orientations: A framing in line with participants' value orientations is expected to be most effective (Nilsson et al., 2016). An interaction of self-enhancing framing with loss frames is expected to show (Newman et al., 2012). As mediators of the effects, the emotions fear, guilt, and hope (Bilandzic et al., 2017), as well as concern (Schwartz, 1992) are analyzed.

160 participants read one of four versions of a newspaper article. Two-factorial ANOVAs showed no main or interaction effects on attitude or behavioral intentions. Mediation analyses showed an effect of self-transcendent vs. self-enhancing framing via fear on attitude and behavioral intentions. A moderated mediation effect showed for pre-existing self-enhancing value orientations on the mediation of Value-Based Framing via concern on attitude and behavioral intentions.

This study analyzed Value-Based Framing in combination with Gain-Loss Framing for presenting climate consequences. Portraying climate consequences with regards to self-transcendent reasoning instead of self-enhancing reasoning heightened dependent variables via the mediator fear. In line with Schwartz (1992; Hansla, 2010), participants could have felt a threat for their goal of preserving their species when reading the consequences focusing on self-transcendent reasoning, which heightened fear (i.e., Need for Action, Bilandzic et al., 2017), and subsequently attitude and behavioral intentions. Similarly to Nilsson et al., 2016, for participants with low self-enhancing values, self-transcendent content triggered concern and then attitude and behavioral intentions – showing the relevance of pre-existing value orientations. The results show no interaction of Value-Based Framing with Gain-Loss Framing: Value-Based Framing was consistently effective when focusing on possible gains, as well as on losses. Further studies should analyze the general relevance of self-transcendent framing under various conditions.

SEC06 - Communicating climate change

PP 546 **Ideas of impact – a qualitative exploration of professional science communicators' perspectives on quality in science communication**

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Science communication is essential for providing a basis for public decision-making (Scheufele & Krause, 2019), more than ever in the context of societal challenges like climate change or the coronavirus pandemic. While there has been an increase in science communication in an effort to live up to this role, this quantity raises questions of quality. An ongoing debate in research, practice and policy focuses on defining "good science communication"

and the impact science communication has on society and on the people it reaches (Wicke, 2021). This study contributes to this debate by exploring the thoughts of professional science communicators on impact and quality of science communication.

The profession of science communication is a young one and the jury is still out whether it actually is a profession (Trench, 2017). It is, however, indisputable that a number of different professionals are engaged in activities considered science communication and thus shape the field with their ideas (Davies & Horst, 2016). These professionals were in the focus of an exploratory qualitative study of professional science communicators in Germany. To sample diverse science communicators, a typology of actors was developed based on organisational theory (Rödder, 2017). The typology distinguishes actors working outside of any organisational context from those working in organisations entirely devoted to the purpose of science communication and those working in larger organisations that are devoted to other purposes than science communication (e.g. universities). Semi-structured qualitative interviews with 15 science communication professionals (five from each type) were conducted and analysed in a qualitative content analysis (Mayring, 1994). The study offers insights into the communicators' perceptions of quality and impact in science communication and highlights organisational differences.

The study captured the values the communicators embrace as the foundation of good quality science communication as well as the intended outcomes and impacts the communicators pursue. They reveal both commonalities and differences between science communicators from different organisational contexts. While some values seem to be shared across all organisational types (e.g. accuracy of the communicated information or the benefit for society), others are more pronounced in the distinct types (e.g. transparency or inclusivity). Similar patterns emerge for the outcome of science communication, ideas of impact, however, seem to differ starkly across organisational types. The study further shows that the extent to which communicators experience conflict regarding their ability to live up to their own expectations of quality and impact also differs according to the organisational context they work in. Communicators working in larger organisations devoted to other purposes than science communication much more frequently experience conflict between the values they hold or the goals they set themselves and the actual communication they conduct, than communicators from the other two types.

All in all, the study shows that while science communicators from different organisational contexts share common conceptions of some aspects of quality they also have starkly differing opinions on others. This emphasises the need for further efforts to establish a unified approach to quality and impact in science communication and this study hopes to contribute to this process.

SEC06 - Communicating climate change

PP 547 Climate change as an emerging topic amidst the disinformation era in the Spanish Parliament (2017–2021)

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Climate emergency, environmental impacts or sustainability have progressively accessed the public debate during the last decade at a global scale. Although several warning signals were present for a long time, these constant whistleblowing messages coming from civil society and environmental organizations were not loud enough to cross the media and political gatekeeping barriers. The worrying indicators regarding our ecological future have traditionally been overlooked by decision-making political actors and by mainstream media corporations, usually more interested in short-term courses of action and in keeping their audiences entertained with closer and softer news. However, these unheard voices managed to raise up the volume of their claims and the presence of contents related to the broad concept of sustainability are increasingly visible in the public sphere. Because of several concurrent factors at the global, European, and Spanish level, environmental awareness seems to have experienced a remarkable growth. The Sustainable Development Goals, pushing various Agenda 2030 horizon-scanning exercises, are urging institutional actors to collaborate with citizens' stakeholders and adopt greener policies and practices to mitigate the ongoing negative impacts of climate alterations.

All this process is running parallel to another threat to contemporary journalism and democracies: disinformation, in all its variations, turned into a crucial keyword to explain our modern times. This research project explores the presence and role of disinformation in the Spanish Parliament sessions that have dealt with disinformation, reaching up to 748 documents during the sampled period. More specifically, this paper is focused on the role played by climate change in these political debates.

The Spanish Government has included the ecological transition to a green economy as one of its pillars, at least at the discourse level. In doing so, hosting the CoP25 in 2019 in Madrid could be identified as a turning point for a Primer Minister's cabinet that appeals to sustainability very often to frame their sociopolitical and economic decisions. Consequently, paying attention to political claims and dialogues taking place in the Parliament turns into

a solid way to identify discursive positions by main political actors. The current fragmentation of the Spanish parliament, including several concurrent cleavages as left/right and nationalism, is also an open door to the identification of several strategies and tactics in this regard.

By means of a mixed approach combining quantitative data analysis and in-depth qualitative interpretation, this project first identifies each mention to climate change and sustainability in the political confrontation taking place in the main legislative chamber at the national level during a five-years period (2017–2021). A preliminary analysis of those political parties involved in the debate helps us to portray the general landscape and the ideological positions adopted by each player. At a second level, a qualitative analysis is conducted, both automatically and manually, to isolate and exemplify the dominant frames and categories present in the political debate.

SEC06 - Communicating climate change

PP 548 Creative practices for environmental and climate change communication – a review

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As the impacts of climate change and other unsustainability issues are becoming increasingly visible, calls for societal transformations are voiced by scientists, policy makers, youth movements and other non-state actors. Such transformations refer to systemic and fundamental change, engaging a breadth of actors and spanning political, economic, technological, as well as social and cultural sectors (Feola 2015; Linnér & Wibeck 2019). Along similar lines, it has been noted that "[m]any contemporary problems cannot be addressed by the same kinds of thinking that created them. New forms of thinking are required that open up space for new questions, insights and solutions that can transcend current paradigms and disciplines" (Fazey 2019:8). But how can such "new forms of thinking" be supported? What is the role of communicative practices and communication research?

An emerging strand of research is exploring creative practices for environmental and climate change communication and audience engagement (e.g., Boykoff 2019). Examples include studies of the performing arts (Ballard et al 2012), gaming (Flood et al 2018), stand-up comedy (Boykoff & Osnes 2019), and visual and sonic art (Hawkins & Kanngieser 2017). Yet, we still lack a clear view of the impacts of such creative communications – "what works where, when and why" (Boykoff & Osnes 2019:154).

This paper aims to map and analyse research into creative modes of climate change communication. It will discuss results from an ongoing literature review of scholarly papers. The study analyses 77 peer-reviewed articles published between 2006 and 2021, identified through a Scopus database search. The paper will address questions such as:

What are the problems that creative climate communication is supposed to addressed?

How does the reviewed literature frame the role of arts in societal change?

In what ways can arts-based communication impact public engagement with climate change?

What challenges and opportunities does the research literature identify?

In addition, the paper will present a few empirical examples from the international research program The Seed Box – a Mistra-Formas Environmental Humanities Collaboratory (www.theseedbox.se), where arts-science collaborations have been a key feature, as a basis for further discussion about challenges and opportunities of creative environmental and climate communication.

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■ **SEC07 - Politicising and debating nature and the environment**

PP 649   The worths of nature: Valuations of glaciers in U.S. and Norwegian media discourse

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The melting glacier has become a visual symbol of climate change. The global nature of this crisis has strengthened diplomacy among countries such as Norway and the United States, two nations that share a mutual interest in maintaining an economically, socially, and environmentally sustainable Arctic region (Grove, 2021). Despite politically supporting glacier protection, public polling suggests that both countries remain skeptical or indifferent about the severity of climate change (Andi, 2020). This suggests an underlying tension in how these Western nations perceive nature, which in turn informs how they value it, the ways they protect it, and the reasons they do so (Brulle, 2000).

Inspired by Thévenot et al. (2000), this paper explores the worths of nature by comparing two mediated glacier controversies in Norway and the U.S. In the Norwegian case, we examine debate surrounding the company Svaice's plan to extract ice cubes from Svartisen Glacier to sell in high-end global markets; in the U.S. case, we explore debate surrounding the U.S. Forest Service's proposed redesign of the Mendenhall Glacier Recreation Area in Alaska to accommodate increased tourism. Our data consists of 64 Norwegian and 57 Alaskan newspaper articles, published between 2015 and 2021. We combine critical rhetorical and critical discourse methods to examine how glaciers in each case are culturally constructed, what values are attributed to them, and whose voices count in assessing their worth.

Preliminary results suggest a tension between instrumental, relational, and intrinsic valuations of these glaciers. In Norwegian discourse, this tension is exhibited through conflicting constructions of Svartisen Glacier as an object of value; as an agent influencing its surroundings or an entity affected by human activity; and as a resource to be utilized or a living body that is valuable in itself. In Alaskan discourse, this tension is exhibited in conflicting constructions over the efficient use of Mendenhall Glacier, whereby the glacier is valued as a community business, a research opportunity, or a nostalgic memory. These results suggest that while Norwegians continue to weigh the environmental and cultural consequences of valuing glaciers as an object, those in the U.S. have circumvented this debate for economic and personal reasons.

This study answers scholarly calls to expand examinations of economic discourse in other forms of environmental communication discourse (e.g. Fourcade, 2011; Luxon, 2019), which extends knowledge about how people value nature. As different valuations of nature may "present implicit or explicit arguments for different policies meant to tackle the climate change issue" (Andersen et al., 2021, p. 3), this work is also critical for evaluating how national and international environmental policies are understood at a local level.

■ **SEC07 - Politicising and debating nature and the environment**

PP 650   The construction of human-nature relationships in two Climate Heroes campaigns

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The term 'climate hero' is used both in media and campaigns to bring attention to individuals or organisations who could be considered role models in combating climate change or initiating mitigation actions. While this might be an effective strategy for mobilising the public or specific target groups, we need to be aware that the concept of 'climate heroes' guides public discourse about climate change problems and solutions in more ways than one. It entails and raises questions related to individual agency, human-nature relationship, framing of climate change problems and solutions, and their ideological underpinnings, therefore deserving a critical investigation.

Inevitably, the word 'hero' introduces a dichotomy and thereby actively contributes to the structuring our world: we perceive the things a hero does as 'right', allowing us also to identify 'wrongs'. Being a hero is necessarily related to actions, thereby constructing its relationships with other actors and establishing underlying ideological principles. These, in turn, shape our responses to the climate crisis and understanding of possible solutions, including the relevance to the environmental, social and economic dimensions of sustainability.

This paper studies elements from two campaigns that both present selected individuals as climate heroes. One is a web-based and social media campaign by Estonian State Forest Management Centre to highlight the climate benefits of forest management. The other is the multimedia storytelling platform climateheroes.org, launched in 2010. One individual from both campaigns was selected for in-depth analysis. Critical discourse analysis of the related videos, texts and images aimed to uncover how the human-nature relations is constructed via the individual's actions for the climate.

Both campaigns present human-centric relationships between man and nature. The Estonian campaign, using a forestry machine operator as their climate hero, naturalizes forest management and constructs the notion that, in essence, nature is not able to combat climate change without the assistance of man. The 'Guardian of the Cambodian Forest' from climateheroes.org promotes the establishment of a forest community in every village, constructing forest protection as a transformation of relationships between humans of the area.

SEC07 - Politicising and debating nature and the environment

PP 651 Shrinkage and swelling of clay soils: a problem without controversy or media coverage?

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Shrinkage and swelling of clay soils: a problem without controversy or media coverage?

The ongoing climate change implies an increase in the intensity and duration of soil droughts. This increase will lead to an increase in clay shrinkage-swelling phenomena (Gourdier and Plat, 2018), a natural hazard produced by the shrinkage (during drought) and swelling (during rainfall) of clay soils, lifting or displacing the foundations of buildings constructed on these lands; cracking walls, slabs and partitions . According to the BRGM (Bureau de recherches géologiques et minières), the risk of damage to dwellings linked to the shrinkage and swelling of clay soils currently concerns 1/5 of the French territory and 10 million individual houses in France are currently moderately or strongly subject to clay risk.

However, the material and human consequences of this natural disaster are currently the subject of very few press articles (Bihay and Rouquette, 2021). An exhaustive analysis of the articles published in the regional and national written press on the clay risk occurring in a French department highly subjected to this risk (Puy-de-Dôme) over two periods (2011–2013 then 2018–2020) shows that this hazard is the subject of only 28 articles over the first period and 83 over the second. Moreover, the few articles published on the consequences of clay soil shrinkage and swelling adopt a very consensual framework, centered on the publication of natural disaster decrees (Bihay and Rouquette, 2021).

The research problem of this article is therefore the following: why is clay risk not the subject of public controversy in the media?

In order to understand the causes of this absence of media controversy, it is essential to understand the type of relations established between the different actors in contact with this problematic and the constraints, motivations and objectives specific to each of them. Thus, semi-structured interviews (Derèze, 2019) were conducted with different actors, selected to find out their points of view, their relationships, their issues, their objectives, their expectations (Wachinger et al, 2013; Wakefeld, 2003): Associations (Cat Nat 63 and Cat Nat Cournon Le Cendre), public monitoring and risk management organizations (Regional Directorate of the Bureau de recherches géologiques et minières [BRGM]), prefecture, local authorities (mainly Clermont-Ferrand and Cournon d'Auvergne), insurance experts, etc.

The results obtained are grouped into three complementary parts. The first part shows that, despite the evolution of the legislation, many controversial issues remain. The second part analyzes the many reasons for this: media, administrative, political and technical

SEC07 - Politicising and debating nature and the environment

PP 652 Public debates on the eradication of bovine tuberculosis: topics, actors and metaphors in Spain and France, 2018–2020

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Bovine Tuberculosis (bTB) is an infectious disease that mainly affects cows and wild animals. Despite several control programs have been implemented in the EU –and the risk of transmitting animal tuberculosis to people is relatively low these days–, bTB is far from being eradicated. Therefore, zoonotic infection remains a professional risk for farmers and veterinarians (Innotub Project, 2020).

The management of bTB is a controversial issue due to the different positions sustained by the actors involved. On the one hand, there is a certain scepticism among farmers towards the current control programs, which have not been capable of achieving a zero risk and can imply for them to get rid of the cattle (and to assume the consequent economic loss). On the other hand, scientists, veterinarians, and institutions defend the implementation of these measures as the only way to prevent a health and food-safety problem. Considering the way in which bTB is conceptualized by all of them might influence the acceptability of eradication programs, the present study aims to determine how is the disease defined by the afore-mentioned actors and what are the implications of these definitions to improve communication practises.

To do so, we use methodological triangulation. Firstly, we analyze a sample made up of 219 materials containing the keyword "bovine tuberculosis" and published by a diversity of sources (institutions, scientists, veterinarians, and farmers) collected in Spain and France, two European regions dealing with this disease. We use Content Analysis to investigate which are the topics associated to bTB (detection & control; wildlife reservoirs; economic & social aspects; etc.) employed by the different sources talking about it and to elaborate an actors' map to identify their agency in the public speech on the disease. This analysis is complemented by applying Critical Metaphor Analysis. We detect 447 metaphorical expressions that let us build up the main conceptualizations or frames used for talking about bTB. Secondly, we made in-depth interviews to a sample of vets (6 in France and 6 in Spain) and farmers (4 in France and 4 in Spain) about their perception on bTB management.

Results show how communication delivered by institutions and scientists mainly focuses on the detection and control of bTB and, to a lesser extent, on the role of wildlife reservoirs. In this regard, certain deficiencies have been detected in communication on other issues, such as social and economic aspects or benefits of being a free bTB country. In doing so, institutional communication, as well as scientific one, mostly uses war metaphors for framing bTB under a scenario of victory and defeat. On the other hand, farmers' communication deals with a greater variety of topics and frames, as it is not only focused on the disease, but also on the management of their cattle and their relationship with institutions, from which they claim a more active listening. Given that, it is advisable for institutional and scientific communication to use a less warlike vision and to give farmers greater visibility in the management of bTB.

SEC08 - Policy, stakeholders and paths towards sustainability

PP 757 The Business Call for a UN Treaty on Plastic Pollution: Investigating Corporate Communication in the Pursuit of a Multilateral Plastic Pollution Treaty

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On October 14, 2020, in the lead up to the meeting of the United Nations Environment Assembly in Nairobi, Kenya, a group of consumer goods brands, including some of the most significant contributors to plastic litter globally, such as Pepsi, Coca-Cola, and Nestle, released a "manifesto" in conjunction with the World Wildlife Fund, the Ellen MacArthur Foundation, and Boston Consulting Group. The Business Call for a UN Treaty on Plastic Pollution embraced circular economy principles, such as decoupling economic activity from the production of waste, and called for UN member states to "commit to the development of a global treaty on plastic pollution." The partnership between civil society and corporate actors in the Call is emblematic of the consensus-oriented approach to governance embraced by advocates for corporate social responsibility. However, it also raises critical questions about the role of corporate priorities in the negotiation of a multilateral treaty. This paper is part of a larger research project

investigating this attempt to create consensus among disparate actors, asking why companies supported this call and analyzing how their support affects the policy-making process.

Publicly advocating for a global plastic pollution treaty appears to be a significant change in the corporate stance towards regulation, one that allows consumer goods companies to demonstrate commitment to social responsibility. At the same time, the existence of this "business call" document runs contrary to arguments that regulating plastic pollution would unreasonably restrict businesses, potentially strengthening the incentives for national governments to sign the treaty. However, the history of corporate intervention in plastic regulation invites skepticism of corporate interventions in policy discussions, articulated as concerns about greenwashing and regulatory capture.

To identify corporate motivations for supporting the potential treaty, this paper examines the history of corporate public engagement with environmentalism alongside analysis of international negotiations at the United Nations Environment Assembly. It treats the network of branded signatories and their civil society partners as an example of an epistemic community, a professional network of actors whose knowledge and expertise has the potential to influence policy. While research into epistemic communities, such as communities of scientists, has been applied to environmental governance topics (Haas, 2016), it has only recently begun to address public relations practices and networks and their influence on policy making (Aronczyk & Espinoza, 2019). By analyzing the public communication of signatories of the Business Call for the UN Plastic Pollution Treaty alongside documents from the development of the UNEA treaty proposals, this paper contributes to understanding how the interests and priorities of corporate actors were represented during the development of the treaty proposals being considered in March, 2022.

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SEC08 - Policy, stakeholders and paths towards sustainability

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PP 758 Co-designing participatory approaches to increase impacts of cities' climate neutrality actions

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Arguments

Participatory approaches to the communication of research-based knowledge have greatly evolved in the past decade, to the point of being nowadays an integral part of the European Commission's Open Science and Mission-oriented approaches. Approaches such as citizen engagement, citizen science, co-creation, and more in general Responsible Research and Innovation (RRI) have been implemented by research institutions as well as territorial actors such as regional government. The impact of scholarly work developed in the field is nonetheless often described by practitioners as too theoretical and disconnected from their "real" work. The aim of this study is to determine whether involving and supporting "end-users" of such participatory approaches (notably researchers and policy makers) in the co-design of participatory activities involving quadruple-helix stakeholders (academia, policy, citizens and industries) can lead to the identification of shared concrete solutions with higher sustainability and long-term impact.

Theoretical framework

RRI, widely supported throughout the EC's Horizon2020 programme, requires the collaboration of various stakeholders to achieve solutions (both products and processes) which are ethically acceptable, sustainable and socially desirable (Von Schomberg, 2013; Owen, Bessant, and Heintz, 2013). RRI has sparkled "new ways of seeing" the relationship between science, democratic institutions and citizens, and the wide benefits this leads to. It has inspired the Mission-oriented approach (Mazzucato, 2018) recommending greater citizen involvement in missions such as climate neutrality and a need to capture and communicate its impact.

Methodology

The study has involved representatives of governments of 10 European cities who are committed to addressing climate neutrality by 2030. Together with multidisciplinary teams and through a carefully planned mix of participatory workshops and semi-structured interviews, researcher have set up, run and analysed a process focused on exploring cities' current and future citizen engagement activities, addressing needs and expectations towards scaling up such processes, and co-designing concrete projects involving 4-helix stakeholders which can allow cities to achieve concrete and durable changes, in a truly Open Innovation setting.

Results

The uniqueness of this study is that it represents an evolution of traditional participatory exercises, often aimed at communicating science through creative formats. It has led to concrete actions, supported by local governments, which address co-benefits, potential adverse impacts, risk communication and critical reflections by design, thus allowing for much stronger impacts in environmental challenge of climate adaptation. The research has been performed in the context of the EU-funded, H2020 project MOSAIC.

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■ SEC08 - Policy, stakeholders and paths towards sustainability

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PP 759 Becoming friends – The influence of climate change on European nuclear narratives

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Nuclear energy has been an important part of global energy production for the last 60 years. Following the Fukushima accident in 2011, several European countries decided to phase out nuclear energy production. Safety concerns, planning and implementation delays, and increasing costs of nuclear power plants, together with the technological development and the rapidly decreasing cost of renewable energy production forecasted a fundamental restructuring of European energy production.

However, with the rapid rise of climate change to the forefront of discourse, perception regarding nuclear energy started shifting and resulted in more leniency towards nuclear energy, as well as the increase of its public acceptance. The public mood is currently influenced and represented by two different narratives. Some people consider nuclear energy essential in the fight against climate change. Others believe that nuclear energy is a wrong answer to the climate crisis. Our research looks at how European public perceives environmental modernisation through the lens of nuclear energy perception.

Environmental modernisation (EM) offers a framework to conceptualise the interrelation of economic growth, environmental protection, and energy security (Machin, 2019). Interpreting environmental modernisation as a policy discourse interprets environmental protection as an economic activity (Hajer, 1997). Baker (2007) claims that EM aspires to provide a solution to the ecological crisis through economic growth. The dominance of economic over environmental considerations driving economic development is reflected by the 'soft' and 'hard' interpretations of EM.

In 2022, specific nuclear activities and conditions have been set in the EU taxonomy, a classification system of environmentally sustainable economic activities, to help accelerate the shift from fossil fuels. The EU taxonomy was created to meet the EU's climate and energy targets for 2030, and reach the objectives of the European green deal. The European Commission prescribed two periods for feedback on the so-called Draft Act and the Roadmap in 2020, where they invited all EU organisations and individuals to share their views on the proposed taxonomy.

This research focuses on the feedback provided by company/business organizations, business associations, NGOs, environmental organizations and academic/research institutions from both periods. It analyses how commenters framed the relationship between climate change and nuclear energy. Using frame analysis combines the advantages of quantitative content analysis and qualitative discourse analysis by identifying framing devices in the text and reconstructing the reasoning of the text.

As an outcome of the research the modeling the approaches will contribute to the understanding of how the European public perceives the relation of nuclear energy and climate change, and if a 'soft' or a 'hard' approach to environmental modernisation prevails.

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■ **SEC08 - Policy, stakeholders and paths towards sustainability**

PP 760 **Re-Framing Sustainability in a Pandemic. Understanding Sustainability Attitudes, Behaviors, Visions and Responsibilities for a Post-Covid Future**

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There is no doubt that the Covid-19 pandemic means much more than a health challenge and more than a potential economic catastrophe. It is the beginning of a social change process and a test for our civilization on how we deal with transformation. It is also time for asking for the moral principles that will guide transformation. Our response as society as a whole, as collectives and communities, as institutions and individuals will highlight our capability to deal with and manage cultural and social change in the future. Staying at home and away from travelling, consumption, and playgrounds have changed our behavior and lifestyle, with positive and negative effects. It also changed our attitudes from preferences to moral imperatives, from being driven by conventions and habits to moral convictions and new perceptions of our very individual responsibility in these societal transformation processes (Weder et al., 2021). During the first year of the pandemic, people did not only return to their local structures and developed a solidary "we-culture" (Zukunftsinstitut, 2020) and a new consumer sentiment (Kittel et al., 2020). Much more, organizations sketching the future picture the future as the opportunity for a new kind of globalization and climate change-related transformation (reduction of fossil fuels, less air and car travel, shift to a meatless diet, some form of basic income (Moriarty & Honnery, 2020; Goffman, 2020).

With the study at hand, we aimed at understanding people's visions for a "new normal" and what role sustainability as a moral principle might play in this process of change and redefinition of "normal".

Theoretically, we first conceptualize how sustainability is defined and a sustainable future possibly envisioned by organizations and individuals. Second, we introduce the concept of moral agency to better understand how individuals perceive their responsibility when it comes to sustainable development and social transformation processes – or how much they allocate the responsibility to "others," mainly political institutions, "the government," but also corporates.

With empirical data from a quantitative survey with complementary qualitative elements (n = 264; 2020, Austria), we can not only show that people increasingly use sustainability as a principle to evaluate their behavior ("during the Corona-restrictions, but I was also much more sustainable because I didn't travel"). Much more, we can see that this is not necessarily related to the willingness or readiness to change and the commitment to keep the changed and more sustainable practices in the future (taking agency for the future, feeling responsible).

The insights gained from the survey show that people tend to use three narratives for the future, which are related to a certain degree of morality, the perception of being a change agent, and, therefore, the willingness to take responsibility as an individual: they range from rather fear- or concern-driven resignation (Type A), to guilt-driven resilience (Type B) and to an anger-driven, courageous responsibility (Type C). Limitations of the study and future research potential will be also presented and discussed at the conference.

■ **SEC09 - Reporting on science and the environment**

PP 839 **The functions of narratives about genetic research in television science magazines**

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Using narratives to make reporting more vivid is a common strategy in journalism – and in science reporting specifically. Narratives are particularly suitable to present complex issues in an understandable way (Avraamidou & Osborne, 2009). Fields like genetic research operate on a level even more opaque to the layperson's eye, as it is difficult to represent processes and mechanisms located at a molecular level. This is where narratives and visualizations of otherwise "invisible" procedures become key to communicating science to the public.

Currently, narratives have been discussed as a viable strategy for science communication (Dahlstrom, 2014; Kaplan & Dahlstrom, 2017), with considerations of both beneficial aspects (Avraamidou & Osborne, 2009) and inconsistencies between the narratives and science as modes of knowing (Dahlstrom & Scheufele, 2018; Muurlink & McAllister, 2015). While the presence of stories in science reporting as well as patterns in these stories are currently the subject of investigation (e.g., Henderson & Kitzinger, 1999; Holliman et al., 2001; Michelle, 2007; Williams et al., 2003), the functions of these stories for the presentation of scientific findings are yet underexplored.

Thus, the goal of the study presented here is to develop a taxonomy of the functions of narrative presentation. We investigate TV science magazines as a popular and vivid format of science communication (Hömberg & Yankers, 2000). Thematically, we chose to investigate genetic research as a growing and highly relevant field of modern technology and innovation, with useful therapeutic applications but also controversial risks that leave the public with an urgent need for information.

The sample consisted of television reports on genetic research that were broadcast in 15 science magazines on German public television in 2018 and 2019, resulting in 95 reports. Of the 95 reports, 59 complied with our comprehensive definition of narrative. We then analyzed the functions of the narratives for the findings of genetic research in a six-step qualitative thematic analysis (Braun & Clarke, 2006).

The analysis yielded six functions. First, narratives have the function to detail emotional implications of scientific findings. Here, narratives draw on emotional representations to establish a closeness to the protagonists. The second function is to create understanding for the scientific process, for example by telling the story how a study was conducted. Third, narratives can provide background information and embed the findings in larger context. Fourth, narratives can also serve as an illustration of an abstract finding. For example, to illustrate that both genome and lifestyle affect a person's lifespan, a news report can include the example of a pair of twins living apart. The fifth function is to demonstrate the relevance of the findings, for example, by pointing out different areas of application. The sixth function is that the narratives are used to show (both positive and negative) consequences of the findings.

The varied functions of narratives in television coverage on genetic research will be discussed regarding their ability to create a deeper understanding of and public support for science, but also regarding potential pitfalls and how to avoid them in news routines.

SEC09 - Reporting on science and the environment

PP 840   The epistemic struggle in science reporting: Work routines of Russian journalists during the pandemic

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During the COVID-19 pandemic, the epistemic challenge of the "weight-of-evidence reporting" in science journalism (Dunwoody, 2005) was intensified by high level of politicization of the topic as political decisions were officially informed by scientific findings (Hart et al., 2020). It was more so in restrictive political settings, as our recent study of politicization of science reporting in Russia has demonstrated (Authors, 2022). We observed that politicization of reporting was mostly connected to accessibility of different types of sources as well as to professional networks of journalists. Building on our previous study, we explore epistemic beliefs and struggles of Russian science reporters during the COVID-19 pandemic using a qualitative multimethod approach.

Academic discussion on journalistic epistemology has recently evolved around the challenges of the digital realm including data-driven reporting and online sourcing (Ekström et al. 2020). Our study tackles the political aspect of epistemology: how do science journalists acquire and justify knowledge in a restrictive political environment, where both they and their sources are likely to experience (self-)censorship? The study draws on 20 semi-structured interviews with science reporters from both pro-state and oppositional media outlets as well as on qualitative content analysis of their coverage of the pandemic. Following the analytical framework of news epistemology by Ekström, Ramsälv, and Westlund (2021), we look at the following aspects of knowledge production: (1) the articulation of knowledge claims; (2) the knowledge acquisition, and (3) the justification of knowledge (p. 175). First, we conducted a qualitative content analysis of publications of the interviewees during the pandemic, with focus on news source selection and justification of source credibility. As a second step, we conducted interviews, where we asked journalists about their epistemic beliefs based on the questionnaire of the Worlds of Journalism survey (worldsofjournalism.org), as well as about their reasons to choose certain news sources and their justification of trustworthiness of these sources.

Our study revealed different aspects of epistemic struggles of science journalists in Russia. While all the journalists claimed to be adherent to fact-based reporting, they were at the same time aware of a high level of subjectivity in their assessment of information, especially in the cases of vaccine development and COVID-19 statistics. We

observed significant differences in selection of sources depending on political orientation of media, which can be explained, on the one hand, by (in)accessibility of sources, and on the other hand, by journalists' background and their professional networks. Almost all journalists reported a high level of cognitive stress connected to challenges in fact-checking and source access. We make conclusions about specifics of epistemic challenges of science journalists in an authoritarian political setting and discuss paths for future research of epistemology of science reporting in different contexts.

SEC09 - Reporting on science and the environment

PP 841 From universalism to organized skepticism: how scientific norms are (re-)negotiated in science news regarding COVID-19

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Current science news coverage of COVID-19 has revealed the potential to impact and frame public perception of science and, in consequence, to cause a lack of trust in scientific authorities (Battison et al., 2021; Saitz & Schwitzer, 2020; Stollorz, 2021). Driven by a permanent public demand for new scientific knowledge (Jaiswal et al., 2020) and specific media logics (Esser, 2013; Kinnebrock, 2020), present science journalism does not only focus on results but also increasingly portrays the structures within science. For instance, German media debates of the so-called "Heinsberg-Study" by Hendrik Streeck or the "Charité Viral Load in Children Study" by Christian Drosten critically shed light on inner-scientific issues like scientific publication routines and questioned the moral integrity of researchers (Breznau et al., 2020). Such censorious media discussions of scientific research might discredit science itself (Jamieson, 2017; Taubert, 2017). At least, they promote public (re-)negotiations of existing scientific norms regarding consolidated scientific practices of producing reliable knowledge (Brüggemann et al., 2020).

Following Medvecky and Leach (2017), the Mertonian Norms can be used as a reference point for analyzing negotiations of scientific ethics. According to Merton (1973), the norms *communism* (often also referred to as *communalism*, see Ziman, 2004), *universalism, disinterestedness*, and *organized skepticism* represent the ethos of science. *Communalism* concerns the need to make new scientific knowledge available; *universalism* is the independence of research outcomes from cleaving criteria like race or nationality of researchers; *disinterestedness* requests that research has the sole aim of extending knowledge and must not be impeded by competing goals (e.g., financial gain, social prestige); finally, *organized skepticism* posits that scientific claims should not be accepted until they have been critically challenged and examined. The practical implementation of those norms ensures the progress of knowledge (Bray, 2010).

Our study seeks to explore how science journalism on COVID-19 focuses on well-established norms of science and how it renegotiates them. For this purpose, we use data from a parallelly running content analysis of German print media coverage of COVID-19. The sample includes (1) twelve different media outlets (including national quality papers, tabloids, regional newspapers, weekly news magazines) and (2) different stages of the corona crisis between February 2020 and December 2021. After a rough quantitative identification of articles generally touching scientific norms, we form a subsample of articles representing typical cases (Seawright & Gerring, 2008) regarding practices of (re-)negotiation of Mertonian Norms (*n* ~ 80) in COVID-19 coverage. The articles within the subsample undergo a qualitative thematic content analysis following the technique suggested by Kuckartz (2018).

The quantitative and qualitative content analyses are currently still ongoing. Their results will be discussed against the backdrop of possible implications for audience beliefs on the specific COVID-19-related science as well as beliefs about science in general.

SEC09 - Reporting on science and the environment

PP 842 Politicization of environmental agenda and practices of media professionals in Russia

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The ongoing climate crisis has become an important part of global and national politics. The Russian economy is highly dependent on extracting fossil fuels that are the main source of greenhouse gasses, and Russia is also home to more than one-fifth of the world's forest areas that work as carbon sinks. Therefore, Russia's climate agenda has considerable global impact.

Recent developments in the Russian political climate agenda are foregrounding the anthropogenic nature of climate change. In October 2021, Russia adopted a strategy for lowering carbon emissions with the goal of achieving

carbon neutrality by 2060. While it is still unclear how the goals of the strategy will be implemented, the shift from earlier, skeptical discourse concerning climate change is present at the political level. Russian media inevitably are getting more concerned on and rethinking the topic of climate change, and environmental reporting is becoming a significant part of journalistic professional practices.

This research explores how environmental and climate change related issues are getting politically contextualized in Russian media and what impact it has on the framing of the environmental problems by media professionals in Russia. Based on the hierarchy of influences model (Shoemaker & Reese 2013) we trace the relationships between individual work practices and routines of media professionals, involved in environmental reporting, organizational structure of media outlets, and journalistic ideology as part of the social system.

Following Pepermans & Maeseele (2016), we understand politicization of climate change as twofold. From the consensus-building perspective, it is an obstacle to climate action, because it leads to highlighting doubt for the scientific consensus on climate change. The critical debate perspective, in contrast, problematizes the depoliticization of climate change as a wholly scientific debate and calls for its repoliticization in order to revive climate action through democratic debate and citizenship.

The research is based on the empirical evidences from in-depth interviews with Russian journalists involved with environmental issues in mainstream media. Interviews are conducted in winter-spring 2022. Preliminary results reveal the tensions within the newsrooms on how journalists and their supervisors understand the newsworthiness and critical stance on environmental agenda. The other tension comes from the community of experts (academics, state officials) whose own (self)censorship and fears contribute to the framing of the environmental issues. Surprisingly, the understanding of environmental agenda by media professionals is getting depoliticized in the most 'political' topics like the controversy between the extraction of fossil fuels and carbon neutrality, which might be an indication of the prevalence of the consensus-building perspective in current climate reporting in Russia.

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Television Studies

PN 014   Understanding children's and teenagers' media preferences via the method of mobile ethnography

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This paper presents the methodology and the first findings of a so-called mobile ethnographic study on how Danish 8–17-year-old children and adolescents perceive quality and relevance when it comes to their media use, and in particular to audiovisual fiction, i.e., series and films. What types of media usage and platforms hold value to them – and why? What series and films do they like – and why? Data collection is ongoing at the time of writing this abstract. Theoretically, our point of departure is that films and series, as other cultural experiences, have a 'cultural value' that is attributed by the beholder (e.g., aesthetic value, spiritual value, social value, historical value, emotional, symbolic value etc.) (Carnwath and Brown 2014), and these are the values we are interested in pinpointing, albeit from the perspectives of the children, and not from adult perspectives such as high and low culture, artistic quality, or good and bad taste (Drotner 1999). As such, our methodological point of departure is to understand why Danish children actually prefer specific content and specific platforms. For example: Why do they seem to prefer US films and series to Danish films and series (cf. Jensen et al. 2021)? What do they like and dislike about US vis-à-vis Danish content? What do they get out of watching YouTube compared to watching various (Subscription or Broadcast) Video-on-Demand services? We therefore chose to collect the data using the method of mobile ethnography, in our case via a qualitative research tool app called Indeemo. Through this method we gave them various tasks relating to their media use – communicated via short online videos and text – that the 20 children in turn completed with a combination of 'selfie' videos, text and images gathered in the Indeemo app. The result of this was a relatively rich, but still fairly structured, qualitative data collection that took place in the comfort of their own home and, importantly, was removed from too much adult researcher interference. Hence, the method is different from traditional qualitative methods such as focus groups, observations, experimental settings and in-depth interviews, in which the researcher is relatively conspicuous and – as previous research has established (Coulter 2021; Rooney 2017) – may therefore influence the children's behaviours and answers.

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PN 015   Can the Audience Design method help youth content reach audiences? The case of 'Efterskolen'

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The borderless online world and its digital structural opportunities create an unprecedented number of new ways of researching and reaching young audiences with the new content. Yet, despite this democratization, the opportunities are not equal for everyone within the global distribution sector. While commercial streaming services and studios in many ways benefit from the technological shifts, the small, independent distributors of children's content are more reluctant to experiment with new business models because they can rarely afford it. As a result, many of their potential young audiences remain unanticipated and unaware of the distribution of content that may be interested in. How can the communication between distributors of independently produced youth content and the target audience niches still be improved in the digital era? Audience design (AD) is one of the methods that some European independent producers and distributors have experimented with to reach more young audiences. This paper will analyze and discuss this method focusing on the case study of the Danish documentary youth

series Efterskolen (2021) produced by an independent Danish production company with the support from DR3 and the Danish Film Institute's newly established audience-development funding scheme. Conceptually, audience design relies on the Design Thinking Principles translated into the word of independent distribution (Richter and Thiele 2018). It invites independent content-providers to explore holistically the potential audience clusters on different levels – cognitive, emotional, philosophical, political, psychological and sociological – and convert the discovered insights into specific audience-engaging actions that can connect the right story with the right audience. These audience-engaging actions are reminiscent of Alan Bell's sociolinguistic models which recommend how a speaker can adapt their language so that their message has higher chances to grab the attention of the targeted addressees (Bell 1984). The implementation of such actions, though, requires additional expertise and financing that most of independent productions cannot afford and therefore, the implementation data is still limited. This paper offers a critical reflection on the AD-method based on the observation of the Efterskolen's creative team's implementation of their AD-strategy over several months. The participant observation notes will be coupled with the interviews with the creative team behind Efterskolen as well as several AD-consultants who work with audience design internationally. In this paper, I will discuss if the audience design method can create any added industrial, social, and professional impact of an independent youth program; if we can measure such an impact; and if the structural help from the public funding bodies is essential in making audience design method possible within the independent film&TV sector.

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TVS01 - Reaching young audiences in an on-demand age: Rethinking strategies for outreach and impact in Danish fiction for children and young audiences

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PN 016   Perceptions of children among commissioners at the Danish Broadcasting Corporation, DR

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Denmark has a long tradition of taking children seriously as an audience with their own specific needs regarding production of television, film and other media products specifically adressing children. The question this paper investigates is, however, what is meant with children's 'own specific needs' when it comes to the production of television content for children at the Danish Broadcasting Corporation, DR. The background of this paper is digitization, having challenged the logic of broadcasting, and changed almost all processes in production of Danish children's television, all the way from the processes of conception of ideas, e.g. by involving children in creative processes before, under and after production, over production in new formats, such as shorter webseries, to distribution on several media platforms, such as third party platforms like Youtube and Instagram, and to children's ways of using media content. Particularly, digitization has challenged children's viewing habits, at the same time as also supporting children as potential producers of content. Most Danish children have access to media content whenever they want whereever they are, and they are independent and big consumers on all media platforms, which at the same time, for catching the attention of children, is matched by a highly intensified competition from big players, such as Netflix, Disney+ and Youtube. The question is whether the perceptions of children's 'own needs', have been the object of a similar disruption being challenged or maybe even changed. During a period of radical changes in the television environment in general, has, then, anything changed when it comes to the ideas of children and their role in Danish public service children's television. The paper relies on an empirical interview study, with commissioners of children's television at DR, about their perceptions of children and the challenges they find important to content production in a digital environment. Theoretically, the paper is based on discussions of concepts of childhood (e.g. James & Prout 1997; Christensen 2013), on the development from broadcasting to public service media (Lowe & Maijanen, 2019; Syvertsen et al., 2014) and on the development of DR from being a cultural institution to being a media professional media institution (Hjarvard 2013). The overall questions concern how commissioners succeed handling the dilemma of being in a field of intensified competition for always being relevant to users and having specific agendas of what they define as important and quality content for children.

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TVS01 - Reaching young audiences in an on-demand age: Rethinking strategies for outreach and impact in Danish fiction for children and young audiences

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PN 017   Making serial drama for the youngest viewers: The production strategies of DR Ramasjang

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This paper investigates how the children's channel DR Ramasjang of the Danish Broadcasting Corporation has rethought its approach to producing fictional content for children since the late 2010s to try to have an impact in a market with still more competing offers for the youngest viewers on a wide range of streaming, gaming and social media platforms. Part of the DR response to the increased competition has been to focus on offering more Danish serial fiction, not only to older teenagers (on DR3) and tweens and younger teens (on DR Ultra), but also on DR Ramasjang which started out targeting 3–6-year-old children and since 2020 aims for children aged 4 to 8. This paper briefly outlines major structural changes in the overall approach in the DR children's television set-up, before focusing on a case study of the serial Oda Omvendt (Oda Upside Down, 3 seasons, 2018–2020) which was a new attempt to create fun and engaging fiction for the Ramasjang target audience. The serial is used to explore fundamental ideas of how to write and produce this kind of Ramasjang fiction, analyzing the serial as an example of working with talent development, with notions of affordable volume fiction and with portable characters that can help brand DR Ramasjang and be used in different ways, both in the Ramasjang universe and in real-life extensions of the DR content. The case study is based on findings from the Reaching Young Audiences research project at the University of Copenhagen, building on literature on television production and educational pathways for children's content (e.g. Redvall 2021; Sundet 2021), on working with creative constraints (e.g. Elster 2000) and on the value of portable characters with cross-media potential (e.g. Smith 2021). The empirical material is qualitative interview data (with screenwriters and DR commissioners), written documents from the Oda omvendt development and writing process and material from industry events such as the DR pitch sessions for independent producers in 2019, 2020 and 2021 and The Children's Media Conference in 2021. The chapter illustrates and discusses how writing and producing television fiction for children in a public service framework is currently marked by very specific ideas of both what children want and need, and of the best production strategies for providing this kind of content in an extremely competitive television landscape where national public service broadcasters have high ambitions for making quality children's fiction, but quite limited budgets for doing so.

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PN 018   Impact in the classroom: Integrating the RYA project in teaching television fiction

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For many years, the coherence between research and teaching, and how to create the best learning experience for students have been debated at universities (e.g. Hattie & Marsh 1996; Bigg & Tang 2011). Formation of closer ties between research projects and degree programmes is a focus area in the Talent and Collaboration 2023 strategy

of University of Copenhagen (UCPH) and to support this, a UCPH project on research-integrating teaching activities launched in 2020. The RYA project was granted financial support by the project, and this paper presents findings from and reflections on the impact of the RYA project being integrated in the new BA and MA elective course 'TV Series, Webisodes and Cross-Media Fiction: Theory and Analysis'. The course was conducted by this author and Associate professor Eva Novrup Redvall in the fall semester 2021. Based on literature on research integration and education literature (e.g. Damsholt et. al. 2018; Hunt & Chalmers 2021), the paper outlines how the course framework was structured to involve the students in ongoing RYA activities and encourage them to engage in the field of children's and youth screen productions. The paper continues by investigating how the research integration activities were carried out during the course e.g. through two research integration projects. Methodologically, the paper combines literature reviews, qualitative observation studies from the classroom and a survey conducted among the students to analyze the impact that the RYA activities and research integration projects had on their learning outcomes. As an example, the survey showed that some students found a new interest in the field of children's and youth productions. Moreover, one student mentioned that the course activities resulted in the student now planning to write ones thesis on children's screen productions and co-creation, a topic much highlighted throughout the course. The paper ends by discussing how a research project like RYA might be implemented even better in a course framework, indicating that there are numerous ways to improve the course activities and the research integration projects – all of which the student survey had useful suggestions for optimizing.

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TVS02 - Diversity

PP 128 **European public service media, disability sports, and cultural citizenship in the digital age: an analysis of agenda diversity in the Tokyo 2020 Paralympic Games**

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As a critical part of their mandate, public service media (PSM) has historically used sports to build and nurture cultural citizenship (Rowe 2018). However, in a landscape characterised by pressing challenges arising from globalisation and commercialisation, concerns about how PSM will enhance cultural citizenship through new platforms have increased. In the digital era, delivering diverse content should remain a cornerstone of PSM in their myriad platforms: public media should not only concentrate on mainstream sports but also provide exposure to traditionally underrepresented disciplines and individuals (Ramon and Rojas 2021). In particular, the multiplication of social media channels 'affords a degree of cultural oxygen' (Goode 2010, 533) for athletes with disabilities, who remain much less visible in the media than their able-bodied counterparts (Brittain 2017; Solves et al. 2019).

Considering the power of media narratives to shape society's perceptions of disability, it is particularly important to scrutinise how PSM is leveraging social platforms to warrant recognition to athletes with impairment. This research examines the agenda diversity on Twitter offered during the Tokyo 2020 Paralympic Games by 15 European PSM companies: RTBF (Belgium), Česká Televize (Czech Republic), Yle (Finland), France TV (France), ZDF (Germany), RTÉ (Ireland), RAI (Italy), LTV (Latvia), NOS (Netherlands), NRK (Norway), TVP (Poland), RTVE (Spain), SVT (Sweden), RTS (Switzerland), and Channel 4 (United Kingdom). The tweets published by these PSM companies during the timeframe of the event (24 August 2021 and 5 September 2021) were retrieved using Twitonomy and subsequently examined using the content analysis technique (Krippendorf 2019).

The comparative analysis of 6,118 tweets demonstrated the uneven attention devoted by European PSM to this major event. In the aggregate, 39.20% (n = 2.398) of the messages focused on the Paralympics, although great imbalances can be observed among the different organisations. Paralympics' coverage represented 86.06% of the content posted by Channel 4, confirming the ongoing commitment of this right-holder with disability sports (Pullen et al. 2020). Adopting their inclusive approach, content on the Paralympic Games exceeded 60% of

the output published by PSM companies in France, Spain, and Germany. Conversely, in other countries such as Ireland, the Netherlands, Italy, and Poland, this content only ranged between 20% and 30%. The proportion of tweets devoted to the Paralympics was smaller in Finland and the Czech Republic (9.55%), Switzerland (8.61%), and Norway (8.33%).

While in many cases, athletes with disabilities were featured in the agenda, their position was diluted due to the overabundance of content related to other high-profile sports and competitions. In addition, European PSM companies gave prominence to highly commodified Paralympic sports while minimising exposure from disciplines such as boccia, equestrian, goalball, powerlifting, and wheelchair fencing. Despite this, both the non-stereotypical language employed and the use of multimedia elements across the board facilitated audiences' appreciation of protagonists who tend to be ignored in mainstream media. Considering the insights gleaned from the analysis, we discuss how PSM should reimagine their social media strategies to adequately contribute to enhancing cultural citizenship in the digital age.

TVS02 - Diversity

PP 129 Young Andalusians migrated to Europe and Television: consumption and representation in news and entertainment content

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Media convergence, with the access to global information sources as well as to international (Chalaby, 2005; Lotz, 2016), national, regional and even local streaming services, clearly establishes a difference between past and recent migration experiences. The current existence of a "transnational audience" generated by digital communication (Atique, 2016) adds a differential value to the daily life of migrants in the world (Greschke, 2012).

In this paper we address the way in which television consumption is related to the recent migratory experience of young Spaniards who have moved to live outside the country, preferably to different European countries (mainly Germany, the United Kingdom and France). This migration, which increased especially after the global economic crisis of 2008, has continued even years later, especially in regions such as Andalusia, where the subsequent economic recovery did not improve youth unemployment figures.

Based on a previous audience research done (Gutiérrez Lozano, 2022), our purpose is twofold. On the one hand, we want to analyse how television has portrayed the experience of these young people emigrated to other European countries in recent times, both in news and fiction television programmes. To this end, we will analyse a sample of recent productions, from both the state channel TVE and the Andalusian regional public channel RTVA, which have attempted to approach the reality of this Andalusian migration. Secondly, and as the central focus of the research, we will carry out a qualitative analysis of how these young people have modified their practices as television consumers abroad. It will now look in detail at the way in which both the maintenance of the migratory experience and the adaptation to the times of the pandemic have affected the consumption of information and television fiction. An important aim will also be to investigate to what extent television (whether linear or consumed through VOD platforms, Spanish or otherwise) has contributed to making the circumstance of emigration more bearable, and to evaluate how TV influences both the decision to emigrate, firstly, and then whether or not to return to Spain.

The second part of the research will be based, methodologically, both on focus groups and on "life stories" or individual interviews, carried out with a sample of Andalusian people under the age of 40 who have been living for at least five years in cities in the Germany, France, and the United Kingdom. The questionnaire will include items about their television media habits (consumption of information, entertainment, modes of interaction both with Andalusian or Spanish productions and with global productions or those specific to their new places of residence).

This paper is part of the first results of the research project entitled "Andalusian youth abroad and the influence of the media in the decision to return" (UMA20-FEDERJA-063), funded by the Andalusian Regional Government, which aims to delve into how the media, particularly television, intervene in the decision-making processes related to the phenomenon of migration.

Television Studies

PP 130 **Stories from the Rust: Racial and Class Conflicts in Mare of Easttown, Dopesick, American Rust, and Mayor of Kingstown**

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Taking as a point of departure Milly Buonanno's classification (2012) of television drama between 'stories from the sea' and 'stories from the soil' my presentation analyzes a cluster of US series released in 2021, defining them as 'stories from the rust'. Considerable critical attention was paid by the media, since the days of Donald Trump's election in 2016, to the increasing disenfranchisement and disillusion of the inhabitants of the so-called Rust Belt, which claimed to have been forgotten not only by their representatives, but by the media and, in particular, by an entertainment industry which only reflected the lives led in urban or suburban 'bubbles' from the East and West Coast. Released in 2021, within the space of few months, *Mare of Easttown* (HBOMax), *American Rust* (Showtime), *Dopesick* (Hulu), and *Mayor of Kingstown* (Paramount+) address such disenfranchisement and virtual oblivion by offering staggering portrayals of struggle and paralysis which could be likened to the common suffering experienced by the protagonists of James Joyce's *Dubliners*. Covering a vast array of genres, these four series share a common Rust Belt setting, from rural and mountainous Pennsylvania to small-town Michigan, which is inevitably presented as a locus of entrapment, identified particularly through the portrayal of LBGTQ characters who resent the most from a hopeless sense of isolation. And while *Dopesick* and *Mare of Easttown* appear to favor a somewhat romanticized and certainly problematic portrayal of a white working class in the times of BLM, *American Rust* presents a racially blended diegetic universe, albeit maintaining agency and narrative centrality, once again, firmly in the hands of a Caucasian working class. Depicting the life of a small town dominated by the towering presence of a private prison, *Mayor of Kingstown* actually centers on racial tensions springing from the power relations existing inside and outside the correction facility. Each series, in different ways, raises those questions of class and racial privilege which are so central to the contemporary social debate in North America, hardly ever offering or concluding on a hopeful note – the sense of embattlement they portray is that which is felt by a society divided, at its very core, by the unreconcilable differences between 'haves' and 'have nots'. The question that begs to be asked, in conclusion of this presentation, is whether the mere representation of these racial and social conflicts is sufficient to raise awareness among viewers, and whether the entertainment industry 'gets it right' in fulfilling its duty to 'represent' a disenfranchised population, be it the silent white majority that brought Trump to the White House, or the people of color who rebelled against the systematic racism that, pervading American society, also inflect the institutional discourse and media practices of the entertainment industry.

PP 225 **Quality TV Drama and Impact: Discourses in the German Television Industry**

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My paper explores how television professionals in Germany deal with societal impact in their current discourse on quality TV drama. The analysis is based on 25 interviews with "exclusive informants" (Bruun, 2016) as part of a broader production study on the German television industry (see e.g. Krauß, 2020) and builds on discussions on "quality TV" (e. g. McCabe, Akass, 2007) and singularity (Reckwitz, 2020). Quality TV drama is seen a programme type in which the tendency of todays' society to singularity and producers' ambition of impact are particularly evident. To some extent, impact is already included in the traditional US concept of quality TV through realism, authenticity, controversial subjects, and the relevance for niche audiences as crucial criteria (see e.g. Thompson, 1996). By adapting such notions of quality TV to the German context, the analysed producers, writers, directors, and commissioning editors reflected critically on textual characteristics of German television fiction: Often they missed authenticity and links to society in the fictional representations.

The television professionals demanded socially relevant content from public broadcasters in particular, regarding them as more market-independent. At the same time many practitioners criticized the textual impact in public-service drama for being too broad-brush and obvious. In this context, they often discussed the single television film which still (and much more than in most other European markets) forms a central component of fictional, especially public-service television in Germany and often comes across as a "Themenfilm" (issue film). While some practitioners viewed the television film as an outdated, conservative tradition that made complex narrations and transnational distribution difficult, others saw it as bolder and more relevant in its content than most German television series.

Negotiations of impact also became visible when television professionals reflected upon gender representations in German approaches to quality TV. Linked to issues of gender and diversity, they also discussed impact on the production side. The level of reception was at stake when the practitioners addressed how and with what content certain groups of viewers could be reached. For all the tendency towards niche in quality TV drama and its audiences, the practitioners often still expressed the desire for a "campfire" to which the television nation gathers. In such debates of German quality TV drama, challenges for the public-service broadcasters and, more comprehensively, for today's "Society of Singularities" (Reckwitz, 2020) to unite different population groups came to light.

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TVS03 - TV Drama Series Research

PP 226   New partnerships in TV Series productions (Case Study Germany)

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In the last years, transnational co-productions have proven a successful strategy for the European drama television industry. In Hilmes words, they even have become "the new normal" (Hilmes 2014:10). By combining the financial effort and thus enhancing the production value, products from small nations and from national rooted public broadcasters found their way into global circulation and to global audiences (see project "What makes Danish TV series travel", 2014–2018). But not only transnational co-productions, but also cross-market co-productions (e.g. between broadcasters and streaming platforms) have enlarged the potential audience and fostered the circulation of the cultural products. Several reasons for this tendency can be identified: First, these co- and cross-productions have proven a successful strategy for established players in the European television markets against the dominance of US imports. Secondly, with the new competition deriving from the diversification of channels and platforms in the age of streaming, the race for more quality content affects old structures on a more profound level. The new global and local players with big and smaller streaming services have provided new possibilities of collaborations and opened new money flows which were welcomed by the creatives (such as one of the first new collaborations with German public Broadcaster ARD and Sky Germany to produce Babylon Berlin). Thirdly, these developments are accompanied and amplified by European market regulations. The Audiovisual Media Services Directive (AVMSD) that regulates local production of content and its interpretation in the different countries further affects existing dynamics, production practices and partnerships.

This paper takes the case of Germany as one of the big European TV markets and maps out these new tendencies of co-and cross-productions between public service broadcasters and new partners. For example, most successful, the partnership between public service broadcaster ARD and Sky Germany (together with X Filme and Beta Film) for *Babylon Berlin*, the ZDF and Netflix co-production *Freaks*, the ZDF and Netflix Co-production *Parfum*, or the recent cooperation between Sky and ZDF which enabled several Sky drama productions (*Das Boot, The Pagan Peak, 8 Days*) to be screen on the public service broadcast channel ZDF.

These partnerships have further reaching impact on the television production landscape and culture that this study wants to trace in detail: for instance, the particular agents depict their own particular ways and cultures of productions and have to come to terms with the respective new partner. The paper draws on recent co-production examples and carries out an archive analysis, based on industry reports and industry interviews. It will thus shed light onto possible new production cultures that arise between partners with different agendas and working cultures.

PP 227 Three decades of local fiction series in the south of Europe: The cases of Spain and Italy (1990–2020)

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The schedule of domestic serialized fiction has been one of the main strategies by linear general-interest channels to capture and maintain the attention of local viewers. In Europe, this tactic increased significantly since the privatization era (Degn and Krogager, 2017; Wittebols, 2004) but has maintained its role since the current high-competitive context. However, the context-specific factors of each market, including factors such as the funding of Public Service Media (PSM) or the audience share of the main channels, determine the ability to commission stable local serialized fiction across the years. For example, in two main European Mediterranean countries, Spain and Italy, the inconsistency of PSM funding and the general economic instability has directly impacted the schedules of generalist television channels, not being able to secure a stable output level of domestic series.

In this paper, we analyze the presence of local fiction series in the schedules of Spanish and Italian general-interest channels over 30 years, from the starting years of commercial channels until the current post-network era (Lotz, 2017). The sample includes the schedules of twelve different channels – public and commercial – (Spain: La1, La2, Antena3, Telecinco, LaSexta, Cuatro; Italy: Rai Uno, Rai Due, Rai Tre, Canale5, Italia 1, Rete 4). To compare the strategies between markets but also between ownerships, we have examined the (a) share of local TV series and (b) the evolution of the type of local fiction commissioned and its impact in the audiovisual industry. A content analysis of the schedules of one regular week from each season (1990 to 2020) has been conducted, starting from 6/7 am to 1 am, divided into different time slots (Prado _et al._, 2020).

At the break of the public monopoly, the commissioning of local series by the public channels of Spain and Italy, as well as commercial channels, was still a very rare practice, with some exceptions for primetime series. In the mid-1990s, productions were steadily increased until the late 2010s despite commissioning being highly affected by the global economic crisis of 2008. In both cases, public corporations have been the main promoters of local series, despite in a lower extern than in north-European markets, but with different strategies, having different cultural and economic impacts in each market. While RAI1, the main public channel has focused on high-end primetime series, the Spanish corporation has reinforced the scheduling of soaps, being the European market that commissions the most of this genre (EAO, 2020b).

PP 228 Intertextuality and Turkish Crime Drama, Yargı

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Tracing the narrative and aesthetic connections between television contents became a common ritual for keen audiences in the era of plenty (Ellis, 2000). However, building these connections is an elusive process which depends on various factors, including the discourses that the television contents interact with. This interaction makes way for countless interpretations of television texts and the intertextual connections that are built among them. This paper traces the imprint of multiple discourses that influence the narrative of a contemporary Turkish crime drama, _Yargı_ (The Judgement, Ay Yapım 2021) in order to investigate this elusive process.

Yargı starts off with the murder of İnci, the sister of a passionate lawyer, Ceylin, who devotes herself to finding the killer without being afraid of bending the rules. A by the book prosecutor, Ilgaz, is involved in the investigation when his brother becomes a suspect. The investigation uncovers different sides of many characters who commit new crimes to protect or avenge the ones they love and shows that the line between lawful and unlawful is much easier to cross under extraordinary circumstances.

On the one hand, intertextual influences from Nordic and British crime dramas such as _Forbrydelsen_ (2007–2012) and _Broadchurch_ (2013–2017) are apparent on _Yargı's_ narrative. Apart from leaning on the trope of 'the dead girl' (Hansen 2020, p. 278) like _Forbrydelsen_ the series reveals hidden incidents involving each character, similar to _Broadchurch_. By using these familiar tropes, _Yargı_ becomes the new interest of HBO Max to be included in its repository of Turkish series (Ranini TV, 2021). On the other hand, the issues that _Yargı_ touches on like femicides and

vigilantism are particularly meaningful in the local context. Turkey faced a rapid fall in trusting the justice system in the last ten years (T24, 2021) and the rising number of femicides can be considered among the reasons of this distrust. In this context, these familiar tropes unfold additional meanings way beyond the popular understandings of the established patterns.

Based on this background, this paper takes *Yargı* as a case study to map out various local and global discourses that are dialogically entangled within the narrative of the series. By referring to Mikhail Bakhtin's theories in relation to intertextuality (Allen 2011), the paper examines the polyphony in *Yargı*'s narrative to unpack the narrational elements of a Turkish crime drama which would be open to different interpretations in diverse national settings. Thus, the paper seeks to understand the significance of a polyphonic narrative for creating a TV drama that would be appealing both in the local and global context.

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TVS03 - TV Drama Series Research

PP 229   TV Drama Series Research as a Question of Class and Cultural Capital

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The thesis to be substantiated here is: academic research on television drama series has lost sight of the audience and created its own (filter) bubble with its essays and books on so-called high-end drama series or quality TV. Only recently, Tanja Weber (2020, p. 40) stated in this regard: "Writing about the same series over and over again, which are also constantly used as references, has led to a highly reductionist canon with only a few series." It can be said that this series canon – consisting of so-called Quality Series – is popular with academics, regardless of its success with viewers.

This canon is important so that the academic media scholars can maintain a social distinction from ordinary audiences. They negotiate which series are suitable for distinction and can be included in the canon. This then includes series on cable channels like HBO's *Game of Thrones, The Sopranos, The Wire*, AMC's *Breaking Bad* and *Mad Men*, Showtime's *Dexter, Homeland* and *Twin Peaks* Season 3. In the streaming age, it's then all about original series on Netflix like *House of Cards, Squid Games, Stranger Things* and *The Queen*. This canon of media scholars is based on a normative concept of quality, which is essentially oriented towards the twelve categories of Quality TV by Robert J. Thompson (1996). Netflix has used this term specifically in marketing to push its originals.

If one looks at the global streaming figures offered by some market research institutes, one finds that it is not the original series of the streaming platforms that dominate, but series created for linear television, e.g. *Grey's Anatomy, Suits, The Big Bang Theory* or *Two And a Half Men* (cf. Rumbucher 2021). The UK Broadcaster's Audience Research Board combined the audience figures of linear television and streaming platforms in October 2021. It shows that the most viewers are on shows such as *Strictly Come Dancing* and *The Great British Bake Off*. Even long-running hit *Coronation Street* had more viewers than *Squid Game*, the most successful streaming series at that time (BARB 2021).

Based on Bourdieu's theory of distinction (Bourdieu 1984), my paper examines the canonisation of quality series in the academic filter bubble as cultural and social capital used for distinction, which is also exploited by streaming platforms such as Netflix. Also the paper directs attention to series that are popular with audiences and that receive only marginal attention, if any, in media studies.

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TVS04 - Public Service and Public Values

PP 336   Quantifying public value creation in public service media using big programming data

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The datafication of workflows, production and exhibition processes have started to significantly shape the operations of all public service media organisations (PSM) in Europe. Records of the interactions and workflows of PSM organisations end up in various kinds of media asset management (MAM) systems. These systems are in place to coordinate time-critical production and programming activities, to make sure all necessary information exists for effective production and airing of programmes. The data are also used for internal accounting as well as communicating programme information to the public, for instance as part of content framing on video-on-demand (VOD) platforms.

The existence of MAM data creates new opportunities for researching the long term evolution of PSM programmes and production practices. MAM databases are extensive: they typically include granular metadata on all aired shows (content descriptions; airing data; rights data; technical data about formats; information about the production teams; budgets; etc.) and this enables to study in detail the nature of aired content over time, the programme foci and biases, also the producer networks and sources of shows – what institutional relationships have affected the PSM content output. We propose that the eventual output of such data as open data and its analysis could become a new way PSM could create public value – in terms of ascertaining their public accountability by providing detailed insights into their operations, including how value is being created in the networks of professionals and institutions PSM institutions coordinate.

In this paper we will demonstrate how MAM data can be used for such analytic purposes by analysing the data from Estonian Public Broadcasting (ERR) by looking in detail if and how is ERR creating value to the society by broadcasting content that increases discursive and semantic diversity in the public sphere and if and how is it collaborating with external independent production sector, sharing resources with them and in this way coordinating their operations and possibly facilitating their endurance or growth ('dynamic public value' in terms of Mazzucato et al. 2020). This analysis is based on collaboration with ERR as we received the dataset from them directly and also on another dataset – similar, but more limited programming data of Kanal2, a commercial channel in Estonia (also received the data directly from the channel) that allowed us to carry out comparative analysis and study ERR's value creation in the broader media ecosystem. The data we received has traces of ERR TV programme evolution since 1950s, but it becomes comprehensive and representative since the year 2004 when its main MAM system was set up.

The agenda of this paper is both methdological and analytical: we first explore how to analyse such big programming data in order to make inferences about how a PSM has been generating public value to the broader society and to the media and creative industries that constitute an 'innovation system' linked to PSM. Secondly we exemplify relevant data analytic strategies by presenting our research findings on the rather special Estonian case study (small country dynamics).

Television Studies

PP 337 Value appeals in the time of COVID-19: A content analysis of German and British television advertising

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The COVID-19 pandemic has led to widescale societal changes, including to the relative importance of personal values. A recent survey using Shalom Schwartz's *Theory of Basic Human Values* found that conservation values have become more important, whilst openness-to-change values and self-transcendence values decreased in importance. According to Pollay's *Distorted Mirror* hypothesis, this change in society should be reflected in the values appealed to in advertising. We tested this by examining advertisements before and during the pandemic in the UK and Germany, two countries which varied in the extent to which they were impacted by the pandemic (at least up until the time of the study).

Consistent with previous findings on the impacts of crises on values, we hypothesise that appeals to self-protection values (*including conservation* and *self-enhancement*) should be more common in advertisements during the pandemic than prior (H1). Meanwhile, because values at opposite ends of the circumplex values model have been found to be in conflict with one another, we also hypothesise that appeals to self-expansion values (*openness-to-change* and *self-transcendence*) should be less common (H2). However, one element of *self-transcendence*, namely *solidarity*, is expected to be more prominent in advertisements during the pandemic (H3), given the common narrative of needing to pull together in the face of crisis. We also put forward hypotheses (H4–H6) regarding specific appeals related to the pandemic (*health and hygiene, sacrifice to overcome hardship*, and *sense of loss*). Whilst *health and hygiene* is clearly part of *conservation*, the other two appeals do not immediately relate to Schwartz's value framework. Furthermore, we hypothesise that differences in value appeals before vs. during the pandemic to be larger in the UK than in Germany (H7).

We test these hypotheses with a preregistered quantitative content analysis of 754 TV advertisements in the UK (n = 386) and Germany (n = 368) before (April 2018 till February 2020) and during the pandemic (April 2020 till May 2021). Based on previous studies that have considered value appeals in advertising, we identified 26 value appeals to assess in the analysis. Two pairs of coders for each country (eight in total) coded for value appeals, as well implicit and explicit references to COVID-19 and the characters portrayed in the adverts. The coders were blinded to the date of the advert to avoid biases concerning its COVID-19 context.

The findings broadly confirm the hypotheses, albeit not always in both countries. They indicate that growth values (particularly *openness-to-change* values) are less often appealed to in advertisement during the pandemic, while self-protection values (particularly *tradition* and *health and hygiene*) are featured more often than prior. *Sacrifice* was also more referred to during the pandemic in the UK.

The study lends to support to Pollay's concept of a distorted mirror, adds evidence of the impact of the pandemic on societal values, and illustrates the heuristic benefit of understanding values using a circumplex model.

PP 338 "It was unusual to suddenly watch the national TV-newscast together, as an event." Changes in media usage among young audiences during the first COVID-19 Lockdown in Austria

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Referring to the conference theme, the paper deals with the impact on media usage of young audiences due to the COVID-19 pandemic. Although the paper focusses on Austria as a referred example, general conclusions concerning the perception of media offerings in general and Public Service Media (PSM) in particular are drawn. Especially for PSM and within the claim of providing Public Value (e.g. Künzler et al. 2011), it is important to know what makes audiences skip or change a daily routines of media usage. The effects of socialization (e.g. Beck et al. 2016) as well as the concrete drivers for using or refraining from certain media offerings (e.g. Schnauber & Wolf 2016) before and during a crisis contain important implications for future scenarios and legitimation for PSM especially for its audio-visual offerings.

Therefore the research questions are:

RQ1: How are PSM offerings on various platforms used and implemented in daily routines before and during the COVID-19 Lockdown?

RQ2: What about the valuation and the role of PSM in this special situation?

The study is based on 24 qualitative interviews conducted in May 2020 within the age group of 18 to 25 years who differ in gender and level of education. The interview guideline contained questions about personal background and media socialization, media usage before and during the lockdown as well as general attitudes towards private media outlets and PSM. The results highlight individual daily routines, changes in habits and individual reasons for usage and non-usage especially for traditional TV-channels and digital platforms. The complex relations between socialization, current and special usage are exemplified und supported by quotes using computer assisted analysis with MAXQDA Software.

On the one hand, the news consumption, especially online, increased at the beginning of the COVID-19 Lockdown. On the other hand, there was some kind of rediscovery of traditional media routines such as watching linear TV, especially the TV-newscast in the evening. A development that was almost unthinkable before the crisis. TV is seen as a trustworthy and relevant source of information even for the next generations and the results suggest that in times of crisis, the trust in PSM is very high.

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TVS04 - Public Service and Public Values

PP 339   Public service television in the multi-platform era: Investigating participatory programmes for teenagers

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The presentation introduces methodology and first results of the starting study, started in January 2022 with the Finnish Broadcasting Company (Yle). This research has its focus on production and co-creation practices in participatory multiplatform productions under the established brand in Finnish public service teenage programmes called Yle Summeri, implemented with and made for Finnish 13–18 years old teenagers. The study asks how the media professionals want to organize the production process, how they want to implement public service values and how they want to deal with their participants, but the study also asks how the participants see their possibilities to express themselves in these public service productions, and what they want to achieve through their performances and participation. My former study applies activity theory-based methodology in examining the motivated activity of TV professionals in situation where professional's work is more and more challenged by evolving social media landscape. In this starting study, I will utilize same kind of methodology in investigating both TV professionals and other production participants (participating dance teachers, teenagers, specialists who comment the arrangements). What is needed for learning and identity building, is to enable reflection with mirror materials and to allow negotiations between multiple participating groups. According to activity theory, the desirable learning outcome in collaborative reflection and learning is to increase both TV professionals and other production participants capacity to carry out more conscious (audiovisual) action. The research data will be derived from production ethnographies and concurrent reflective interviews and stimulated recall interviews, where the production participants comment their participation and the end products. The first case in focus is the spring 2022 production Moves Like Summeri, which combines international TikTok dance challenges for teenagers with popular and attractive tradition of event television. The teenagers are asked to take part and make their own version of challenge choreography, and the challenge videos and the participators' dance videos are distributed to TikTok. After that, 21 participating teenagers are selected as competitors, who win admission to temporary training teams led by three young professional dancers. Yle will carry out the reality competition shows, as well as the documentaries which follow the competitors' trainings, and show them on their own channels. However, other participants can also get visibility on TikTok, Youtube, Yle Radio and Yle Communications are exploited to promote the campaign

and one young media professional is employed to comment received feedback in social media with Yle tone. The productions will be available at Yle Areena https://areena.yle.fi/tv.

Keywords: multiplatform TV production, professional development, citizen participation, reflection, documentary practice

My former study: Rautkorpi, Tiina (2021). Professional-amateur cooperation in reality-based TV productions: investigating TV professionals' endeavours and tensions. Media Practice and Education 22(3), 183–195. **https://doi.org/10.1080/25741136.2021.1891494**

PP 432   Rethinking Europe's video-on-demand ecologies beyond Netflix to improve media policy

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This paper rethinks the recent history of the transformation from broadcasting to video-on-demand from a local European perspective, in order to challenge dominant theorizations of the streaming industry derived from the practices and global expansion of Netflix (e.g. Lobato 2019). Such a challenge is not only necessary to deepen academic understanding of the VoD industries in the contexts of their local media ecosystems (Kostovska et al. 2021), but also to contribute to national and EU-level media political debates that conceptualize the regulation of the sector predominantly as defense against adverse market impacts of US-American players.

To answer the question which local forces have been driving the development of the European VoD sector, a combination of data analysis and visualization (using Tableau) of market indicators (based on the EAO Yearbooks and Mavise database) and document analysis of industry press plus interviews with informants from the media industries in Denmark and Germany are applied.

The data visualization and document analysis enable us to see six waves of VoD development in these two markets: 1) early experiments, 2) domestic pioneers, 3) experiments and expansions across borders, 4) arrival of US-based global giants, 5) niches and new business models and 6) European expansions and counter-flows. Though starting at different times in the two markets, similar patterns of agents driving these trends can be identified, which highlight the early importance of Europe's telcom sector, public institutions and media brands operating in the respective geo-linguistic regions in driving the development of domestic and regional VoD services. These are also characterized by business models that differ from the dominant global SVoDs.

While the most recent phase of territorial expansions in European VoDs (e.g. Viaplay's expansion to the USA) begins to constitute a European counter-flow, we also see these developments restricted by national media policy and increasing dependencies of European services on infrastructures of US-based platforms (e.g. Amazon channels) that constitute a threat to their proliferation. A concluding examination of the implementation of the AVMSD shows that these threats are currently not addressed by national and EU level media policy. Therefore, this paper seeks to contribute to the debate on media policies that can strengthen the competitiveness of the European audiovisual sector, by pointing out that investment obligations and levies imposed on global SVoD may benefit the European production sector, but do not help to address challenges faced in the other elements of the value chain.

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■ **TVS05 - New Television Strategies**

PP 433   To Be Continued: Rethinking Television's Lasting Impact on Current VOD and YouTube's Business and Legitimation Strategies

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"How Television Invented New Media," was the bold claim put forward by Sheila Murphy in her 2011 seminal work of the same title. She therein provided an "overlooked" (p. 24) history of television as new media, showing how specific technologies and representations in audiovisual culture mine the history and strategies of television as they converge with new ways of circulating audiovisual content. More than ten years after Murphy, we aim to

give an updated answer to the research question: <u>What is – or how can we rethink – television's lasting impact on business and legitimation strategies of current VOD platforms (specifically *Netflix, HBO Max*) and *YouTube*?</u> From Netflix's local language original content production to YouTube's ever longer "commercial breaks", VOD streaming platforms have become today's norm for consuming TV content: Netflix has established itself as the worldwide leading VOD and original TV content production platform. Many pay cable channels like HBO that led the turn to original content production under the banner of "It's not TV, It's HBO" at the beginning of the 21st century (Newman and Levine 2012; Lotz 2018) now offer their original programming via their own online VOD service (HBO Max [formerly HBO Go], est. 2010). With the new lucrative TV series market, media industry conglomerates and tele-communications companies likewise jumped on the bandwagon of offering original TV and film content exclusively to subscribers on their streaming platforms (i.e. *Amazon Prime*, est. 2011; *Paramount*+ [former CBS All Access], est. 2014; *Apple TV*+, est. 2019; *Disney*+, est. 2019; *Peacock*, est. 2020) or their youth-oriented YouTube channels like *Awesomeness* (Viacom Inc., est. 2012). Our research paper turns Murphy's claim on its head and re-approaches television as a key paradigm for understanding the current strategies used in the U.S. TV industry in the age of VOD and by YouTube. YouTube is an by now particularly well-researched streaming platform in academic publications on online video and participatory culture (Burgess & Green 2009), convergence culture (Jenkins 2006), transmedia television (Evans 2013) and media memory democratization (Hilderbrand 2007). Its mix of streaming content with user-generated, amateur videos allows for 'authentic' insights into prosumers' lives similar to first person media such as documentary film and reality TV (Van Dijck 2013; Duplantier 2016; Dovey 2000) and is financed by both advertisement (Vonderau 2016) and subscription. To answer our leading research question on how television is still impacting these new media forms of "TV," including their legitimation and business strategies, we investigate business and legitimation strategies of Netflix, HBO Max and YouTube in combination with textual analysis and platform analysis. In doing so, and in contrast to recent publications highlighting the potential of analysing Netflix as a "transnational" or "multinational" VOD streaming service in its own right (Jenner 2018; Lotz 2021), we would like to contribute to the ECC 2022 theme 'Rethink Impact' and particularly reflect on the medium television's continuing relevance as a "middletext" (Murphy 2011, p.8) between established, historical media forms and practices and new, emergent media forms, particularly their business and legitimation strategies.

TVS05 - New Television Strategies

PP 434   The power of information programmes in the scheduling strategies of European generalist-interest television

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Generalist television in Europe has undergone significant changes over the last 30 years that have altered both its content offer and its programming policies and strategies to adapt to its different historical periods of evolution as a mass media. These changes have been marked mainly by regulatory contexts and technological innovations, but also by new media consumption habits adopted in the network society (i.e. Bustamante, 2010; Creeber & Hills, 2007; Dhoest & Simons, 2016; Meikle & Young, 2008; Prado *et al.*, 2020). However, throughout these three decades, the role of information content in European general-interest channels has remained unchanged and continues to be a fundamental pillar of its content and programming strategies (Prado & Delgado, 2010; Prado *et al.*, 2020). The aim of this paper is to analyse the evolution of Information in the schedules of public and commercial general-interest television channels in the five main European television markets (France, Germany, Italy, Spain, and the United Kingdom) in relation to their importance in the content offer, the trends in terms of genres and formats and their use as a competitive programming strategy.

This study has been carried out within the framework project "From Hegemony to Competition: Transformations of European Public Channels' Programming Strategies Over the Last 30 Years (EU5)" of the Spanish National R&D Plan, founded by MICIU-FEDER (PGC2018-094863-B-100) developed by GRISS (Research Group on Image, Sound and Synthesis) – Autonomous University of Barcelona (Spain). The focus of this project is to explore and explain the evolution of European television schedules during the last 30 years of the DTT general-interest television channels from the main European television markets which represent 25 channels: 11 public (France 2, France 3, Das Erste, ZDF, Rai Uno, Rai Due, Rai Tre, La1, La2, BBC One and BBC Two.) and 14 commercial (TF1, M6, ProSieben, Sat.1, RTL, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta, Telecinco, Channel 4 and ITV1,).

The results confirm the leading role of Information programmes during the last three decades in the schedules of the public channels of the five countries analysed, both in terms of quantity (their weight in the content offered) and quality (their diversity of genres and formats). Information on public channels is the main axis that structures their schedules and is prioritised both in day-time and prime-time. This underlines the importance of the European PSMs in the generalist model of free-to-air television not only in the past but also in today's society. In general terms, commercial channels only dedicate half of the time to Information than public. It is also observed that

current events are dominant in the time allocated to Information, mainly through news and magazine programmes, a common trend regardless of the ownership of the channel and country. In all cases, without exception, general information Magazines are offered in the day-time and news programmes as anchors for each time slot. Public channels are also distinguished by a wider offer of in-depth information programmes such as documentaries, reports and interviews.

TVS05 - New Television Strategies

PP 435   Tour de France in a digital television paradigm

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This paper presents an analysis of public service television's coverage of traditional sports events in the context of the ongoing transformation into a 'digital television paradigm' (Bruun & Bille, 2022). The case will be a production analysis of the Danish public service company TV 2's production and coverage of the Tour de France in the summer 2022, where the first three stages, the 'Grand Depart', will take place in Denmark. This means that the French/Danish organizers has engaged a wide range of different local partners and socio-economic interests in the race's production – all seeking the exposure and socio-cultural benefits often anticipated from such mediatized 'mega-events' (Horne & Manzenreiter 2006, Frandsen 2020).

Historically live sport has been significant content for the attraction of viewers to broadcast channels, and especially big international sports events have been considered vital for the provision of a sense of belonging and national identity to an increasingly fragmented audience. The Tour de France has for three decades been covered intensely by TV 2, making the Tour essential to the service's brand strategy (Johnson 2012; Frandsen 2017), and the Danish hosting of the event is considered an outcome of the popularity of the event among Danes based on TV 2's coverage. However, besides the strategic importance for the company's brand identity and a continued ability to secure a significant share of viewing during the summer, the Tour de France coverage in 2022 constitutes a case for exploring some of the challenges related to the ongoing transformation into a new television paradigm. A paradigm where the role of sports content has mainly been discussed in the context of international streaming platforms (Hutchins, Li & Rowe). The 'live' aspect in sport and the particular circumstances around the Tour de France in 2022 makes it a particular case for analysis. Through interviews, field studies at TV 2 and the Tour's media center, and textual analysis, the paper explores whether and how traditional sports and events like the Tour de France, which face difficulties in attracting the younger audiences, may still be used in promotion of a public service identity in the digital age? What kind of content will be produced and to what extent can the mediation of this unique sports event be used to explore the synergies between the linear and non-linear modes of viewing which currently seems to be the focus of TV 2 in their overall transformation (Bruun & Bille 2022).

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TVS05 - New Television Strategies

PP 436   Unwrapping the value of innovation in Public Service Media: case study of RTP and RTVE

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Innovation has become a key concept in the public service narrative, growing into a core element within the public value definitions proposed by Public Service Media (PSM) organisations (EBU, 2012; Fernández-Quijada et al., 2015). In a convergent and highly competitive scenario, PSM are being challenged to innovate to respond and react to the ongoing transformations in the market –services, distribution platforms, audience behaviours, technologies–. The most dynamic organisations conceive the innovation strategy as a lever for improving corporate reputation, reinforcing positioning and changing their image of obsolescence, but also as a way to reach younger audiences who are migrating toward new forms of consumption (Rainavason et al., 2013). More recently, it has also been

highlighted that PSM organisations contribute to boosting existing markets and opening new ones by innovating and assuming risks that commercial media outlets are not willing to assume, thus broadening the scope of innovation as a core dimension of PSM's public value and impact (Mazzucato et al., 2020; Rodríguez-Castro et al., 2021).

Taking this context into account, in this research it is analysed how two European PSM organisations, Rádio e Televisão de Portugal (RTP) and Radio y Televisión Española (RTVE), are seeking to innovate to better serve their public service remits. As innovation can be explored from multiple perspectives, and often media studies are focused on technology-related aspects, this proposal departs from the definition provided in the Oslo Manual, that understands innovation as "the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations" (OECD/Eurostat, 2005, p. 46). In particular, three research questions guided this study:

RQ1: How is innovation understood and conceptualized within RTP and RTVE?

RQ2: How does innovation contribute to enhancing the public value of RTP and RTVE?

RQ3: Is the knowledge derived from the innovation processes undertaken by RTP and RTVE transferred to the wider media system?

The research is based on a mixed-method design, combining quantitative and qualitative techniques. First, a document analysis is carried out aimed at identifying the conception and approach of innovation by RTP and RTVE. For that purpose, online documents regarding their mission, strategic plans, lines of action or commitments are reviewed. Second, and in order to complement the documentary data and to triangulate the results, semi-structured in-depth interviews were conducted with professionals at both PSM organisations under study.

The results of the research show certain differences in how RTP and RTVE articulate innovation, although this is predominantly understood from a technology-driven perspective in both PSM organisations. Some limitations were still found in terms of transferring the know-how acquired through PSM innovation to the wider media environment, a deficit that allows for the conclusion that more impact-oriented strategies are needed.

TVS06 - Televisual Landscapes in the Era of Climate Crisis

PN 108   Greenland on Fire: Thin Ice as Environmental Thriller and Anthropocene Imaginary

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Perhaps more than anywhere else, the notion of the "good Anthropocene" finds purchase in northern Europe. With its small, wealthy populations, dense woodlands, and smartly-designed cities, the Nordic countries are well-branded as sustainable and environmentally-friendly when compared to nearly any other region on the planet. Norden seems to be at the cutting edge of achieving a "brave new world" where fossil fuel use and endless waste-making give way to "agroecology, green roofs and buildings [and] distributed renewable energy systems" combined with "a reawakened sense of wonder, an ethic of care, and aesthetic and cultural production" associated with the planet (Buck 2015, 369). The artic noir series Thin Ice is produced by Yellow Bird for Swedish TV4, the self-styled "environmental thriller" Thin Ice (Tunn is, 2020-) is challenging the Nordic as good Anthropocene. The opening scene sets the stage for the series, putting the petroleum industry's impact on climate change at the forefront of the narrative which takes place in the Danish crown territory of Greenland/Kalaallit Nunaat. The scene features the Swedish minister for foreign affairs, Elsa Engström (Lena Endre), preparing her speech for an Arctic Council meeting in Greenland: If we pass 2°C degrees of warming, the ice sheet will presumably begin to irreversibly melt. The Greenlandic ice sheet already shrinks 286 gigatons every year. And if it melts completely, global sea level will rise by 7.5 meters. Melting ice water from the Greenlandic ice cap could alter the Gulf Stream, which means drastically lower temperatures in Western Europe, refugee crises, crop failures, civil wars, and possibly a new ice age. Thin Ice represents a paragon of the new direction in Nordic crime drama, with "Arctic noir" carrying on the genre's societal critique by adapting to political, economic, ethnical, and climate conditions in Europe's northern reaches. The cinematic landscape features otherworldly vistas defined by endless snow-covered mountains, awesome glaciers, imposing fjords, and the country's colourful houses – all shown using high-angle cameras and long-shot panoramas (including scenes captured from helicopters, drones, and satellites). The Arctic landscape is not just a backdrop, instead it is elemental to the series' aesthetics, narrative, and its critical societal engagement, particularly at the current historical juncture wherein Greenland is striving to "become a real nation, with a real economy". Based on Thin Ice as the analytical case, this paper contributes to the field of ecocritical television by discussing the relationship between crime series, popular culture and environmental crisis as societal challenge. Furthermore, the case shows Greenland as a highly contested place in which the Arctic Council – as well as the "good Anthropocene" – is challenged by geopolitical interests, global economy and postcolonial conflicts.

Television Studies

PN 109 **When a Real Storm Hits the Shores: Representing Climate Change in the Television Series The Swell**

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The Dutch/Belgian cli-fi television series The Swell (Als de Dijken Breken, EO/VRT, 2016) shows an exceptional tempest that allegedly happens once in ten thousand years damage the dunes along the North Sea coast, putting the western provinces of the Netherlands and Belgium at the risk of a devastating flood. This plausible "what if…" scenario opens up a space for addressing both the hypothetical questions about climatic change and historical practices that came to shape Dutch water management over time. It reminds viewers that the coastal area of the Netherlands represents a co-constitutive natural and human landscape, and that the country's "settlement history of more than 2000 years is still mirrored in its maritime-agricultural landscape" (Egberts and Schroor & Bazelmans 19). People have been reclaiming the fresh and salt-water marshes for millennia and have "set world-wide standards for land reclamation" since, continuing a living legacy of environmental planning and management (Egberts, Schroor & Bazelmans 19). The Swell is a fascinating cultural text precisely because it addresses wide-spread and common anxieties related to climate change, while also setting those fears a particular cultural and ecological context of the low-lying countries that border the North Sea. What is more, the human predicament here is emphatically situated within a gallery of iconic landscapes which appear to play an essential role in navigating the ideological and existential questions likely to become more regular features of life in the Anthropocene. The sense of urgency exuded can be thus attributed to the particular ways in which concrete geographic landscapes appear at the various stages of narration. Tangibly, this means that the landscape itself—including the depiction of concrete geographic zones throughout the storm and in the days after it passes—is of primary interest as it operates as the affective link between the (fictional) televisual narrative and the real physical world which we see around us and in which we live. The presentation will consider how the aesthetics of the various screened responses to the flood in the series invites viewers to examine their practical and affective relationships with the landscapes in which they dwell, and ultimately help reorient present-day thinking to the considerations of the future, pro-viding a blueprint for speculative thought. BibliographyEgberts, Linde, and Meindert Schroor, editors. Waddenland Outstanding: History, Landscape and Cultural Heritage of the Wadden Sea Region. Amsterdam University Press, 2018. DOI.org (Crossref), https://doi.org/10.2307/j.ctv7xbrmk.

PN 110 **Blinding Visions of the Anthropocene: Thinking and Feeling the New Human Epoch While Watching See**

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As television outpaces film as the primary dispositif through which individuals imagine and understand the world around them, how showrunners treat the challenges of the Anthropocene is critical as we draw closer to the surviv-ability moment for the current global system. Bringing together approaches from screen studies, cultural geography, and critical geopolitics, my analysis speaks to the growing need for what Mirzoeff (2016) has labelled a 'see change', i.e. we need to learn how to visualise the effects of the New Human Epoch – whether in the form of cli-mate change, mass extinctions, or the myriad breachings of planetary boundaries by pollutants. From Snowpiercer to Station Eleven, serious television is increasingly looking to (graphic) novels for inspiration for (profitable) series that grapple with cataclysmic changes that the planet is undergoing. The big budget series See (2019-), starring Jason Momoa, Dave Bautista, and Sylvia Hoeks, is not an adaptation, but original programming developed for the premium streaming service Apple TV+. Set some 600 years in the future, humans have been nearly wiped out by a virus which spread around the world in the early twenty-first century. Those members of the species that remain have been rendered blind, but sight is slowly returning to the world. Filmed in rural British Columbia, the first series of See is defined by its landscapes of rewilded space littered with the ruins of Great Acceleration, which – due to humanity's sightlessness – present a realm of danger (just as the viewer is invited gaze upon these sublime vistas with wonder and awe). Employing the See's visual world as a tool to think with and through the Anthropocene, my paper interrogates what I identify as the series' speculative geographical imaginary, a vision of a future wrought by the end of Homo sapiens' reign as a singularly disruptive force on the planet. Narratively, See initially promises a cautionary tale of humanity's hubris, presenting a manifestation of the Gaia's revenge (Lovelock 2007) wherein Mother Earth's tormentor is hobbled by simply removing its ability to see. Yet, as the focus shifts from a family drama set in a milieu of murderous intolerance of difference to the second series' quasi-fantasy epic which pits primitive armies against one another amidst a complex scramble for political power, its Anthropo(s)cenic qualities

are discarded. Turning See's representational paradigm upon itself, I argue that the series effectively blinds itself (and us, the viewers) to the very problems it once seemed to condemn. By revelling in its ocular-centric perspective, See's rich and often inexplicable visual culture reveals an inability to imagine a (sightless) world that does not mirror the one created by 'Western' extractivist, patriarchal, and ableist practices which have likely doomed our species to apocalypse. Sources:Lovelock, James. 2007. The Revenge of Gaia. London: Penguin. Mirzoeff, Nicholas. 2016. How to See the World: An Introduction to Images, From Self-Portraits to Selfies, Maps to Movies, and More. London: Pelican.

TVS06 - Televisual Landscapes in the Era of Climate Crisis

PN 111   'Together for Our Planet'?: Environmental Nordic Teen Media and the Netflix Algorithm

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It is no understatement to suggest that Nordic television programmes produced by the 'globalised' streaming media platform Netflix proliferate in volume. There are three developments taking place: firstly, shows like Ragnarok (2020-) and The Rain (2018–2020) are produced by Netflix through local production companies in Norway and Sweden, respectively, targeting consumers through their combination of teen thematics (high school, budding romance, puberty, pop culture references etc) and horror or science fiction genre conventions. Secondly, the popularity of these shows on Netflix highlights the cultural capital Nordic Noir, as a location-based genre, holds and the ways shows from the Nordic region are able to connect with international audiences. Finally, and intriguingly, these series tend to envision the cliches of the teen and horror/sci-fi genres through ecocritical themes, especially via meaningful depictions of landscapes. In doing so, there is a clear attempt to align these productions with Netflix's propensity to disseminate material with environmental content (see for example, the recent Oscar-Winning 'original' production My Octopus Teacher, 2020). Such concerns are part of the corporation's self-branding strategies which especially take place on its social media channels, where the corporation's diversity and sustainability strategies actively build up an image of the corporation as a mindful 'woke' operation. This paper will interrogate the confluence of factors around Netflix' Nordic TV programming (teen programming, genre conventions, ecocritical content, a branded platform) to explore the monetisation of Nordic environmentalism in popular screen media content. Drawing on, but very clear distinguishable, from the Skolstrejk för klimatet (school strike for the climate) activism of Greta Thunberg, these shows provide two challenges: 1) they clearly position the climate emergency into the popular realm and arguably will generate substantial awareness amongst their target demographics by framing ecological catastrophes as key topics of concern, but simultaneously 2) they simplify and commodify these catastrophes (not unlike Hollywood blockbusters have done for decades, see Brereton 2005, Kaapa 2014). This conflicted relationship is amplified by the algorithmic, networked Netflix platform that targets specific consumer demographics, at least in these instances, based on their consumption patterns that highlights categories such as 'Scandinavian TV' or 'Together for Our Planet'. To analyse these dynamics, the paper investigates both the content of these Nordic shows as well as their presence on the Netflix platform and its Instagram and Twitter channels to uncover the ways climate activism and awareness can simultaneously be productive (as an incubator) and reductive (as a commercial exchange).

TVS06 - Televisual Landscapes in the Era of Climate Crisis

PN 112   Particles in Time: Nuclear Winter, Co-produced Transcultural Histories in HBO/Sky's Chernobyl (2019)

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26 April 1986. 1:23amChernobyl was a cross-border cataclysm. The disaster took place on 26 April 1986, during a reactor systems test, when a rapid surge in power destroyed Unit 4 of the Chernobyl Nuclear Power Plant in Ukraine, at that time part of the Soviet Union. The catastrophe and subsequent fire released considerable amounts of radioactive material into the atmosphere. As a federal socialist state governed by one-party, the Soviets sought to contain the crisis, even at first denying it. But once government agencies in Sweden detected radiation across its territories it wasn't long before Chernobyl made headline news around the world. 1,600 square miles, including two major towns and 74 villages, were closed. This evacuation area has several names, this place. It is officially known as the 'Zone of Alienation'. Others also know it as the 'Dead Zone'. It is the most radioactive environment on the planet (Flyn, 2021: 90–110). 6 May 2019. Simultaneous broadcast. A crowd of residents gather on a bridge at night to watch the reactor burn. It is a strange sight, a beguiling one. Radiation falls like snow, particles of light, falling on a woman's hair, falling across time. The five-part historical TV drama mini-series centres on the initial

disaster and the efforts to deal with the radioactive contamination that followed. Produced in the US by HBO, and Sky in the United Kingdom, this transnational co-produced enterprise gives representation to an event seen as contributing to the dissolution of the Soviet Union and heralding the post-Cold War era yet remains entangled in Soviet state silence and obfuscations of the truth.'Particles in Time' considers what it is write history and recall collective memories within the context of a transnational TV co-production, with the first collaboration between HBO and Sky Television: Chernobyl (2019). HBO has long been known for giving visibility to histories at the margin, giving voice to those often without ‚official' representation, but also to events before the more significant ones are written. But what does it mean to produce collective memories and discourses of history, especially ones so contested as the nuclear power disaster at Chernobyl in 1986, within a transnational co-producing TV context? At the centre of this paper is the character Ulyana Khomyuk, played by British actress Emily Watson. The nuclear physicist who realised what had happened before the authorities officially admitted never existed. The choice of a single woman, standing in for a male collective, is an interesting one; but how does her role make visible the history of this environmental disaster. Drawing on interdisciplinary theories of culture, memory studies and ecofeminism, I ask what is it to use such a female character to produce memories of the worse man-made environment disaster thirty-years after the fact: which history, whose memories? What in this regard can we learn from this transnational co-production between HBO and Sky Arts revisiting the radioactive hinterlands of Chernobyl, where the Dead Zone is remembered at a time of climate emergency, further tangling memories around the nuclear disaster of 1986 in 2020, in the age of global pandemic.

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VC01 - Visual cultures of representation

PP 032 "If you're not there, share!": emplacement in Facebook live videos of political struggle

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"Remember! This is how the war began!" says a woman, invisible to the viewer, while pointing at the armed soldiers in front of her. We can only see her reaching her hand forward as she holds the smartphone with her other hand, guiding us through the inflamed protesting crowd as she films.

The above describes a fraction of a Facebook live video titled "In Shaq Jarach," uploaded during the 11-day Israeli-Palestinian conflict in May 2021. The fighting was accompanied by violent riots of citizens in the "mixed cities," Israeli cities with Jewish and Palestinian populations, and protests by both left-wing and right-wing groups. This paper investigates 100 videos broadcast live on Facebook during this period from different centers of conflict (Jerusalem, Jaffa, and others). The paper examines how "broadcasters" use mobile cameras, Facebook's interface, and videos' liveness to mediate a sense of emplacement and urgency for viewers, designed to engage and activate them.

The paper suggests that "liveness" and "emplacement" are bound by the interactive responsiveness of digital media and constructed through techniques of embodied presence. Liveness, referring to the broadcasting of an event as it happens, is mainly the result of our perception of the medium and our willingness to bring it into full presence for ourselves (Auslander, 2012). Emplacement – the constitution of a place in human perception, including its cultural and social context – is usually achieved by the sensing body (Casey, 2013). Using raw, shaky audio-visual content, combined with live videos' connectivity (real-time comments, share/like buttons), broadcasters "emplace" viewers in a different space than their physical one by creating an urgent, heightened sensory experience.

Qualitative analysis of the corpus of videos and comments reveals that: 1) similar to selfie practices, broadcasters intentionally embody their presence by reversing the camera, capturing themselves, or including their limbs in the frame; 2) broadcasters use placemaking practices (Labayen & Gutierrez, 2021), moving their cameras to mark geographical borders or ideological opponents; 3) broadcasters turn to viewers as witnesses or comrades, particularly when they urge them to share the live broadcast.

The political use of live videos also brings together and extends previous thinking about media witnessing: Pantti's "connective witnessing" (2012) and Anden-Papadopoulos' "citizen camera witnessing" (2014), harnessing together collective involvement and "raw" physicality, as live videos also "emplace" the viewer through the videographer's point of view, voice, and ideology.

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VC01 - Visual cultures of representation

PP 033 A study of visuals and its significance in group formations and communications in the 2019 Hong Kong movement

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The streets of Hong Kong have turned into a theatre of protests in summer 2019, as pro-democracy protesters took to the street together with their protest posters and umbrellas, to protest against the proposed extradition bill that allows criminal suspects to be extradited to places that Hong Kong does not have an extradition treaty with, including mainland China. Since the beginning of the movement, these posters were seen across the city and many 'protest poster groups' were established to dedicate themselves in the creation and distribution of the posters both physically at the protesting sites and also on social media platforms such as Facebook, Instagram and Telegram.

The impact of these posters is not limited to promoting the ideas of protesters, they also invite people from all walks of life to participate in the movement through different forms of distribution. For example, "Lennon walls" were set

up in different parts of the city to present these posters aesthetically and also provide an alternative channel for elderly citizens to follow the latest development of the movement from a different perspective, as some claimed the mainstream media are biased towards the anti-movement groups.

This paper analyses the roles of visuals in group recruitments, formations, communications and sustainability during the movement, through establishing a theoretical engagement with protest images, in the forms of posters. A mixed qualitative method approach was used for the research. 9 in-depth interviews with creators and distributors, and a critical visual analysis of 10 posters using iconological approach devised by Panofsky (1953) were conducted. Through breaking down the three different layers of meaning – the basic subject-matter, the conventional meaning, and the disguised symbolism – we are able to identify the functions of protest posters in strengthening solidarity during the movement. theories from visual culture, network society and social movement studies were applied to the analysis. The study identifies the three main roles of posters in the movement: to provide reliable and accurate information with the support of visual elements; to effectively spread core values and slogans of the movement; to tell the stories that cannot be covered in mass media. The findings indicates that protest posters highlight different important cultural perspectives and play significant roles in bridging communicational, information and geographical gaps between participants, breaking down complex political messages to the general public, connecting and reconnecting people, and recalling traumatic memories and triggering emotions. Another key finding shows how the use of icons and colors in the creation of posters strengthens solidarity among group members, and how protest images were used as a recruitment tool to encourage members' contributions to the movement.

Keywords: *Visual culture, Social Movements, Hong Kong movement; Artivism; Protest posters; Democracy; Mobilization; Participation*

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■ **VC01 - Visual cultures of representation**

PP 034 Photographs of protest and visual rhetorics of women standing up to the system

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One of the recurrent representations of protests in news photographs is that of a woman standing up to the system. Zarzycka (2016) indicates that, along with mourning women, mothers or victims, women confronting soldiers or standing up to the system are a common visual trope, especially in war photography. However, little scholarly attention has been paid to such representations despite their recurrence across time and political contexts of protests, and the fact that a variety of such images from countries around the world have been grouped thematically for online dissemination (e.g. via Huffington Post, Bored Panda). This study therefore fills a gap by exploring the way the figure of a lone female protester is utilized in news photography over decades as a kind of visual rhetoric, rhetorical figure or symbol. In the analyzed corpus, we also look at how a woman is positioned in relation to other subjects in the photograph and how the presence of a female protester contributes to represent the protest and the societal order in general.

Data consist of 40 photographs collected online by the researchers. The researchers gathered photographs they already knew of women standing alone in protests (e.g. the photographs of Ieshia Evans and Agnieszka Holland) and looked for similar others using keywords such as "protesting women" and searching for photographs taken during protests. The selected photographs are from various parts of the world and connected to different protests that took place in the 2000s. The main criterion used to select them was the presence of a lone female protester in the context of a protest that focuses on other issues than women's rights. The photographs were analyzed using Kędra and Sommier's (2018) model of visual rhetorical interpretation of journalistic photographs with some modifications.

A first reading of the data indicates that these images refer to iconic representations, a visual trope of a civilian facing soldiers, using visual rhetorical figures, for example, antithesis (humanization of a protester vs dehumanization of a police cordon) and create contemporary, context specific symbols (Lady in Blue, Lady in Red) as well as playing with cultural myths (e.g. David vs. Goliath). The women in the analyzed photographs are identifiable and of different ages, skin colors, looks, wealths, religions. However, the system against which they protest is often face-less and the same across photographs. It consists of masculine figures in military uniforms standing behind or forming a security barrier, while in some cases, an absence of the oppressor is left to the viewer's imagination. In this sense, the analyzed photographs built on the visual capital of the viewer. All the objects and subjects juxtaposed in

the analyzed pictures make the photographs powerful out-of-context, by elevating the women in the photographs as women from everywhere, standing up against social and political injustice.

■ **VC01 - Visual cultures of representation**

PP 035 **The Taliban in a pedal boat: A visual framing analysis of Associated Press and Reuters news photographs of the fundamentalist regime after the end of the Afghanistan war**

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The early photographic coverage of the Afghanistan war at Western wire agencies in 2001 was part of the coverage of the general "war on terror" frame, arising from the 9/11 attacks (Cherkaoui 2017, p. 24–26). In a war, polarization is the norm, which helps the sides implicated in a conflict to justify the violence. For this reason, frames are used to depict the enemy (Galtung 1986; 2002). In Afghanistan, the process of 'othering' was reinforced by a general misperception of the Arab and Muslim world (Cherkaoui 2017; Said 1979). Twenty years later, in 2021, US forces decided to leave Afghanistan definitively; thus, the war is considered over. The visual coverage of the Taliban regime in Western wire agencies seems, this time, different. Some photographic representations have started to portray the fundamentalists in completely new situations such as in an amusement park or in a pedal boat. The aim of this study is to answer the following:

RQ: How did the visual representation of the Taliban change in the Western media coverage after the 9/11 attacks compared to the period after US forces' withdrawal from Afghanistan?

RQ1: What is the character of photographic representation and what stereotypes are reinforcing Western wire agencies' coverage of the fundamentalist regime?

RQ2: Does the media coverage have any coherence to the framing of war/peace journalism? Does it fit with various moral evaluations of conflict or are other alternative explanations presented?

This study is supported by framing theory linked with the peace journalism concept. Framing theory describes the process of organizing a news story (or photography) to convey a particular interpretation of a news event to an audience (Entman 1993). Thus, it can be linked with war and peace journalism because they can be seen as competing frames in covering conflicts (Neumann & Fahmy 2012; Pg.178). Peace journalism shows the black and white of all sides and deescalates the conflict by highlighting solutions (Lynch & Galtung 2010), while war journalism is mostly based on visible violence and visible consequences, and it tends to be reactive (Lynch & Galtung 2010).

In order to compare the photographic representation of the Taliban, two main Western wire agencies are selected: Associated Press and Reuters. The methodology of this article is mixed. First, the study employs content analysis of news photographic images. The study covers two periods of time: the first, starting from September 11th, 2001 –the terrorist attacks in New York– spans 12 weeks; the second, starting from August 24th, 2021 –the US army's withdrawal from Afghanistan– also spans 12 weeks. Therefore, 600 photographs are selected in total. From here, and similar to Parry (2010), this study employs a deductive approach in its choice of frames, based on the moral evaluations of war and peace from Galtung (2002). As a second stage, semiology image analysis (Rose 2001, p.69) complements the study; therefore, 5 to 10 images are chosen from the main sample due to their qualitative value.

■ **VC01 - Visual cultures of representation**

PP 036 **When media don't die: The persistence of photography and the mimetic archive**

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This paper recruits the concept of the archive to address a contemporary conundrum: assuming that most of the traditional components of photography have been replaced or radically altered in the last three decades or so, how is it that it has retained its identity, recognizability and meaning over time? How has photography not only endured the transformation of its core technologies, but expanded into new digital contexts (such as virtual worlds) where 'photography' should not, technically speaking, exist? And what are the implications of photography's endurance and expansion, along with its associated worldviews and values, for the societies and cultures in which it occurs: what does the *persistence* of a medium such as photography — rather than its demise or replacement — enable, constrain and signify?

Answering these questions brings cultural memory and the archive centre stage. Rather than the conventional emphasis on photography as an archival medium, and on photographs as vehicles of remembering, this paper proposes that archival processes and cultural memory are the frameworks through which *photography itself* endures, expands and flourishes. Photography is archival in that its continued existence draws upon the 'mimetic archive' (Mazzeralla 2017) – a dynamic set of historically sedimented knowledge-practices and organized replicative energies. Indeed, several archival forces feed the recollection and articulation of photography across intersecting domains: a *techno-cultural* archive of recognizable photographic technologies and equipment, an *institutional* archive of agencies, norms and discourses which regulate photography as a field of cultural activity, and a *representational-performative* archive which formalizes and enacts photography's aesthetic conventions, established topics and embodied practices.

Focusing on a case-study of the digital 'salvation' of found film photography, the paper traces the intersection of these mimetic archives in relocating photography to new digital contexts. In the process, it counters Dewdney's (2021) injunction to 'forget photography' and his characterization of it as a 'zombie' category that obscures the contemporary condition of computational images. Photography's mimetic archives, it argues, do more than merely preserve the medium's legibility to users: they mobilize constellations of worldviews, aesthetic schemas, social values and behavioural scripts that were profoundly associated with photography in the past. Consolidated especially in Western modernity, these constellations energize and repurpose a range of 'photographic' attributes for contemporary digital contexts: *evidentiary* (photography produces visible evidence of the world); *spectacular* (photography designates the world as picturable before an external gaze); *temporal* (photography realigns temporal experience and memory frameworks); *expressive* (photography distributes representational capabilities to diverse populations); and *ethical* (photography generates encounters with strangers who are made newly visible). The archival reproduction of photography thus perpetuates previously constituted protocols for representing and relating to the world, reanimating them in radically novel contexts of experience and use.

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VC02 - Visual cultures across contexts and media

PP 139   Corporate appropriations of vernacular images on Instagram: from User Generated Content to a User Generated Aesthetic

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Recent research has emphasized the increasing professionalization of 'user-generated content' for digital networks and social media (e.g. Kim 2012, Lobato 2016; Cunningham, Craig and Silver 2016). This paper highlights a contrary but parallel process: the aesthetic 'vernacularization' of brand images on social media and the adoption of recognizably 'amateur' styles by corporate brands. For instance, the official Instagram accounts of leading fashion companies such as American Eagle, Gap and Forever 21 frequently include informal photographic 'moments', presenting seemingly fleeting and random scenes from everyday personal life. In terms of the normative aesthetic conventions of professional 'good photography', many of the images suffer from 'bad' lighting or cropping 'errors'; others seem to be filtered by non-professional editing applications. Almost all are characterized by spontaneous-seeming composition and minimal technical precision, where everything from power sockets to poorly painted walls are visible – 'user-generated' images made on-the-fly by ordinary individuals, that could fit well into Manovich's definition of 'casual photos' (2017).

Yet despite their user-generated veneer, most of these images were actively produced for the brands' Instagram accounts by media professionals. In other words, they are examples of the appropriation of vernacular photographic styles by organizations traditionally associated almost exclusively with professional production processes – including professional visual aesthetics.

Analyzing the official Instagram accounts of 24 leading fashion brands between 2014–18, our research project identified eight distinctive patterns in the use of these vernacular photographic styles by professional brands. In this paper we discuss the three most widespread patterns: (1) Regramming: sharing and crediting users' photographs on the brands' official feed ;(2) Vernacular celebrity: posting the 'amateur-looking' photographs of a celebrity or model associated with brand; (3) Brandfies: selfie-style images created by brands themselves where the brand appears to be the 'self' that performs its own representation.

Following this analysis, we argue that user-generated content has, at least in the case of photography, become detached from its primary authorial configuration (being generated by non-professional users) and has solidified

into a recognizable style, a 'user-generated aesthetic' which appears as a kind of 'calibrated amateurism' (Abidin 2014) – only in this case amateurism is calibrated by professional brands rather than by social media influencers. This detachment constitutes a form of 'context collapse' that is characteristic of social media in other respects (Boyd 2002, Davis and Jurgenson 2014), but here it appears in visual form: as the collapse of contextual distinctions that enable viewers to infer authorial status, milieu and purposes from visual indicators. It further conforms to the expansion of branding practices beyond the purview of marketing, advertising and celebrity into all aspects of social life (Wernick 1991, Marwick 2015, Banet-Weiser 2012), and in particular to Instagram as a 'social media storefront' where 'sociality unfolds within platforms that encode marketplace logics' (Hund and McGuigan 2019). If everyday practices of self-representation and communication (such as 'casual photography') are already produced within the discursive and performative structures of marketing, their actual appropriation by brands is likely to be both ideologically seamless and generative of new content.

VC02 - Visual cultures across contexts and media

PP 140   Envisioning educational futures: Ed-tech industry images of the "smart classroom"

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The organization and understanding of schools and education is deeply entangled with different media technologies and built infrastructures, from books and blackboards to AI learning tools and learning platforms. As different media technologies prioritize certain kinds of teaching and learning, they have also become central for envisioning preferred futures of education. Today, the ed-tech (educational technologies) sector is becoming an increasingly important actor in the production of "anticipatory regimes" that "not only imagine the future but discipline our present" (Amsler & Facer, 2017, p. 4). We suggest that this production of at once attainable and prescribed futures can be understood and analyzed as "sociotechnical imaginaries" (Jasanoff & Kim 2015), i.e. collectively held visions of how (new) technology may enhance social progression and resolve the problems of today. One central trope in such visions of the future is the "smart classroom", a deeply computerized and highly connected space, enabled by digital technologies and pedagogical innovation. Images play an important role in the creation of this imaginary space but are sometimes overlooked in the critical scholarship on educational technologies.

This paper examines the sociotechnical imaginaries underpinning the future classroom as envisioned by the global ed tech industry. By analyzing a collection of visual material such as illustrations, videos, and photomontages from companies such as Google and Microsoft, we present a typology of images based on the categories 1) time (past/present/anticipated future), 2) space (inside/outside classroom) and 3) relations (persons, devices and organization of learning). From this material, we identify recurring ideas elements such as interactive walls, adaptive technologies (AI) and immersive media (VR and AR) but also visual representations of collaboration and creativity that points to a more holistic approach to learning. The aim of the paper is twofold and includes a more general methodological discussion about the role of images in the production of the future and how they can be studied, as well as empirical knowledge about how the specific material reflect different anticipatory regimes in education.

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VC02 - Visual cultures across contexts and media

PP 141   Looped memories: the temporality of photographed GIFs

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The availability and inexpensiveness of smartphone photography allows us to take sequences of photos with almost no limitation. In consequence, our smartphone photo galleries become full of similar pictures from the same events, enabling photo apps to create a new kind of photographed memory: 'animated' or 'live' photographs in GIF format. For instance, Google Photos notifies users with offers to animate their sequences of photographs almost immediately after they are taken, turning them into GIFs.

The appearance of looped images in smartphone photography albums invites an examination of their temporal experience. Photographed GIFs disrupt the conventional assumptions of photography theory regarding

photography's relations with time. Pre-digital photography theory postulated a central distinction between photography and film: the photograph is static while the film is characterized by duration. While the photograph was associated with an absolute past (Barthes, 1981), moving images were related to temporal progression (Bazin, 1960; Deleuze, 1986). More recent work, however, has altered this dichotomy, conceptualizing smartphone photography as 'present' and 'live' for two reasons: first, the digital (still) photograph is, in fact, a high-speed continuous projection on the screen (Rubinstein & Sluis, 2013); second, photographs are shared across social networks, which are often experienced as 'live' (Frosh, 2019).

GIFs in smartphone albums transform photographic representation further, shifting it from past immobility to endless recurrence. The GIF eliminates the linear chronology of past-present-future because of its perpetual looped temporality, constituting a hybrid between photographic still and film. The looped movement provides a visible incarnation of a central characteristic of computational memory – the 'enduring ephemeral' (Chun, 2008): the GIF's looped temporality continually repeats the past as an automatic movement of disappearance and reappearance in the present. At the same time, smartphone album GIFs promote a technologized 'desire for endlessness' (Hoelzl & Marie, 2015) in our visualizations of everyday moments.

The emergence of the photographed GIF thus invites reflection on the nature of memory and temporal experience at the cultural level. Therefore, this theoretical paper uses the advent of the GIF as a key product of smartphone photo albums to re-conceptualize the temporal and mnemonic structures of everyday digital photography. The relation between visible movement and time perception guides this paper's focus on the smartphone photo album.

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VC02 - Visual cultures across contexts and media

PP 142   Prison Images as Counter-Shots: investigating the illicit digital media use in Lebanese incarceration

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In January 2015, a military operation was set to raid Roumieh Central Prison, the most notorious prison in Lebanon, to allegedly restore order to one of its infamous buildings; Bloc B. Moments before the military operation, a photograph captured through the bars of a prison cell window began circulating on social media. Captured by a smuggled cellphone, the photograph framed the military vehicles from the POV of an inmate in Bloc B. Shortly afterward, more images and footage recorded by inmates started to surface publically as Lebanese news media began appropriating them in their reporting on the incident. The illicit cellphone images often captured the panic within the corridors of the prison. It comprised pleads for help and testimonies amidst the violent conflict with the armed authorities.

In my paper, I address the phenomenon of digital media use through the illegal smuggling of cellphones and access to telecommunication and internet connections in prison. I examine a series of (moving) images circulated through, the illicitly acquired, prison cellphones and attempt to reflect on the existence of a prison media practice responsible for the production of those very images. In relation to the traditional visual realist representations on prisons, which have been predominantly connected to sovereign and colonial power, I ask what possible alternate vision prison cellphone images can bring? And how do they function within the grand visual culture around imprisonment in Lebanon? I utilize Miroeff's (2011) understanding of visuality and his notion of counter-visuality, as well as Lebow's (2012) conceptualization of the counter-shot to delineate the political potentialities of such illicit prison cellphone images. I contend that, by claiming control over the POV and the frame, the prisoner takes an agentic role of "looking-back" as they engage with an alternative form of political vision than that of sovereign power. However, local and international news media's constant appropriation of prisoners' cellphone images perpetually legitimize the use of violence on the prison. Consequently, prison cellphone images posit us with a tangible trace

or a window into investigating the existence of a larger media practice behind bars based on the physical, offline, and digital engagement with media technologies.

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▪ VC02 - Visual cultures across contexts and media

PP 143   'FACTS' vs 'Protect the NHS': Applying a contingency-based analytic framework to compare the English and Scottish visual campaigns for self-protective behavior during COVID-19

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Though it is not always apparent outside of the United Kingdom, the UK is comprised of four separate nations – England, Northern Ireland, Scotland, and Wales and a number of policy areas like health are devolved to each of the member nations. During the second wave of the COVID-19 pandemic from September, 2020 to March 2021 though both English and Scottish COVID-19 death rates were high, England's were significantly worse than Scotland's despite sharing the island and a similar set of COVID-19 policies. One of the notable differences were the two different campaigns used to encourage people to engage in self-protective behaviors. England's campaign focused on a social argument – 'Stay at home, Protect the NHS, Save Lives'. Scotland's campaign focused on an instructive approach using the acronym FACTS (Face coverings, Avoid crowds, Clean hands, Two meters, and Self-isolate). English and Scottish politicians repeated the tag lines from each of their campaigns; however, the campaigns relied the visual messages available in the media, during press briefings, and online making the campaigns visual arguments for self-protective behaviors. The visual arguments should have enabled audiences to better understand and feel more involved with messages (see e.g., Diers & Hatfield, 2011; Hill, 2004; Russmann & Svensson, 2017). Yet the significant differences in health outcomes would suggest the English approach may have been less effective in supporting sense-making and a personal connection to the risks (Fahmy, et al., 2014; Negrete & Lartigue, 2004).

Because sense-making and personal connection to risk are essential for campaigns to be successful, this paper explores the use of visual communication and cultures to help improve the impact of risk reduction messages. We do so by merging visual theory with a contingency-based analytic framework for encouraging self-protective behaviors during the COVID-19 pandemic (see Diers-Lawson, et al., 2021) as a tool to evaluate the visual arguments used throughout the FACTS and Protect the NHS campaigns. Given the similar policy approaches, shared culture, and shared language this comparison provides important insights into the role of visual rhetoric for pandemic communication. Results of the analysis and theoretical implications for visual culture are discussed.

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Women's Network

WN01 - The challenge of constructing an inclusive academy in Eastern and Southern Europe: women, disabilities and equality in Higher Education

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PN 052 **Policies towards Higher Education Inclusion in Bulgaria**

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Gaining higher education is often researched as a factor for social mobility; however, higher education in Bulgaria continues to be inaccessible to first generation students. The shares of first-generation students in higher education is lower than 10% of all students in the country . It is important to make a distinction between first generation students' whose parents or grandparents have secondary education and those students' whosee families only have lower than secondary education. The latter make up less than 1% of all the students in the country and are usually subjected to inherited poverty, lack of social capital and access lower quality of initial and secondary education institutions. The situation is even harder for women, since many of them are subjected to social practices within their local communities that prevent them from gaining secondary and higher education (early marriage, early childbirth, etc.). The current qualitative study based on semi-structured interviews is focused on exploring the factors that make the access to higher education easier for first generation women with higher education, whose parents have lower than secondary education degree. Some of the factors explored are 1)policy factors – governmental programs for additional tutoring during secondary education/governmental scholarships based on social status, 2) NGO programmes for access to higher education, 3) Religious programs for access to higher education, 4) Family factors. The study aims at answering the questions – (1) what are the pathways (governmental programs/NGO programs/Religious programs/Family factors) to higher education for first generation women with higher education, whose parents have lower than secondary education? and (2) Are there any effective policies for providing access to higher education for those women?

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PN 053 **Policies for social inclusion of students with special needs at a University in Bulgaria**

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The paper presents the experience of a Bulgarian university in the work with students with disabilities and their inclusion and integration into the academic life. The clarification of the concept Otherness, its nature, forms and societal reflections serves as a theoretical background of the research. The paper is focused on one of the good university practices oriented towards the social inclusion of students with disabilities, namely the functioning of a Students' Club dedicated to social work. Through its activities and initiatives, the club not only motivates the disadvantaged students for high achievements and personal growth but also attracts many other students without physical or mental problems to work in benefit of their classmates with disabilities. The main goal of the club is to develop sensitivity and respect to the Otherness as necessary competences in the contemporary multicultural world. The club contributes to the quality of the study process in the university bachelor and master degrees in the field of Social work through the acquisition of real practical skills by the students and their integration into the existing system of the social services on regional and local level. The results from an empirical study on students' perceptions about the integration of disable people in Bulgaria are presented and discussed in the paper and some recommendations are formulated about the necessity of more focused teaching and learning activities in order to enhance the social inclusion as an important aspect of the academic environment.

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PN 054 **Roma women, integration and political discourse in Bulgaria**

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Withing the last 30 years there have been countless number of initiatives, policies, programs, legislative measures and promises regarding the "integration" of Roma in Bulgaria. Despite all these initiatives the living conditions and wellbeing of Roma remain very disturbing. According to different international bodies the predominant part of

the Roma community is living in a significant poverty with a minimum level of employment, increasing dependence on social assistance, early school leaving, poor health status, inappropriate living conditions, lack of real opportunities for full social and cultural expression and exclusion from society. It has been also proven that Roma women are affected in a much greater extent from these alarming trends compared not only to Roma men but to the rest of the women in Bulgaria as well. This study aims to analyse how and why the so-called Roma integration in Bulgaria is constantly failing. Analysing policy papers, political measures, and previous surveys, the main questions of this study are (1) how are race, ethnicity and minority understood by the official political discourse? (2) to what extent are these analyses and measures gender sensitive? (3) is there political opportunism regarding Roma integration and the role of Roma women as birth givers? (4) how have the expanding evangelical networks and actors reshaped the idea of ethnicity and women in Roma communities; and (5) is there a generational change in the attitudes towards Roma people?

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PN 056 Spotting good practices in the domain of gender, disability and inclusion: twinning for the East

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Due to decades of geopolitical and academic isolation as well as the underfinancing still valid today, many Eastern European academic institutions have room for development in the fields of scientific visibility and aspects related to inclusion and equity. As a consequence of the somehow fictitious gender balance, heritage of the former regimes, progress towards gender balance is being more challenging than in most of Europe. When it comes to managing and promoting the academic studies and career of persons with disabilities, there is room for improvement as only a few steps have been taken to facilitate their inclusion in academic life and to allow mobility and free access. Though measures on gender equity and inclusion of disabled persons are being undertaken, a lot remains to be done with regard to the actual transformation towards greater sensitivity of both formal and informal practices, and to mainstreaming of gender and disability knowledge and awareness among the different categories of staff and researchers. The present international consortium for an R&I project formed by two Southern and one Eastern European institutions focuses in analysing the current situation in the crossroad domain of gender, disability and inclusion, and spotting good academic practices at international level that can give insights to the projects' twinning activities. The study, based on benchmarking methodology, sets the bases for the project strategy and provides information and tools for reaching the equity and inclusion goals, both in terms of governance measures as well as academic studies and production in the domain. The results underline the need for international interchange and academic enhancement in the participating Eastern European institution. Policy and strategy level improvements are suggested, and concrete action plans are promoted to improve the inclusion from the perspective of gender, diversity and disability, and to foster academic production and curricula development in the domain. At international level, in leading academic institutions, the number of publications, manuals, and guides is large both in gender and disability issues, but publications focusing on inter-sectional studies in this domain are hard to find. The analysis of academic curricula among partner organizations shows that gender studies are often better encrusted in postgraduate studies than disability studies, but still, practices to inspire new courses planning can be found. The detailed analysis of ERA priorities, the European Charter for Researchers, and the Code of Conduct for the Recruitment of Researchers shows that the needs detected by the consortium and the project objectives are well aligned and synergies that contribute to the scientific enhancement of widening countries can be expected. The Italian and Spanish universities support and mentoring services in the field of interest of the project can serve as a basis for the academic twinning activities and for fostering the enhancement of the Eastern European organization, among others, the creation of specific equality units or the set-up of equal opportunities committees.

AEM01 - Affect and Emotion in Mediated Liveness, Love, Laughter, and Listening

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PP 440 **Temporality of emotionalising athletes: A micro-ethnographic analysis of live sports commentary**

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Sports commentators do not "just" comment. Through delivering commentary, they may negotiate their areas of expertise (Raymond & Cashman 2021), construct dramatic events (Friederike 2010), or incorporate racial bias (Schmidt & Kevin 2014). This paper provides moment-by-moment observations of one such activity that sports commentators engage: discovering and/or constructing emotions in athletes.

With micro-ethnographic analysis (LeBaron 2008) of various live sports commentaries (e.g. BBC Olympics, Sky Sports Formula 1), I will unpack how commentators emotionalise athletes (and/or teams) through subtle resources they have at hand – mostly vocal and verbal resources, since their bodily/facial expressions are not typically available to the audiences. Their practices can include speeding up their utterances to contextualise an athlete's facial expression while the visual reference is still on the screen, and, on the contrary, delaying the verbalisation of their observations to retrospectively make sense of an athlete's facial expression. At times, two co-commentators may build on each other's assessment to upgrade an athlete's constructed emotion. As such, their work of emotionalising may: 1) connect the audience to the larger scale of the athlete's emotional journey; 2) attribute a seemingly negative affair into the athlete's positive emotion; and 3) prolong and shape deeper meaning to the athlete's (constructed) emotional state.

Based on my analysis, I argue that emotionalising athletes is not only about "what", e.g. interpreting – or creating – emotions in athletes, but also about "when". Emotionalisation may be done on the spot, delayed, prolonged or revived, often packing multiple time-scales (Streeck & Jordan 2009) into a momentary action, such as a glimpse of a facial expression or a gesture of an athlete. Such embodied temporalities provide audiences with various sense-making tools to experience the athletes' emotional journey – regardless of it being discovered or constructed.

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PP 441 **Acknowledging person-specificity in the relationship between smartphone use and affect: An idiographic mixed method approach**

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Communication scientists use both quantitative and qualitative research approaches to examine associations between media use and affect. These approaches are rarely integrated because they have different epistemologies: While quantitative research attempts to make broad generalizations about the world (i.e., nomothetic approach), qualitative research often involves uncovering a great deal of nuanced information about a narrower subject of study (i.e., idiographic approach). In recent years, however, the quantitative study of new media phenomena is seeing a paradigm shift towards a person-specific approach (e.g., Beyens et al., 2020; Rodriguez et al., 2021). Methodological advancements such as mobile experience sampling and logging of digital devices enable researchers to collect large quantities of data pertaining to one individual. The intensive longitudinal datasets that result from these measurement tools allow researchers to apply quantitative modelling techniques to unique individuals, so that person-specific questions can be answered statistically.

Given that this new trend in quantitative social sciences shares some of its epistemological aims with qualitative methodologies, it opens new doors for collaboration between these different research traditions, potentially allowing for a richer exploration of how affect and emotion shape and are shaped by the use of media technologies. The aim of this study is to explore the value of such an **idiographic mixed method approach** to the study of media use and affect. Our objectives are twofold: First, we examine whether a qualitative and a quantitative person-specific approach yield similar conclusions; and second, we explore the extent to which an integration of these two approaches augments our understanding of the relation between smartphone use and affect. The objectives of this study are materialized in the following research questions:

· *RQ1: Do qualitative and quantitative methodologies lead to matching models of an individual's associations between smartphone use patterns and affective states?*

· *RQ2: Does integrating these methodological approaches enhance our understanding of this phenomenon?*

To answer the research questions, we collect intensive longitudinal data from a small sample of university students (up to 10) during the last two weeks of March 2022. We gather digital trace data by tracking participants' smartphone activity. Additionally, we use experience sampling to assess their psychological states, including emotional states and media experiences. We conduct semi-structured interviews in which we inquire about the emotional experiences that participants have in relation to their smartphone. We then utilize intensive longitudinal modelling techniques such as Dynamic Structural Equations and Network Analysis to build models for each individual participant, and see how these align with the person-specific models that can be derived from the interview data, evaluating to what extent these models triangulate each other. Finally, we include both the quantitative and qualitative model as a probe in a follow-up interview and examine whether this approach augments our understanding of the relationship between smartphone use and affect.

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PP 442 Satire, sentiment and storytelling: the role of emotions in the comedic news coverage of Flemish satire show De Ideale Wereld

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In our current high-choice media environment, novel forms of journalistic storytelling have emerged which challenge persistent norms of conventional news reporting. A telling example in this regard is television news satire, which by now has proliferated internationally (Boukes, 2019; Jones & Baym, 2012; Koivukoski & Ödmark, 2020) and earned its place within the broader news media landscape. This satire boom is accompanied by an increase in scholarship on the subject, consolidating its identity as a news phenomenon "from outside the boundaries of the traditional journalistic field, but whose work nevertheless reflects the socio-informative functions, identities, and roles of journalism" (Eldridge, 2019: p. 858).

Nonetheless, a dimension which to date remains underlit is satirists' own perspectives in this regard. Previous research underlines how satirists successfully negotiate the hybridity of their roles as entertainers and news commentators (Brugman et al., 2021; Ödmark & Harvard, 2020) while simultaneously aiming for more emotional and subjective perspectives on the news (Koivukoski & Ödmark, 2020). This article aims to expand this body of research and simultaneously connect to the rise in scholarly attention for emotions and affect in journalistic practice (Pantti, 2010; Peters, 2011; Wahl-Jorgensen, 2019). To this end we analyse perceptions on the role of emotionality and subjectivity in the comedic storytelling of Flemish news satire show *De Ideale Wereld (DIW)*. For this study we have conducted 22 interviews with the show's hosts and editorial staff, and conducted a three-week observation period in the show's satirical newsroom. Legacy media coverage on the show is used to place our findings in the broader context of the Flemish media landscape. Through a close reading of its creators' negotiations with the practices that constitute their profession, we investigate how *DIW* fits in the wider tradition of television news satire, and how it broadens the epistemological understanding of news for its audiences.

Our findings reveal how *DIW* reinterprets existing news segments through a comedic form of storytelling organized around the metaphor of a **set-up/punchline logic**. In the "set-up", guest interviews are viewed as a vehicle for offering news-related background knowledge necessary for understanding the show's comedic content, granting *DIW* an "accidental news function." The show's "punchline" consists of a diversity of segments each reflecting the creators' own voice on an individual level, and *DIW*'s hybrid identity as interchangeably comedic, satirical, and informative as a whole. Furthermore, emotions are ascribed a central role in the show's production process, yet *DIW* is characterized by a continuous negotiation of its creators' subjective voice in light of an adherence to neutrality and factuality. However, contrary to actual journalists, the intertwining of certain "rituals of objectivity" with overt emotionality does not lead to the obscuring of the subjectivity of the show's creators (White in Koivunen et al. 2021), but celebrates its creators' personal voice as satirical news commentators. As such, our results describe

a form of comedic storytelling which is simultaneously dialogical, informative and inherently affective, underlining *DIW*'s highly personal and emotionally reflexive epistemic approach to news.

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PP 443   **Affect, timbre and listening: contesting the dominance of visual, anthropocentric and logocentric approaches in media studies**

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This paper draws on doctoral research that interrogates *listening* as a site of political engagement. Conducted at the intersection of media and sound studies this paper argues that affect theory applied in combination with practice-based research methods is generative in contesting dominant visual, anthropocentric and logocentric approaches in media studies.

Theories of affect from within sound studies (Farinati & Firth, 2017; Gilbert, 2004; Goodman, 2012) are applied in this research to capture the haptic nature of listening, an acknowledgement that sound is experienced through different parts of the body depending on its frequency and one's physical sensitivity to those frequencies. Affect in sound and listening can be experienced as non-linguistic, responses to sonic stimuli that do not demand primary attention from the listener, but that are capable of producing bodily events, including thoughts, feelings and emotion. In listening a residue of these bodily events accretes contributing to future affective responses (Kassabian, 2013).

The empirical material that his paper draws on was generated in a collaboration with Elefantöra (Elephant Ear), a norm-critical contemporary music ensemble, a collaboration that took place during the COVID-19 pandemic (2020–2021). Together with the author, Elefantöra composed and performed a new piece of contemporary music that reappropriated the Zoom video conference application and its of voice over internet protocols (VoIP) as a musical instrument and music recording technology. Zoom was chosen for this online work because it is an intuitive audio technology and was accessible to all participants, however, as a music and listening technology Zoom presented severe limitations. Zoom's audio processing and digital compression algorithms emphasise efficiency over nuance, prioritising those frequencies that are important for the intelligibility of the human voice, a striving for what Voegelin calls "semantic clarity" (2021). Zoom's use of perceptual coding to strip its sound of non-semantic data gives its audio a distinctive timbre. Zoom's distinctive timbre contributes in important ways to the listening experiences it affords and Zoom's affect as a music, recording and communication technology. During the composition process with Elefantöra the musicians described the vulnerability and isolation they experienced when creating music online in a digital space where so much emotion had been stripped from the auditory experience.

An application of affect theory in this practice-based research demonstrates that a corporal engagement with audio technologies through composition, performance and listening builds a sonic knowledge that is qualitatively different from theory and methods that privilege visual data and written texts. Mediated sound is contingent, occurring in the relationship between human and technology, with listening an experience of this relation and its contingencies. An acknowledgement of the relational nature of listening, and the significance of audio technologies in this relation, successfully decentres media studies' anthropocentricity. An application of affect theory enables one to be attentive to the non-linguistic and non-semantic in sound, that is the significance of timbre in audio communication, this shift in emphasis provides an important corrective to a prevalent logocentricity within media studies.

Posters

PS02   A Dark Shade on Environmental Signalling? The Effects of Dark Triad Personalities on Environmentally Friendly Travel Behaviour

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Companies in the tourism sector are increasingly trying to convince consumers of the industry's adaptation of sustainable and environmentally friendly travel opportunities by equipping their offers with ecolabels. However, the effectiveness of these labels is influenced by consumers' individual personality traits such as narcissism, machiavellianism, and psychopathy (Huang et al., 2019). These traits, also known as the dark triad (Paulhus & Williams, 2002), are defined by manipulative and callous personality dispositions and anti-social characteristics. In the context of sustainability, previous research has shown that people who score high on the dark triad report a significantly more negative attitude toward the environment (Huang et al., 2019) and seem to prefer behaviour that increases their own welfare instead of the impact on the whole environment (e.g., Kesenheimer & Greitemeyer, 2021). Thus, the dark triad may have an impact on the persuasive effectiveness of ecolabels and the consumers' willingness to pay more for labelled offers. More precisely, people who score high on the triad as a whole as well as the individual traits are expected to pay less for an eco-labelled travel offer. Although the dark triad has received increasingly academic attention in the past years, especially in regard to environmental attitudes (Cislak et al., 2021), the influence of dark triad personality traits on consumers' perception of ecolabels has remained understudied until now (e.g., Kesenheimer & Greitemeyer, 2021).

We conducted a quantitative online survey in Australia ($N = 479$) and the UK ($N = 471$) with young consumers aged between 16 and 26 years. Structure Equation Modelling with Full Maximum Likelihood estimation (controlling for age, gender, political orientation, education, and social desirability) showed that consumers generally had an increased willingness to pay more for a travel offer when it was assigned with an ecolabel, especially when they are concerned for the environment. Furthermore, Australian consumers were more willing to pay for environmentally friendly travelling than British consumers. Unexpectedly, dark triad personality traits increased the willingness to pay more for ecolabelled travel offers.

For the first time, this study was able to address the question of how interindividual differences could affect consumers' willingness to behave environmentally friendly in the travel and tourism sector. Thereby, the results of this study could be informative for tailoring environment-advocating communication strategies for different personality groups.

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PS03   Catering to the Impatient Digital Listener: Accelerated Composition Patterns in Popular Music, 1986–2020

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With smartphones as multifunctional devices that can serve to access huge repositories of music anytime and anywhere, listeners today face remarkably low barriers in finding and playing preferred songs in virtually any situation. Instant access to favorite music clearly belongs to the habitualized expectations and consumption patterns that have been labelled „permanently online, permanently connected" (POPC; Vorderer et al., 2018). One side-effect of these developments in music technology, consumption, and business is a permanent choice overload: Users face challenges in making satisfying selection decisions, particularly regarding new and unfamiliar music.

How do creators of popular music adapt to the choice overload situation of their audiences? The existence of millions of competing pieces complicates audience contact and economic success. Composers are thus likely to modify their musical products to achieve selection advantages and to increase the likelihood of audience awareness. Specifically, creators may use of *dynamized* compositional features such faster pacing and earlier presentation of recognition-driving features (e.g., first occurrence of the "hook").

Extending a study by Léveillé Gauvin (2018), we investigate five compositorial features (main tempo, time before voice enters, time before title is mentioned, number of words in song title, and song duration) for international Billboard top ten songs (1986 to 2020) and "Spotify" top ten songs (2016 to 2020). Léveillé Gauvin (2018) had observed long-term trends in accelerated composition between 1986 and 2015. We build on these findings to investigate whether the most recent popular music (released between 2016 and 2020) would display additional, disruptive increases in dynamic, fast-paced, easy-to-recognize production features, which would be expectable from the particularly fierce competition for today's listeners who follow "always on" habits (Vorderer et al., 2018).

The findings suggest overall that that the increasing dynamics of digitalization in popular music consumption and creative industry operations have *not* had a disruptive impact on strategic song composition. Rather, those changes in popular song features that have been going on since the 1980s (Léveillé Gauvin, 2018) mostly continue in recent top hits. Therefore, today's top hits are on average faster than ever, shorter than ever, and trimmed to deliver their full gratification potential as soon as possible (e.g., voice entering quickly).

To further discern the influence of music streaming platforms on this trend, follow-up studies should examine potential differences between recorded and live music. Artists who perform at concerts do not face a competition for listener attention. Maybe the observed acceleration of recorded music does not take place in live music; such a discrepancy would lend support to the assumption that audiences' choice overload in digital platforms is the current driver of compositorial dynamization.

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PS05   Children and young people media repertoires: first results from a Portuguese study

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The participation of children in matters that concern them has been enshrined in the Convention on the Rights of the Child since its approval by the UN in 1989. This Convention opens up a new vision and a new representation about the child, with a set of participation rights being established alongside those focusing on the protection. Since then, children's voices and opinions have been valued and considered by various actors and contexts, although the global situation varies greatly from country to country.

In recent years, children have also been valued in research and this has contributed to giving them visibility. Researchers consider that the views of children must be taken into account and that they have the right to be heard and to express themselves. As stated by Almeida, a Portuguese sociologist, this perspective draws our attention "to the methodological priority of giving them a voice (in research) and considering them credible informants about their lives and the meanings they attribute to them" (Almeida, 2009, p. 34).

This is the case of the research project *bYou – Study on children and young people's experiences and expressions of the media,* funded by the Portuguese Foundation for Science and Technology (PTDC/COM-OUT/3004/2020). Based, in a first phase, on an online questionnaire administered to a national sample of nearly 1500 children aged between 11 and 18 years old, this study aims to analyse the daily lives of children between 11 and 18 years old and the way the media are present and construct their worlds.

This paper aims to present the first results of this study. The data that is being collected will allow to present a broad picture of children's everyday media uses and experiences in different contexts and what aspects of the media are more pleasant and more problematic to them. For studying children and young people's media ecologies in their everyday lives, the study follows the concept of media repertoires proposed by Hasebrink and Domeyer (2012). Media repertoires, as stated previously by Hasebrink and Popp (2006) "can be understood as integral part of lifestyles and they have to be interpreted with regard to their practical meaning" (p. 374), being conceived as "comprehensive patterns of media use" (p. 374). Therefore, create the media repertoires of the children in the sample, seeking to find differences, similarities, changes and evolutions of the media repertoires of children and

young people between 11 and 18 years old, it's the aim of this presentation, following one of the main goals of the bYou project.

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PS06   Children's digital skills acquisition in non-formal educational contexts: the role of facilitators' technological imaginaries and teaching practices

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Children's digital skills have often been framed as a topic of social interest, where more digitally skilled people are presumed to achieve better outcomes in life than less digitally skilled people. As such, governments, policymakers, but also NGOs have tried to implement curricula to promote children's digital skills acquisition in formal and non-formal learning contexts. However, many initiatives are informed by a narrow understanding of digital skills such as coding and programming skills and do not take into account how digital skills acquisition is embedded in, and shaped by, the learning context. In this contribution, we focus on the role of facilitators' technological imaginaries and teaching practices in children's digital skills acquisition in workshops carried out in non-formal educational settings (i.e., outside formal learning environments but within some kind of organizational framework). The research was conducted in diverse areas (in terms of socio-economic status) in Belgium, Denmark, and Italy with children aged 9–17via a two-step research process.

The first step consisted of mapping digital skills workshops offered in the local area, subsequent observations of the activities, and interviews with facilitators. We analyzed observational and interview data to better understand the underpinning technological imaginaries, teaching styles, and broader pedagogical axiology that informed each workshop. Our findings have shown how the intentionality and axiology of the facilitators shaped the space, structure, content, and style of the workshops, and, therefore, the notion of being a "competent" child in the digital age. These findings allowed us to identify both good teaching practices and opportunities for improvement in the structure, content, and style of the workshops, as well as ways to increase the diversity of participating children (in terms of age, gender, SES) and children's agency.

The second phase of the research involved the co-creation of interventions for digital skills practices in non-formal learning context for and with children, by triangulating the knowledge and experiences of facilitators, children, and researchers, relying on context-specific and culturally sensitive participatory design techniques.

Findings from this study allowed the different participating actors to rethink the impact of the educational opportunities already being offered to promote digital skills acquisition. Both interviews and the co-designed activities stimulated facilitators' self-reflexivity encouraging them to make evidence-based improvements and adjustments responding to children's needs and aspirations.

Additionally, at a meta-level, by putting research and practice in dialogue, our work allowed us to rethink the societal impact of research in terms of tangible outcomes for the current generation of children, required to master ever new digital skills.

PS07   Cleaning work as knowing work? Practices of knowledge construction during break interactions of a cleaning team

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This ongoing study explores knowledge construction processes during breakfast and lunch breaks of a cleaning team working in a large public sector organisation in Finland. While the research participants tend to do their work in isolation from one another as they are physically dispersed on the vast organisational premises, the breaks held

in a shared canteen space offer an important opportunity for them to interact with one another and thus engage in "doing being a team," of which knowledge construction is an important aspect.

Our data consists of video and audio recordings of 6 break meetings (out of the bigger set of 21 meeting recordings; each approx. 40 minutes long) that took place in the spring and summer 2021, and that were each attended by 2 to 4 cleaners. Among the cleaning team members, there are L1 speakers of Finnish as well as L1 speakers of other languages who have an immigrant background. While Finnish is the main language spoken during the breaks, other languages are also present.

We approach knowledge construction from an interaction centred ethnomethodologically informed perspective as a publicly observable process where the participants collaboratively display, claim, contest and negotiate their respective access to specific types of knowledge or epistemic authority (e.g. Heritage, 2012). In seeing knowledge as practice, we also follow the call for organisational research to break away from treating knowledge as possessed by members of high-status "knowledge work" occupations, in favour of exploring practices of "knowledge in work" that are collaboratively enacted by multiple de-centred agents of knowing activity (Rennstam & Ashcraft, 2013).

Our preliminary findings indicate that the team's break interactions are rich in knowledge construction activities that seem to be of two kinds. The first kind centres on supporting those team members who have an immigrant background in navigating life in the Finnish society, including learning to speak Finnish. In these activities, team members who are L1 Finnish speakers and have a "local" status become experts. The other kind of knowledge construction appears to be more balanced in terms of expertise, and it pivots on relaying, sharing and pooling together specialist technical information and expertise needed in cleaning work. While dominant organisational and occupational ideologies render cleaning work as "dirty" and invisible (Rabelo & Mahalingam, 2019), our data offers a novel perspective on the cleaning occupation as our participants collaboratively (re)construct their profession as remarkably knowledge intensive.

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PS08 **Climate change as a health threat or an environmental hazard happening locally or globally? – Analyzing the effects of consequence framing and local framing in newspaper articles**

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Climate change can be seen as one of the most tremendous challenges of our time, nevertheless the needed shift to climate-friendly actions often fails. This is mostly because people do not perceive the impacts of climate change as a direct threat to their lives (Carle, 2015; Dryzek et al., 2011; Krosnick et al., 2006).

People receive most of the information about climate change through media. One strategy to present information in newspaper articles is *framing* (Entman, 1993), making specific aspects of a problem salient. Until now, the consequences of climate change were mostly framed in media coverage regarding the environment. However, for some years, scientists have been focusing increasingly on other effects of climate change, predicting an intensification of health effects (Haines et al., 2006). Therefore, addressing different consequences in media, especially addressing the impact of climate change on health, can be a promising way to trigger higher concern in recipients (Feldman & Hart, 2018; Maibach et al., 2010). Moreover, framing local instead of global climate consequences could reduce the often predominant feeling of distance, and thus, lead to higher behavioral intentions (Swim et al., 2009).

This study analyzes the combination of these two promising framing strategies (consequence framing and local framing) based on the Value-Belief-Norm Theory (VBN, Stern et al., 1999). We expect local health consequences to best foster attitude and behavioral intentions. Mediation effects of the relevant VBN constructs (awareness of consequences, ascription of responsibility, personal norm) are expected, as well as moderation effects of the New Ecological Paradigm (NEP), a scale on pro-ecological worldview.

A 2 (health vs. environmental consequences) x 2 (local vs. global framing) between-subject online-experiment was conducted (218 participants: 65.1% female, 18–73 years, $M = 31.2$; $SD = 13.73$). Analyses of variance as well as sequential mediation analyses showed no effects on attitude or behavioral intentions. Nevertheless, moderation analyses confirmed an effect of health consequences compared to environmental consequences on behavioral intentions when NEP is low, $b = .50$, $SE = 0.25$, $t = 2.01$, $p = .045$, 95% CI [0.011, 0.991].

This study analyzed two different framing strategies: health vs. environmental consequences on a local vs. global level. Addressing different consequences as well as local framing had no direct effects on attitude or behavioral intentions. As mentioned earlier, climate change is often perceived as a distant event, but not only in physical terms, but also in temporal ones (Feldman et al., 2017). Further studies should therefore focus on temporal distance to trigger greater concern, also in terms of various consequences. In line with Feldman & Hart (2018) and Maibach et al. (2010), the moderation effect confirms that framing of health consequences can lead to higher behavioral intentions than framing of environmental consequences when NEP is low. Consequently, those people are more convinced to conduct environmentally-relevant behavior when consequences on health issues are framed. Further research should focus on this promising strategy of addressing health consequences of climate change that offers the opportunity to reach people with a less pro-ecological worldview.

PS1 - POSTER SESSION

PS09   **Co-creating science communication and research with young people about their mental health during the covid-19 crisis**

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Introduction

A lot of young citizens experienced mental health challenges during the covid-19 lockdown as their everyday life was changed radically. They had to stay at home and were excluded from normal social activities. As part of the project "Giving young people a voice", we initiated science communication with young people about their mental health – as well as co-creation of coping strategies for empowerment. To enforce this process, we engaged in a close collaboration with a group of young people as co-researchers in planning and execution of a co-creation workshop, data collection, analysis, and communication.

"I think that there are few things that we young people have influence on. It is as if grown-ups can make decisions, they will do it even if it concerns us young people and really is only about us. That is why I think this was a really good and fantastic opportunity." – Workshop participant, feedback survey

Aim

To present our experiences with science communication and research co-creation with young people about mental health during the covid-19 lockdown.

To share insights from a co-researcher collaboration with young citizens.

Methods

We involved 70 young people aged 17–22 in an online co-creation workshop on February 10, 2021. The participants were current or former students from The Academy of Talented Youth (ATY). We used the online game "Corona Minister" as conversation starter and mixed methods for documentation: survey (n = 45), interviews (n = 12) and notes from observations and a digital Miro-board. Furthermore, the methods were co-created and co-implemented with five young co-researchers (former ATY-students) and our collaboration with them evaluated via interviews (n = 5).

Results

Main products from the workshop were: A list of five coping strategies, a video with animations and a strategy for communication with young people. In addition, our data provide insights about how to engage young people in two-way science communication about mental health in a co-creation workshop and how to use an online game as conversation starter. We succeeded in initiating a safe dialogue with the participants but experienced difficulties in co-creation of generic coping strategies. The collaboration with the co-researchers turned out to be a successful approach to engage young people in the research project and support joint ownership. Our main learnings were that it calls for participation in the whole research process, careful planning, matching of expectations, a regular meeting schedule, consistent communication on all levels and a specific focus on how to utilize the unique possibilities of co-researchers in the research process.

Discussion

We discuss involvement of and co-creation with young people in science communication as well as challenges with representation and diversity. Additionally, we discuss collaboration with young co-researchers and how they can contribute to the research process.

Conclusion

Our results indicate value creation for all participating parties and provide input for improving two-way science communication and co-creation. We suggest that co-researchers can be an effective approach for participation of young people in research.

PS10   **Co-Creating the Museum Exhibition 'The Body as Data with Young People'**

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Introduction

Museums have evolved from primarily conserving our cultural history and their collections of objects, to utilizing their collections to educate society. In later years, this obligation to educate the world has further evolved from museums as mirrors of the world towards a new role as agents providing specific foci. Creating museum exhibitions is thus changing from curated collections as a representation of the world towards a research process in and of itself providing a specific perspective on the world (Bjerregaard, 2020).

As part of the citizen science project 'Giving Youth a Voice', we wanted to co-create a cross-media museum exhibition with young individuals about data sharing and the body as data in relation to public mental health. However, the goal of the process was dual: to co-create an exhibition and to do so while subjecting the process to research.

Aim

- To present our experiences with co-creating together with young individuals about the museum exhibition 'The Body as Data?'.
- To reflect upon possibilities and pitfalls when co-creating a museum exhibition with young people, researchers, and curators.

Methods

We involved more than 400 young individuals in the process at different levels. The participants were current or former students from The Academy of Talented Youth (ATY) as well as K12 pupils in public schools. The data collection included observations, drawings, posters, questionnaire survey and interviews with workshop participants, researchers and curators.

Results

The main product of this process is the exhibition. The content and installations are highly influenced by the involvement of the target group. We would in other words not have been able to and not have thought of making this exhibition like this without the engaging process.

Young individuals engaged in the co-creation process of developing a museum exhibition stated that it was encouraging to be involved in the creative process of an _actual_ project at a museum. It provided an opportunity for dialogue, and the stimulation of curiosity with an interesting question was a good way to stimulate reflection. Furthermore, the young individuals shared how discussing data sharing and online identity with peers contributed to critical thinking about own attitude and practices.

However, it was a rather time-consuming tactic to chase ultimate results unknown, relying on a variety of participatory processes. We learned that it requires clarification of expectations and ongoing feedback to keep involved parties aligned, hybrid work models offer opportunities and obstacles, and that young individuals have high hopes for representation of own creative ideas.

Discussion

We will discuss co-creation of a cross-media museum exhibition with young individuals and emphasize representation and diversity as well as possibilities and pitfalls.

Conclusion

We contend that museums are more attractive to both researchers and audiences when we consider exhibitions as knowledge-in-the-making rather than platforms for disseminating already-established insights. We propose co-creation as an effective approach for participation of a target audience to guide and design of exhibitions which put the world in perspective.

PS11   Conceptualizing Anti-Systemness in Online Counterpublics

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This paper proposes a novel approach to analyze and interpret anti-systemic discourse in online environments by suggesting the concept of "anti-system counterpublics". The concept of anti-systemness has been developed within political science to denote parties challenging the legitimacy of democratic norms, values, practices of the political establishment (Sartori [1976] 2005). From here the concept has migrated to other fields to shed light on counter-hegemonic *social movements* (Wallerstein 2014) and *alternative news media* (Holt 2018).

Anti-systemness has been measured as share of mandates and votes (Pappas 2014) or media discourse (Holt 2018), but lacks coherent measures vis-à-vis processes of opinion formation and agenda-setting. Drawing on literature on anti-system politics (Hopkin 2020; Zulianello 2018), the primary aim of this paper is to situate the conception of anti-systemness within recent literature on online environments revolving around counterpublics (Toepfl & Piwoni 2018).

Contemporary research underlines the impact of online counterpublics as networks of individuals and groups amplifying anti-system messages (Kuo 2018). Anti-system counterpublics differ from 'subaltern' or 'racialized' counterpublics in stressing anti-system communicative aspects over identity-formation. However, as the concept of anti-systemness has been developed within a party-system context to denote scale and intensity of political polarization, it is often seen as a threat to democracy rather than an emblematic indicator of agonistic plurality in democratic societies (Mouffe 1999). This paper addresses this dualism by resettling anti-systemness from within the realm of party politics to counterpublics. The main contribution lies in adapting anti-systemness to online contexts by discussing implications for understanding online counterpublics in relation to *political polarization* (Barberá et al. 2021), *circulation of mis- and disinformation* (Chadwick et al. 2021) and *populist communication* (Haller 2020).

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PS12   **Contesting the Covid-19 consensus: connective action of pseudoanonymous accounts on Finnish Twitter**

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Recent years have witnessed invigorated debate about the contradictions of identity-concealing public participation, and its influence on democratic processes (e.g., Asenbaum, 2018; Moore, 2018). On the one hand misrepresented

online identities allow for scalable manipulation that can both manufacture and disturb political discourses. On the other hand pseudonymous speech helps foster less conformist and more secure public spaces for critical social commentary and political activism. In this study, we extend this dichotomy by approaching pseudoanonymous online behaviour as connective action (Bennett & Segerberg, 2013); as focused and communicative political activism aimed to contest the authorities' Covid-19 response during the pandemic in Finland.

While public health measures enjoy relatively strong public support in Finland, restrictions have had their vocal critics, including a range of "covid movements" ranging from zero-covid to covid-skeptics. Participating in this public discord, we observe a surge of pseudoanonymous Twitter accounts, operating through semi-stable pseudonyms that conceal their true identities. In present study, we explore the networked activity of these accounts to understand their influencer positions in the Twittersphere, and the ways in which they connect to political actors and other more organized forms of mobilization around Covid-19.

Our empirical analysis uses historical Twitter data, over 4.2 million tweets by the pseudoanonymous accounts (n = 229) identified among the most prolific tweeters (n = 612) using common corona-related keywords during 1/2020–9/2021. Using mention and retweet networks combined with profile metrics and qualitative reading of tweets filtered through the network analysis, we identify themes and tactics in the communities of pseudoanonymous users.

The preliminary analysis highlights the prominence of these accounts in Covid-19 related Twitter discussions, along with their distinct behavioural features. Particularly, pseudoanonymous accounts average shorter lifespans and higher deactivation rates. Some users have also transitioned from named accounts towards more identity-concealing action during the observation period. Further, our analysis reveals a symbiotic relationship between the pseudoanonymous accounts and the established Covid-19 movements, particularly those promoting the elimination strategy. We identified a variety of tactics the pseudoanonymous accounts used to play a specific supportive and amplifying role in symbiosis with the more established movements, particularly those promoting the elimination strategy.

By illuminating this co-operation, we contribute by expanding the discussion around digital false influencing by arguing that pseudoanonymous participation is an increasingly emblematic form of connective action afforded by social media platforms, particularly fitted to undermine the legitimacy of authorities and their actions.

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PS13   Development and validation of the Food Media Content Gratifications Scale (FMCG-Scale)

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Food media content (defined in the present study as any food-related media message, excluding traditional advertising and health campaigns) is predominating through various media platforms and voices, such as food influencers, celebrity chefs, and laypeople (e.g., Lewis & Phillipov, 2018). This omnipresence has been confirmed by previous research, which has highlighted various engagement motives using the long-standing Uses and Gratifications (U&G) theory, and has shown that not all food media content engagement presupposes prior, active, media expectations (Ngqangashe et al., 2021). These crucial findings warrant an instrument that reflects these food media content engagement characteristics. Therefore, this project aimed to develop and evaluate a new scale that assesses food media content gratifications sought (GS) and gratifications obtained (GO).

Using a multi-stage approach (e.g., Boateng et al., 2018), five studies completed three phases of scale development. Within item development, a focus group study generated a pool of items. In the scale development phase, these were pre-tested in a survey with room for additional items, to refine the scale conceptualization. These results were analyzed based on an exploratory factor analysis which yielded in a seven-factor scale solution with 30 GS-items & 30 GO-items relating to (1) entertainment/relaxation, (2) social connections, (3) body gazing, (4) food porn,

and gaining information about (5) food cultures, (6) health improvement, and (7) cooking convenience. The final step concerned the scale evaluation, which involved a confirmatory factor analysis, a study to examine convergent, divergent, and predictive validity, and a test-retest for reviewing its reliability.

Using a gratifications sought and obtained approach, this validated instrument introduces methodological contributions to consistently measure audiences' media gratifications for paying attention to/using food media content. The FMCG-scale also brings along practical implications for commercial and governmental organizations interested in food media content, to better understand how their content can add value by examining the discrepancy between expected and fulfilled needs of their audience members.

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PS14   Digital Literacy on Instagram and Access to Health Information: The case study of the StayAwayCovid

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This paper explores Portugal's Governmental use of social media and digital apps as a strategic tool for public outreach. In control of the Covid-19 pandemic, the country has adopted distancing measures, and the population had to adapt to the new reality, which was essential for communication. The World Health Organization (WHO) has assigned the capacity and velocity of spreading false information related to COVID-19 as an 'infodemic' that needs swift addressing. In this scenario, many applications have been developed worldwide for Covid. In Portugal, a tracking application was created, the Stay Away Covid, which, through notifications, informs nearby devices to alert the level of possible contamination.

The main objective of the present study is to verify the ability to use the "Stay Away Covid" application as related to the skills of digital literature in the context of information and content published on Instagram. The study intends to identify how the app's use and functionalities are explained to citizens (users) and offered tools to provide the information they need. In addition, it becomes relevant to reflect on the application from the point of view of information tools related to awareness of techniques used for communication purposes.

The methodology applied is the qualitative research with the case study of the application's official page on Instagram @covidstayaway. We retrieved Instagram posts and shared relevant metadata between September 23 of 2020 and January 27 of 2021. Later on, we manually coded the sample of 75 posts related to the app on dimensions including content tips, questions, and advertisement type. In addition, we analyzed engagement indices related to the coded information.

The results show that the most publicized contents are technical advice with 24%, and application tips also 24%. Questions and advertising are described by 13, in 6,7% publications mainly related to instructions about the use of the application. The results provide insights into the activity and engagement of the selected health application on Instagram. By connecting the use of the application to the Instagram publications, it can be concluded that it is not inclusive from the point of view of the page contents associated with the awareness of the techniques used for communication purposes. Concerning the activity level on posts, we found October the month with the most access.

Considering the general activity and following, the application's Instagram page analysis did not have many interactions or many comments. There is much opportunity to invigorate the role of health organizations in countering apps by providing accurate information, directing users to credible sources, and serving as fact-checks for false information. For instance, all the studied Instagram posts lacked in establishing the app's credibility and addressing compliment content on strengthening the necessity to use the proposed services.

Keywords: Digital Literacy; Health Communication; StayAwayCovid; Access to information; Instagram.

PS15   **Digitization and value in educational media: A Swedish case study**

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Educational media such as schoolbooks and learning technologies are becoming increasingly digitized. Big tech companies such as Google, Apple and Microsoft are offering free-to-use educational services for schools, and traditional publishing companies, who have traditionally dominated the market, are expanding their production into the digital education technology market. The field of educational technologies is changing and widening, presumably both from a production and consumption perspective.

Digital formats do not only offer up a range of new material and systematic possibilities for the actual product, but also for ways that said product can be reviewed, marketed and criticized. From metrified ranking systems based on consumer reviews to hard-to-examine algorithmic 'recommendations' within the purchasing sites or platforms, the valuation practices regarding educational material appear as multiplied, fragmented and hard-to-navigate as the jungle of material, platforms and services itself.

It has been said that struggles of what is valued and who has the authority to define those values are what define a cultural field. One could argue that the field of educational media is a subdomain of the literary field, as it has traditionally been produced by publishing houses in book form and distributed via book retailers and libraries. However, when studying the effects that digitization has on valuation practices in the literary field and its' markets, it is normally novels and/or commercial non-fiction that is being discussed. It could therefore be argued that an investigation of the specific subfield of educational media, its' actors, stakes and value practices, is needed.

The purpose of this paper is to look closer at education media as a field of media production by placing it in a historical and cultural context as a subfield of the larger field of literature and publishing. The paper will account for a pilot study for such a project, analysing valuation practices in the subdomain of publishing engaged in the development of educational media through trade journals (e.g. *TFL, LitteraturMagazinet*), publishers (e.g. Natur & Kultur, Liber Läromedel), and prize awarding institutions (e.g. Läromedelsförfattarnas pris, Stora fackbokpriset).

PS16   **Does momma know best? Parental characteristics and their association to parents' knowledge about children's online risks**

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Parental knowledge of children's whereabouts is considered highly important in the offline setting (Crouter et al., 2005). Accurate knowledge of what the children do, especially potentially risky or harmful activities, can be an important indicator of optimal family functioning (Walters, 2019). Due to the increasing Internet use in everyday life, parental knowledge research now also concerns their awareness of online activities. Our exploratory study thus investigated how much parents know about their children's online lives and explored the factors connected to accurate knowledge. We specifically focused on potentially risky activities, such as online communication with previously unknown people, cyberhate, exposure to violent content, and photo sharing without consent.

Several previous studies show that parents tend to underestimate their children's involvement in risky online activities (e.g., Byrne et al., 2013). However, studies focused on correlates of the accuracy of parental knowledge show in-consistent results. For example, one study revealed that mothers know more about their children's Internet use than fathers (Liau et al., 2008), but others suggested the opposite relationship (eSafety, 2018). The same uncertainties can be observed for the effect of a child's gender and age differences. Further, Sorbring and Lundin (2012) found that the level of parental insight depends on the particular type of online activity. For instance, parents' knowledge of their child's exposure to inappropriate materials was more accurate than of the exposure to distressing materials. As pointed out by many researchers (e.g., Symons et al., 2017), the research in this area is still limited and more studies are needed to add to the current knowledge base. In this study, we aim to address these inconsistencies and offer greater insight into the characteristics connected to parental online knowledge.

Our study used parent-child dyadic data (N dyads = 2,946) collected in 2021. Quota sampling was used to gain sample representative of Czech families with children regarding basic socio-demographics and equal gender representation in each sampled age (11–16, $M = 13.5$, $SD = 1.74$; 49.8% female; parents age $M = 43.3$, $SD = 0.67$, 32.5% fathers).

First, we compared the parents' and children's reports of the online activities mentioned above. The accurate knowledge varied substantially. For instance, among children who reported the respective risky activity, their parents accurately knew about it in 88% of the cases for interactions with unknown people, but only in 9%–16% of the cases

of cyberhate. Next, we computed the overall accuracy of parental knowledge. We conducted a linear regression to assess the associated factors: age and gender of the child, gender of the parent, parental support, and four types of online mediation (active, restrictive, monitoring, technical). The results showed generally weak effects, which is typical for this kind of study. Mothers, parents of boys, and of younger children had more accurate knowledge. Better knowledge was also associated with higher parental support and active mediation. On the contrary, technical mediation and monitoring were related to less accurate knowledge, and restrictive mediation had no effect. The results will be further discussed.

PS17 Effects of sensational news reporting about an impending COVID-19-related "suicide wave"

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Many news outlets are reporting on an impending "suicide wave" attributed to the COVID-19 pandemic, despite the fact that empirical evidence about such a detrimental correlation remains inconclusive (Pirkis et al., 2021). Suicide prevention scholars have voiced their concerns about these articles and, for example, urged journalists not to use terms such as "wave" and "tsunami" as sensational reporting and alarmist language can contribute to people's already heightened levels of anxiety and hopelessness (Hawton et al., 2020). To date, there is no evidence whether reporting on a COVID-19-related "suicide wave" bears negative consequences for media consumers. However, irresponsible reporting on suicide has been shown to be a risk factor for imitative behaviour—a phenomenon known as the "Werther effect" (Phillips, 1974). This study aimed to assess whether exposure to news reports about a putative impending surge in suicides related to the COVID-19 pandemic may elicit positive effects (i.e., heightened awareness, greater self-efficacy, and behavioural intentions) or negative effects (i.e., lower helping intentions, a shift in perceptions regarding suicide norms, and possibly heightened acceptability of suicide) and whether responsible reporting can mitigate these effects. To test this, an experiment using a convenience sample was conducted, with participants randomly allocated into three experimental groups: The first group was exposed to an actually published sensational news article about an impending "suicide wave". The second group was exposed to a modified version of the article – improved from a suicide prevention standpoint, leaning on recommendations for media professionals by the International Association for Suicide Prevention (IASP, 2020).. The control group was exposed to a COVID-19-related article that did not mention suicide whatsoever. Analysis showed that exposure to the irresponsible "suicide wave" article affected readers' awareness and perceived suicide norms, indicating a shift in public perceptions, while exposure to the "improved" version did not elicit any detrimental effects. We conclude that raising awareness about mental health issues stemming from the COVID-19 pandemic is important, but *how* this information is communicated is key.

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PS18 Empowering people in times of adversity: the communicative dimension of sociocultural resilience

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In this presentation, we discuss new perspectives for communication studies to address current challenges in today's complex and globalized societies. When it comes to questions of 'successful' communication between individuals who consider each other as culturally different, the concept of intercultural competence has been of key importance for researchers recently (e.g. Deardorff 2011). However, in today's societies, the manifold lines

of differentiation and experiences of otherness arise not so much from international interdependencies as from sociocultural fractures within the societies themselves. Current crises, above all the coronavirus pandemic, cause divisions within all levels of society, foster phenomena such as conspiracy theories, and bring the trustworthiness of long-established media into question. In this atmosphere of uncertainty, individuals experience new forms of vulnerability when confronted with opposing worldviews and belief systems. While there is undoubtedly a need to discuss these issues on a structural, societal level, with regard to social inequalities for example, we propose an individual-focused approach to *sociocultural resilience* as a context-specific internal disposition for dealing with what is experienced as otherness and difference.

Sociocultural resilience is a communicative construct (see Buzzanell 2010); it does not refer to a static ideal of being, but rather to a dynamic perspective of becoming that is accompanied by a nonlinear, fragile, lifelong learning process without fixed outcomes. While sociocultural resilience integrates the traditional goals of intercultural communication, namely the ability to deal constructively with cultural difference and to interact appreciatively with different others, it is distinguished from common approaches to intercultural competence through a strong focus in particular on *intrapersonal communication.* This often-neglected form of communication is of importance because it enables access to one's own feelings and helps to bring certain interpretations and value judgments to one's active consciousness. Intrapersonal communication allows individuals to examine their own sociocultural perception filters (such as values, norms and beliefs), which are always interposed in perception and are shaped by socialization (Herdin 2018). Thereby, a double movement of de-/centring the self is initiated, leading to greater awareness of one's own perspective (centring) as well as to reflexivity regarding one's own position within a variety of other perspectives (decentring). Through this interplay of self-knowledge and openness, two related key aspects of sociocultural resilience on the intra- and interpersonal levels are promoted: tolerance of ambiguity, which refers to an individual's capacity to deal with uncertainty and contradictions, and an enriched empathic sensorium towards others who may be experienced as different or unfamiliar. This inner disposition of sociocultural resilience helps us, finally, to establish 'resonance', or mutual dynamics of being affected and experiencing self-efficacy (Rosa 2021), and thereby to enhance mutual understanding.

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PS19   **Empty spaces, abandoned places? The impact of TV advertising on the sense of belonging during Covid 19 pandemic**

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When something changes, the normal becomes visible, as it occurred to commercials during the Covid-19 pandemic. Advertising could be considered a cultural form, i.e. a set of discourses, reference models and symbols that allow people to attribute meanings to the world in which they live.

Advertising has a role only partially linked to strictly commercial goals: its languages – video, audio and rhetoric – pervade also social dimensions and other kinds of communication: political communication, institutional communication, public interest communication, social communication, crisis communication, etc.. Advertising language attests the legitimacy of the objects advertised in relation to the new society needs and to the symbolic world of the potential 'consumer'. It is then clear that the main function of advertising is the cultural redefinition of consumer goods through the transfer of meanings and values by a triangle between the media and narrations supposed functions: mirroring, printing and work on the plausibility, the latter a sort of conjunctive reality: that of 'as if' (Bruner, 2006). During the Covid-19, these values and meanings have been profoundly changed.

In this proposal we underline how the commercials pandemic both "mirrored" a major change of spatial perception, space of interactions, way of inhabit and printed new attitudes in order to limit the contagion among people.

More specifically, starting from an empirical study on the Italian context, the contribution aims at investigating the role of TV advertising in the pandemic storytelling, focusing the attention on different key moments of the emergency (March- May 2020; May- June 2020; November- December 2021). The research intends to identify those narratives – texts, contexts, images, music surround, actors, etc. – that represent the pandemic period. In particular, we selected the tv advs related to 3 main product sectors: mass market retailer, food &beverage, automotive.

Near and far, rules of proximity, outside and inside, public and private have undergone a redefinition that commercials put on the screen. Above all it has been redefined the concept of presence, spited into presence in presence and presence at a distance. Advertising has brought people into this change by accompanying with the continuity of brands, of soundtracks, of part of famous claims, of cities and countries easily recognisable. Commercials have also accustomed us to something unpredictable: new spaces, new contexts, new interactions between people, new claims that become recommendations, new sense of belonging and inhabiting the territories and Italy. Meanwhile, they opened our imaginary to how it could be after Covid-19 through a sort of pre-experience that projects ourselves in a 'as if' world and in a new sense of places.

PS20   **Endometriosis: The Role of Social Media in Endometriosis Care**

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Context

Endometriosis is a disease where tissue similar to the lining of the uterus grows outside the uterus, causing pain and/or infertility. Endometriosis affects roughly 10% (190 million) of reproductive age people globally. Endometriosis has significant social, public health and economic implications. It can decrease quality of life due to severe pain, fatigue, depression, anxiety, and infertility. Some individuals with endometriosis experience debilitating endometriosis-associated pain that prevents them from going to work or school.

In many countries, the general public and most front-line healthcare providers are not aware that distressing and life-altering pelvic pain is not normal, leading to a normalisation and stigmatisation of symptoms and significant diagnostic delay. Patients who could benefit from medical symptomatic management are not always provided with treatments due to limited awareness of endometriosis among primary healthcare providers. Due to diagnostic delays, prompt access to available treatment methods, including non-steroidal analgesics (painkillers), oral contraceptives and progestin-based contraceptives is often not achieved.

The World Health Organization (WHO) recognizes the importance of endometriosis and its impact on people's sexual and reproductive health, quality of life, and overall well-being. WHO aims to stimulate and support the adoption of effective policies and interventions to address endometriosis globally, especially in low and middle-income countries.

Source: https://www.who.int/news-room/fact-sheets/detail/endometriosis.

Endometriosis and Young People

Young people with endometriosis are increasingly using social media to understand, represent, and meet others with their condition.

This poster will discuss how this increased use of social media is changing conversations around endometriosis, the risks and benefits of this behaviour, and how the clinical dismissal of social media reflects long histories of patient-blaming in endometriosis care.

The main argument is that we cannot afford to dismiss the use of social media around endometriosis, because for many people, this is one of the only resources they have in the face of lacking care and delays in diagnosis.

Results

1. We conducted a survey (n = 271), which shows that the average delay was 10 years, with some patients waiting up to 30 years before receiving a diagnosis.
2. Out of 271 survey responses, almost 62% did not learn about endometriosis from a healthcare practitioner.
3. The most common reasons given for why people turned to social media were for support and to combat isolation, followed closely by the sharing/receiving of medical information and awareness-raising, and finally the ability to describe or vent about one's experiences.
4. People not only identified receiving support, information, and help for their symptoms, but also (for 85% of participants) changing in some way how they feel about or experience their symptoms.
5. 92% of the survey respondents shared that they had learned something new about endometriosis from social media that they were not exposed to elsewhere.
6. The messiness of social media can help us grasp the messiness and complexity of the endometriosis experience and just how varied it can be.
7. In the face of delays in diagnosis, patients are creating their own networks of care and we would severely missing out by not listening to and learning from them.

PS21 Expectation versus reality: How crisis statement essentials are evaluated by Gen Z stakeholders and crisis managers

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Through proactive crisis management, organizations seek to minimize surprises when issuing crisis responses to stakeholders. Crisis statements are among the most essential writings for an organization responding to a crisis incident, setting the initial stance and laying the first layer of communicative foundation for managing publics' expectations and organization-stakeholder relationships (Coombs, 2019).

This study compares similarities and differences in the "essentials" of an initial crisis statement as perceived by crisis managers and Gen Z stakeholders. The "essentials" refer to what individuals consider necessary in an initial statement from an organization. We conduct an online survey among crisis managers (based on a large communication trade publication's subscribers) and Gen Z individuals (based on a large university's student population). Participants of both groups are presented with an organizational crisis scenario and asked to prioritize what they regard as "most essential" elements in a crisis statement through point allocation (with 100 available points). Crisis "essentials" include: leadership, mission statement and organizational values, action steps, statement of the crisis (from the organization's point of view), an expert quote, timeline, parties involved, crisis history, attribution, apology, and further reference information.

Due to situational threats and limited resources when a crisis occurs, there is often an information void (Coombs, 2019). Organizations must conduct threat assessments and provide news media and stakeholders the "essentials" of the crisis situation (Jin & Cameron, 2007). Such elements are grounded in the contingency theory of strategic conflict management, which posits that the optimal stance and strategic movement of an organization toward its primary public, at a given time and situation, is not static but lies on a continuum of pure advocacy and pure accommodation driven by a set of factors that include characteristics of organization and its primary publics (Pang et al., 2010).

Publics vary in terms of (1) how their expectations align with the positioning of a crisis-stricken organization and (2) how the gap between stakeholder expectations and organizational practice might impact their responses. An increasingly important yet understudied stakeholder group in crisis communication is Gen Z. Studies comparing crisis managers and Gen Z stakeholders' expectations are lacking. This study gauges differences between Gen Z crisis communication expectations (what an organization *should* do in their eyes) and crisis managers' assessment of crisis communication realities (what an organization *can* do based on threat and resource assessment). The college student participants are Gen Z individuals pursuing degrees related to advertising, public relations, marketing, and business, to compare (1) how future generations of business and communication leaders prioritize crisis communication essentials, and (2) how expectations of aspiring professionals and current professionals differ.

By comparing these perspectives and identifying differences in priorities among "essential" elements of crisis communication as embodied in a crisis statement, findings of this comparative assessment provide crisis managers insight for understanding Gen Z stakeholders' expectations in organizational crisis communication and identify opportunities for expectation management by closing the gap between decision-making and responsible public communication.

Keywords: crisis statement, crisis management, Gen Z, organizational crisis, expectation, contingency theory

PS22 Fake news research: a priority for academia in times of pandemic

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During the period of the Covid-19 pandemic, the problem of disinformation has worsened, and Spain is the European country with the greatest concern about this issue (Newman et al., 2021).

Previous research has analyzed the conceptual framework and the state of the art (Jankowski, 2018; Tandoc, Lim and Ling, 2018). Our proposal stands out for the sample size, the merging of Web of Science and Scopus results, and the analysis of the methodologies applied in these works.

This paper analyses research on disinformation between 1987 and 2021, and specifically on the concept "fake news" (Tandoc et al., 2018). This notion was chosen, despite the controversy surrounding it (Wardle, 2018), after verifying that it was the most mentioned concept in a search including the following words: misinformation, disinformation, and fake news.

The methodology integrates a quantitative approach using Bibliometrix in order to carry out a systematic review of 1.157 documents indexed in both databases. It is complemented by a qualitative analysis of the abstracts.

The conclusions show two relevant aspects. Firstly, academic research interest in this field has risen. Only the last three years (2019–2021) represent 79% of the total production.

Secondly, Spain is the second country with the highest academic production in this field (22%), preceded by the United States (24%). Profesional de la Información stands out as the journal with the highest number of articles in this area (44 articles), followed by Journalism Practice (16) and Digital Journalism (15).

Preliminary results in 50% of the WoS sample indicate that the most applied methods are qualitative (48%), and the most common methodological instrument is content analysis (45%) followed by survey/questionnaire/test (24%).

Finally, the relationship between fake news and covid-19 has also gained special relevance. The thematic clusters confirm that three major areas can be observed: journalism, social networks and covid-19.

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PS1 - POSTER SESSION

PS24   **Gender and Hate Speech on Instagram: An Online Experiment**

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The spread of hate speech online is currently a frequently discussed topic, and an increasing number of scholars are investigating the content, perpetrators, and victims of insults and personal attacks on social media. Previous research shows that the different relations and interactions between victim and perpetrator are often related to gender. Although the platform's popularity is growing, hate speech on Instagram is currently not widely researched, as many studies focus on Twitter (Matamoros-Fernández & Farkas, 2021).

Addressing this research gap, we investigate how the gender of victims and bystanders influence bystanders' reactions to hate speech comments on Instagram. Additionally, we are interested in the question what role gender attributions and diverse gender play in such situations. Based on the literature, we assume that both men and women will help female victims rather than male victims (Howard & DeCrano, 1974) and that men behave less supportive than women (Olenik-Shemesh et al., 2017). We have no theory-based assumptions concerning re-actions to hate speech attacking diverse gender victims and to what extent gender is attributed to a perpetrator.

We conducted a two-factorial between-subjects online experiment to investigate how the victims' (male vs. female vs. diverse) and bystanders' (male vs. female) gender influence bystanders' reactions to hate speech. The participants (N = 192, female = 77.1%) took the role of the bystanders and viewed a fictional Instagram post showing a user getting attacked with hate speech by an anonymous commenter. The gender of the victim (male, female, diverse) was manipulated using pre-tested profile photos. The hate speech comments were adapted to the respective gender of the victim. Another pre-test was carried out to ensure that the gender-specific insults were perceived as having a similar severity. After viewing the stimulus, the participants filled in a post-questionnaire to measure their willingness to support the victim. Further, the participants were asked to assess the gender of the anonymous commenter.

In contrast to our expectations, our preliminary results show no significant relationship between supportive behavior and gender in any constellation. Interestingly, nearly two thirds of the participants attributed male gender to the anonymous author of the hate speech comment. Spreading hate speech online thus seems to be perceived as an

offense mainly perpetrated by males. This result provides interesting starting points for further research concerning the interactions between perpetrators, victims, and bystanders.

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PS25   Global issue, global coverage? How climate change is reported in African countries and countries in the Global North with regard to national issues and international relations

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Rationale

Climate change is the defining crisis of our time; however, its complex nature makes it difficult to grasp and the individual perception relies heavily on media coverage. And while there have been several studies that investigate climate change reporting within the research field of science, risk and environmental communication, this PhD project enhances the debate by taking a comparative approach and by including questions of historic responsibility and international relations. This project aims to find out how the global challenge of climate change is portrayed in African countries, with most of them being vulnerable to the impacts of climate change, in contrast to three of the historically top contributors to greenhouse gas emissions, which partly are also quite affected by climate change. Additionally, the study considers how underlying global power dynamics and international relations may influence the reporting and the portrayal of the global issue of climate change.

Theoretical approach

This PhD project combines theories from the field of journalism studies with theories rooted in postcolonial and cultural studies. To start with, the concepts of framing and news values are used as a base for a quantitative content analysis to help systematise the way in which climate change is reported in each country and region. To move beyond the surface-level, this research project includes a postcolonial and power critical perspective. Climate change is no longer merely a scientific concept, instead it has become a multi-faceted concept located within a field of tension between science, politics, economy, and society. Thus, the aim is to broaden the scope of cross-national comparison by providing a deeper understanding of climate change reporting in this field of tension and by locating the analysis within historically grown power structures.

Empirical application

Following an initial quantitative content analysis, semi-structured interviews with journalists are employed to get a deeper understanding of factors that influence the selection processes as well as possible challenges. Especially in research on news selection, a combination of content analysis with interviews can provide interesting insights. If news values are perceived as characteristics of certain events, they can be analysed using the method of content analysis; however, if news values are understood as journalistic selection criteria, interviews with journalists are necessary in order to understand the processes behind the reporting (Eilders 2016). Thus, the extent to which news factors contribute to the selection process is explored further through interviews with journalists who work in this field.

The submitted paper is part of a monograph dissertation and will give an overview over the research gap, the methodological challenges of this kind of comparative research and initial findings from the content analysis and the interviews with journalists.

PS26   How families negotiate media use: dynamics of privacy, freedom, care, and safety

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Parents have a variety of parental monitoring devices and techniques at their disposal to monitor the use of social and entertainment media, track real-time locations, and check the progress and development of their children. Many parents and caretakers struggle to find the appropriate way to ensure safety and care for their children while also providing the freedom and privacy they need to grow and develop. Building on existing research about parental monitoring (Brisson-Boivin, 2018; Livingstone, 2014; Livingstone & Blum-Ross, 2020; Steeves et al., 2020),

we extend the focus to family surveillance practices. Family surveillance can be defined as interpersonal monitoring processes to keep track of the digital and non-digital activities and associations of family members. We investigate the everyday negotiations around family surveillance in order to provide insights into the role of technologies in family life and on the different perspectives of parents and children. This research is based on a qualitative inductive analysis of in-depth interviews with 11 parents and 11 early adolescents about everyday technology use. The findings of this research indicate that while some of the parents refrain from intensive monitoring, others actively use screen time restriction tools, location tracking, digital monitoring tools, and student tracking systems. Their children negotiate such family surveillance practices, with their response ranging from acceptance to active circumvention strategies to even more proactive forms of resistance. Drawing on these findings we indicate how family surveillance is embedded in broader constellations of media and communication practices and how this sometimes occurs in reciprocal ways (e.g., children can also monitor the location of their parents). This research can impact everyday family life through the suggestions it offers for parents, caretakers and educators. We propose that open conversations about technology use (covering drawbacks and benefits, personal experiences, and current events) can foster mutual understanding and can increase privacy and cybersecurity resilience. In order for family conversations about technology use, privacy, and cybersecurity to be effective, these complex topics can be made tangible by using clear-cut examples and metaphors (e.g. curtains being drawn during a birthday party to prevent the neighbors from peeking in can be a metaphor for setting privacy settings on social media to avoid birthday pictures being visible to strangers). While metaphors will almost always fall short of grasping the full complexity of the issues at hand, they are useful in emphasizing the need to take privacy and cybersecurity seriously.

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PS27   **Impact over quality? Contrasting media reports and scientific results against the actual content the Tor-network**

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Unlike the clearnet, darknets like the Tor network protect the anonymity of their users. However, media representations often portray this space as an epicenter of criminal activities (Mey, 2019). Although illegal activities, such as drug dealing, can indeed be observed on the Tor network, it also offers a way of anonymous communication for legal purposes (Avarikioti et al., 2018; Jardine et al., 2020). Advantages such as anonymity and privacy (Bellaby, 2018; Jardine et al., 2020) are not given enough importance in media reports and are – if at all – only mentioned in passing. In some cases false conclusions are drawn and as a consequence crimes are falsely associated with Tor (Mey, 2019). Besides distortions in media reports, there are also reasons why scientific reports can be problematic as a source of information: For example, results of a previous research study on hidden services on Tor indicated that 80% of the Tor traffic was allocated on only 2% of all available hidden services, which offered content related to child abuse (Owen, & Savage, 2016). However, the traffic measured in this study can be explained by an investigation on child abuse by FBI which happened within the same time period as the study was conducted (Jardine et al., 2020).

It is important to clarify that there are other reasons for using Tor besides illegal activities. Centralized services, for example where user data is collected an sold, can be found on the clearnet and threaten users' privacy (Jardine et al., 2020; Bellaby, 2018; Harborth, & Pape, 2020). Further, darknets like Tor also provide access to information for users' living in countries under repressive regimes (Jardine, 2016).

In this study, we will systematically contrast scientific research, media reports and actual content on Tor, to identify potential discrepancies among those.

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PS1 - POSTER SESSION

PS28   Individuals' public connection repertoires in Germany and their implications for public communication

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As a consequence of 'deep mediatization' (Couldry & Hepp 2017) public communication has been fundamentally transformed by current changes in the media environment. In order to understand the changing practices and experiences of everyday media use and their implications for public communication the proposed paper investigates the ways, in which individuals connect to wider publics and, through these practices, contribute to the transformation of public communication.

Within their everyday lives, individuals connect to different publics (Ytre-Arne & Moe 2018). *'Public connection'* (Couldry & Markham 2006) includes all orientations and practices by means of which an individual relates to some kind of *public*, i.e. a social entity that endures beyond the individual's private world. Based on a *repertoire-oriented approach*, we analyse an individual's pattern of connecting to publics as *'public connection repertoire'*. We assume that individuals' public connection repertoires are shaped by the publics they are involved in; in turn, publics are constructed by the communicative practices of the individuals who are involved.

Based on these considerations, we investigate the following research questions: 1) How do individuals connect to different publics and what kinds of public connection repertoires can be identified? 2) How can specific publics be characterised by the public connection repertoires of the individuals who connect themselves to this public?

We present findings from a representative online-survey among onliners (n=1,500) and an additional face-to-face survey among non-onliners (n = 500) in Germany. We emphasize that, at the time of writing this abstract, the field work is still going on (until early March); therefore we cannot present findings in this abstract, but outline the steps of analysis and the kind of findings they will allow for in order to answer the research questions.

First step of analysis: Respondents are asked for their connection to different kinds of publics. For each relevant public, respondents describe the media they use in order to connect to this public and the reasons why it is important for them. Based on this, we identify different types of public connection repertoires through Latent Class Analysis. As a result of this step, we describe different ways how Germans connect themselves to different publics and, by doing so, contribute to public communication in a specific way.

Second step of analysis: In order to answer the second research question, we take the perspective of specific publics; for the purpose of this presentation, we focus on one particular public, the German national public. Based on the public connection repertoires identified in step 1, we analyse how individuals contribute to this public: Who connects to it, who does not? Through what kind of media? For what reasons? To what extent do those who connect to this public share certain communicative practices? Do they share connections to other publics, beyond the German national public? What about those who rather disconnect from this public, to which publics do they connect, if any?

Taken together, these questions aim at a better understanding of how recent trends of media use contribute to the transformation of publics.

PS30   Instagram and WhatsApp "save" university students during covid19

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The emergence of covid-19 has caused an unprecedented situation that has led to the confinement of a large part of the population for a long period of time. During this period of social distancing and the changes in their lifestyle, some university students have suffered psychosocial disorders, mainly stress and anxiety.

The primary objective of this research is to understand the role, functions and relationship established between the university student with one of the most used social networks (Instagram) and the leading instant messaging application by use (WhatsApp), during the confinement declared after the expansion of the COVID-19 pandemic between March and June 2020.

The study population was made up of young university women between 17 and 23 years of age or older, who study at Catalan universities and in different academic disciplines, such as psychology, tourism, communication or management. At the same time, all of them have a smartphone, prefer one of the two applications (WhatsApp or Instagram) and use it regularly several times a day. The final sample of this descriptive study is 125 women who meet the requirements set in the research.

This quantitative and descriptive research explores if the frequency and mode of use of the applications has been modified depending on the state of mind. It is observed that many of the university students in the sample have intensified their use with greater intensity than usual without distinguishing significant differences between groups with different moods (those who have been mentally healthy and those who have been fair or bad). The results show that the main reason for using the applications has been to socialize, with family and peers during this period of social distancing, highlighting the socializing function carried out by both applications. It should be pointed out that Instagram has become a highly visual self-presentation social network to build and project the offline identity, while WhatsApp is a leading application to keep in touch and is not perceived as a symbolic alternative to build identity.

Keywords: Social media, identity building, socialization processes, covid19, Instagram, WhatsApp.

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PS31   It makes women feel like they're being overdramatic: The Influence of Social Norms and the Media on Young People's Perceptions of Endometriosis

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Background

Based on the results of focus groups with 77 teenaged girls, boys and non-binary students in schools, colleges and universities in Yorkshire, UK, this poster explores how the media and social norms have influenced how young people understand endometriosis and perceive the role of the medical profession in treating the condition.This presentation argues that a lack of formal education about menstrual health, online misinformation, advertisements thatstereotype menstruating women, and a belief that society undermines women's pain are obstacles to the diagnosis of endometriosis.

Results

1. Although 1/3 of the students interviewed had heard of endometriosis andknew it was linked to menstruation, very few could identify symptoms or coulddescribe the condition. Pain was the symptom of which they were most aware.
2. Young people in the UK have received no formal education aboutendometriosis. They are learning about the condition from friends, family, Googleand social media. They are therefore internalising a lot of misinformation.
3. Social media has made endometriosis more visible to young women, men andnon-binary people. However, it is not having a positive and lasting impact on theirknowledge of the condition. Young people are quickly forgetting what they haveread and usually only encounter posts on endometriosis if they have an existing interest in the topic.
4. According to young people, adverts are erasing the realities of endometriosis because they depict menstruating women who are happy and running. They want more realistic advertising so that audiences are more aware of the realities of painful periods. They believe that this will lead to more young women and people with periods to seek medical help.
5. According to participants, diagnosis rates of endometriosis are low because society undermines women's pain. Thus, women, non-binary and transgender people with painful periods feel that they will be dismissed by doctors and others if they seek help for their pain.
6. Other barriers to seeking medical help that were mentioned by the participants include a fear of being prescribed the pill rather than receiving a thorough investigation and low body confidence (linked to weight or gender identity).
7. Young people would like the media to present a more diverse view of activismaround endometriosis, such as by highlighting the involvement of women ofcolour or men. They would also like access to more accurate information aboutendometriosis and to learn what level of pain is typical.

PS32   **Mobile Location-Based Advertisement – The effects of gratuities, experiences and privacy thoughts using the example of the SmaRT City Application of the City of Reutlingen (Germany)**

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A smartphone with its applications, combined with Bluetooth and GPS functionalities, has become a device with high importance for the people's daily live as well as for the development of the society. For instance, it enables its users more mobility, enhances communication options and connectivity in general. Associated respectively thereby enabled technologies such as Location-Based Tracking (LBT) and Mobile Location-Based Advertisement (MLBA) are increasingly finding their way into the life of every person, where they are perceived more or less consciously and experienced as useful, but also as questionable – especially given the fact that those technologies encroach to a not inconsiderable extent on people's privacy.

Therefore, this study deals with these technologies and the trust as well as the privacy concerns of users of smartphone applications, that use LBT as well as MLBA and on that basis may offer various, potentially useful (personalised) services but also advertising – while using a variety of person- and location-related data. One focus of this study is to illustrate what factors influence the attitudes towards these technologies, considering the user's perceived risk of constant location tracking and contrasting it with the perceived potential benefits of using such technologies. On top of that, a particular interest of this study is, how trust and privacy concerns are expressed when a smartphone application, using such technologies, is not operated by a primarily commercial, but rather by a public provider. For this reason, the so-called SmaRT City App was used as example for this study. This application was developed on behalf of the City of Reutlingen – a university city in southwestern Germany, which is subjected by strict privacy guidelines – as part of the Smart Urban Services Project of the Frauenhofer Institute and with the aim to develop urban value creation in a more integrative, sustainable, and future-oriented way.

Using a standardised online survey, which was sent to the users of the SmaRT City application – with the support of the City of Reutlingen – it was possible to collect data from a total of 99 people for the final analysis.

The data illustrate that the trust in the SmaRT City application, which is run by a public, primarily non-commercial operator, is higher than towards applications from commercial providers that also use LBT and MLBA technologies. In particular, people who have already experienced a privacy intrusion before, show a significantly more negative trust score in commercial providers compared to respondents who have not been influenced accordingly. For the SmaRT City application with a state-owned background, on the other hand, no significant differences between these two groups can be found in terms of their trust score, although as many as 23 percent of the respondents still state that they would use the SmaRT City application and its services more often if data protection were guaranteed even better.

PS33 **Online Collective Live-streaming Channels: a case study of integrated communication mode in a Chinese village**

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The live-streaming culture race has become popular worldwide, including in China and people living in the countryside. When the residents in Yangshuhang village in Shandong, China, tried to start their own live-streaming program, they lacked knowledge and experience. Moreover, they did not have qualified technological equipment, especially the cameras, so they could not do video-based live streaming programs. Therefore, the villagers created their own sound-based live streaming channels, with three main characters:

1.   The channels are totally based on sound, without any visual elements
2.   Villagers chat with each other in the channels and talk about their daily life as well as their agricultural production
3.   Squires responsible for organizing the channels, such as creating their own rules and avoiding the outsiders in

In traditional Shandong villages, the residents would gather together every evening and entertain each other. After the innovation of sound-based live streaming channels, the villagers in Yangshuhang village used the channels to entertain themselves and chat in the channels even when they were gathering together. The villagers remain the communication approach offline while using the live streaming channels to chat with each other.

This study is exploratory research to observe the constructing process of the sound-based online chatting and how the sound-based live streaming program changes the interaction among villagers. Six-month field research was conducted in Yangshuhang village, and the researchers interviewed 24 villagers for 60 hours in total.

The researchers found that villagers tend to talk about daily issues such as personal agricultural income via online chatting channels instead of the traditional face-to-face communication approach with the popularity of live streaming programs. Specifically, the villagers reconstruct an integrated interaction mode: they modified their accommodations to join in the online chatting while building acceptable chatting orders, enabling everyone to enjoy chatting. Besides, the chatting channels provide villagers with opportunities to engage in the public discussion of village issues, such as voluntary works for COVID-19 prevention and village chief elections. This joint participation of sound-based live streaming channels also inspires the villagers' (mostly old people) memory of broadcast stations in collectivities in Mao's generation, inspiring a sense of communism love.

PS34 **Over-time dynamics in article readership: An analysis of log-data from regional newspaper websites**

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Introduction

In contemporary online news environments, the notion of an "edition" or an "issue" of a print publication has largely become obsolete. Instead, users typically consume news per item – a development that has been referred to as "unbundling" (Hermida et al., 2012; Trilling, 2019), "debundling" (Schmidt et al., 2019), or "atomization" (Bruns, 2018). This has sparked the interest of both scholars and practitioners, who want to understand how, for instance, topics (e.g., Tewksbury, 2003) or linguistic features (e.g. Kuiken et al., 2017) impact clicks on an article.Such studies typically take a static approach: there is a clear set of predictors (the topic, the linguistic features) that are typically hypothesized to influence clicking behaviour. Yet, besides such static features, another feature that explains why an article is read is dynamic in nature: the article's popularity. For instance, many news sites use "popularity-based filtering" to highlight frequently-clicked (e.g., Møller, 2022). In addition, readers also tend to regard a "Most Read" label displayed next to an article as a cue for the article's importance (Messing & Westwood, 2014). Yet, we only have a relatively rough understanding of how popularity affects subsequent clicking behavior. But if processes like those discribed above occur, then we observe a so-called feedback loop, which Slater (2007) also refers to as "re-inforcing spirals", which can have profound impact on, for instance, exposure diversity.In this study, we aim to disentangle the interplay of static and dynamic features in explaining a news item's popularity: How big is the self-reinforcing effect of popularity? Is this true for all articles, or are there differences, for instance based on an article's topic or genre? And do articles that gain little traction short after being published stand a chance to make up for this later? We also aim to understand the role of journalistic decisions – for instance, the decision to publish an article at multiple places.

Data and methods

We analyze the full website log data of six regional newspapers in the Netherlands over a period of 13 weeks. While often overlooked in communication research in favor of national newspapers, regional newspapers play a very important role in citizens' news diets. Our comprehensive dataset of all visits to all articles for each minute within the time frame allow us to reconstruct the trajectory of visits. To do so, we combine time series analysis with Natural Language Processing and Machine Learning techniques.

Preliminary findings

Even though there is huge variation between the overall popularity of individual articles, over-time patterns are remarkably consistent: For instance, articles hardly ever stay relevant for much longer than two days. At least for the subset of the data that we analyzed so far, we confirmed that articles that are highly popular directly after their publication tend to stay popular for at least some hours. Yet, this advantage often vanishes again. By a comparative analysis of the same articles published on different news sites we will test the robustness of this finding.

PS1 - POSTER SESSION

PS35 **Parental mediation divide: a multilevel analysis of the importance of origin and migration status on parental mediation**

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Access to digital media is an essential part of everyday life in high-income countries. However, a closer look reveals that access to information and communication technologies, the necessary skills to use them, and outcomes are unequally distributed. Our presentation focuses on the role of origin and migration status in the context of parental media education as a possible explanation for digital inequalities between natives and immigrants in Germany. We argue that the conditions under which parents have grown up and socialized with media in their childhood essentially determine their parental mediation practices. The migration status of a person, on the other hand, can be an indicator of how likely it is that parental mediation will be adapted to the conditions of the German media system. With this in mind, we examine whether origin and migration status have an impact on parental mediation and subsequently children's media use.

We test these considerations using survey data from 902 German families with children aged between six and eleven years whose country of origin was either Germany, Turkey, Russia, Poland, Italy, or Romania. Looking at the country of origin level, we supplemented the dataset with information from the CIA World Factbook, the joint dataset of the World Value Survey and the European Value Study, and the rank of each country in the RSF press freedom index.

Results from a multilevel structural equation modeling show differences between immigrants and non-immigrants in their children's internet use. Furthermore, we found inequalities concerning parents' education, age, and gender regarding parents' media use. In terms of parental mediation, parents' media use and parents' education, age, and gender play an important role. For children's media use parental mediation, parents' media use, educational background, age, and gender are of importance. While these results align with the research literature on digital divide and parental mediation, we found no empirical support with regard to a correlation between country-specific indicators of origin and migrations status regarding parents' media use, media education, and children's time spent watching television.

Although the results of our analysis do not show any significant correlations with regard to the country of origin, we conclude that further studies should nevertheless focus on this factor. For example, a larger number of countries that are more heterogeneous in terms of their political and media systems should be included. Further additions could also be made with regard to indicators of the characteristics of the respective media systems. This could also help to further differentiate the migration factor. As in other studies on parental mediation, this is a significant factor, but its content remains largely underspecified. Further implications are discussed.

PS1 - POSTER SESSION

PS36 **Parenting in a world of deep mediatization**

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Children are handed digital technologies at a very early stage of their lives (Elias and Sulkin 2019). Based on the theory of social construction (Couldry and Hepp 2017) and research on media socialization (Trueltzsch-Wijnen 2020) media must be considered to have a major impact on children's sense of reality, their acquisition of knowledge and

their acting in society. As such children as media recipients are not considered to play a passive role but are active contributors that have the power to influence and co-shape social processes (Bachmair 2010).

It is this impact on social processes that this communication will further explore by focusing on how parents need to adopt critical "digital parenting" skills (Mascheroni et al) in order to raise children to be not only critical towards media reception and production but also to use media to create an impact that shapes a more just, democratic and healthier society (Mihailidis et al. 2021).

The research project presented here proposes to elaborate a media educational experience that makes parents more knowledgeable and critical about the impact of media on their children's lives and teaches them ways to mediate their children "to be critical of media representations and discourses" and at the same time stresses "the importance of learning to use the media as modes of self-expression and social activism" (Kellner and Share 2005:372). By using the concepts "communicative figuration" and "recursive transformation" (Breiter, Hasebrink, and Hepp 2018) this communication will show how media education can create a useful and highly relevant impact on children and young adults and the society they live in.

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PS37   **Perception of the appeal of COVID-19 vaccination in the social media. Preliminary results of an eye-tracking study**

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The presentation will focus on the partial results of a project on the effectiveness of social media posts by medical experts to encourage them to get vaccinated against COVID-19 (project conducted within the "New Ideas" grant, no. 622–62/2021, financed by the University of Warsaw). In the project, the following main hypothesis has been set: There is a type of message (independent variable) by a medical expert that is more effective than other types in persuading people to vaccinate against COVID-19 (dependent variable) who are sceptical about these vaccinations.

The study is carried out on three experimental groups and a control group (approx. 30 persons each), composed of students of social studies and humanities, divided according to their attitudes towards COVID-19 vaccination: 1. Unvaccinated, 2. Sceptical about vaccinations to some extent, but vaccinated. 3.Enthusiastic about vaccinations and fully vaccinated.

As part of the project, several types of posts convincing to COVID-19 vaccinations will be assessed by users. In the experimental part of the study, respondents will view the stimuli (social media posts of physicians) displayed on the screen and rate them by answering the questionnaires. At the same time, eye tracking and face tracking measurements will be performed, using the iMotions software.

The presentation will demonstrate the preliminary eye tracking measurements' results, considered critical as they allow for analyzing eyesight attention (Duchowski 2007; Holmqvist et al. 2011). Therefore, this part of the study aims to conclude whether and how the attention concentration (of eyesight) on particular elements of the stimuli (posts) differ (also statistically) in the three groups and how it possibly affects the posts' evaluation and understanding. The presentation will indicate the most important eye tracking measures for the highlighted areas of interest (the

post's most important visual and textual elements), such as time to first fixation, time spent (dwell time), first fixation duration, and average fixation duration.

The lion's share of research on the persuasiveness of health-related messages has so far been carried out using declarative methods. Biometric measurements are already used in studies of the effectiveness of social campaigns (e.g. Kheder & Kamal 2021, Avery & Park 2018, Kessel & Ruiter 2012). Still, so far, they have not been widely used in studies of messages regarding the COVID-19 pandemic. And although, as we know from state of the art, many factors affect whether a given health message turns out to be convincing to the audience, biometric research will undoubtedly help determine how to persuade people to accept expert recommendations during a global health crisis.

PS38   Re-imagining (de)legitimized scientific subjects: female researchers in the field of communication

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This work carries out a critical review of the epistemology of the field of communication, in order to both understand and de-construct the image of the legitimated (masculine) and delegitimated (feminine) scientific subjects. From a gender perspective, the history of science has been shaped by inequality, as well as by the formal and informal exclusion of women from the pursuit of knowledge. Female researchers have, for the most part, been constructed as otherness in academia. Modern science is commonly understood through highly masculine and rational values; this has relegated all non-hegemonic knowing subjects to the un-scientific. Because of these stereotypes, as well as the historical formal barriers impeding women's access to higher education, female academics have mainly occupied secondary positions in scientific institutions, where they lacked both authority and agency. Communication research has not been alien to this phenomenon: women's contributions and names, although proven to be fundamental to the field, have been mostly forgotten, which has resulted in a highly masculinized history of the field, as well as in unfair research, teaching, and social practices.

Through this work, we recover the names and draw a map of prominent female researchers from the first generation (1930–1960) in the field of communication. We then highlight a group of "founding mothers" of communication research, following the three main theoretical perspectives that have articulated the field (positivist, critical and interpretive), with names such as: Herta Herzog, Hazel Gaudet, Thelma Anderson, Marjorie Fiske, Hortense Powdermaker, Else Frenkel-Brunswick, Mae Huettig, Helen Hughes, Rachel Powell, and Mary Q. Innis.

This historiographic analysis is completed through in-depth interviews to prominent second-generation (1960–1990) female researchers in the field. The voices of recognized female scholars from Australia, Brazil, Canada, France, Italy, the UK, and the US were recovered, in particular we interviewed Linda Putnam, Cindy Gallois, Charlotte Brunsdon, Maria Immacolata Vassallo de Lopes, Michèle Mattelart, Judee Burgoon, Gertrude Robinson, and Sandra Ball-Rokeach. By focusing on the subjective aspects of female academic's lives, these interviews allow us to recover the experiences that articulated these women's careers, most of which have remained silenced or forgotten by the widespread masculinized explanations of academic dynamics. The interviews were recorded and transcribed; then, five narratives were inductively identified to be explanatory for the experiences of second-generation female academics in communication research: institutionalized inequality, naturalization of sexual harassment, lack of legitimacy, ambivalence of female gender meanings, and emotional leadership.

The recovery and inclusion of some muted figures and voices, as we have done in this paper, increases the complexity of the intellectual history of communication and ensures a fairer impact on research, teaching and social practices. Because the history of academia, as a human enterprise, is an ambivalent and contradictory one; reconstructing the figures and voices of women is a step further in this direction.

PS39   Robot buddies & AI mates – a content analysis of artificial companions in science fiction movies and series

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The presented study analyzes how artificial companions (ACs) are portrayed in science fiction movies and films. This includes science fiction productions like _Ron's Gone Wrong_ (2021), _A-X-L_ (2018), _Baymax_ (2014), _Her_ (2013), or _Robot and Frank_ (2012). An AC is a technological system (e.g., artificial intelligence (AI) or robot) that appears as a friend to its user (Biundo et al., 2016, p.1) and with which the user emotionally bonds. According to this understanding, we emphasize these systems' communication and interaction characteristics, as in our premise, _how_ an AI/robot communicates and interacts with its user will have a crucial effect on being perceived as a companion.

Therefore, we conducted a systematic literature review of AC papers (n=540, published between 2000 and 2021) to derive communication and interaction characteristics being discussed in AC research (– see, e.g., Pham et al. (2021), Meghdari et al. (2018), Arnold (2016), or Dautenhahn (2007)). The synthesized characteristics deliver the theoretical frame for the category system of our content analysis, which we structured in defining attributes as well as communication and interactions qualities of an AC. Moreover, we divided the latter into two smaller groups: one considers the verbal, nonverbal, and multimodal communication skills of an AC, and the second group concerns interaction-specific characteristics, such as context and user adaptivity, engagement, appearance, or the AC's personality.

As pop-cultural artifacts impact people's expectations of real robots (Kriz et al., 2010), we see the relevance of understanding science fiction as a source of cultural orientation (Keppler, 2018). Hence, we involve the recipient's view constructed through science fiction and ask *what potential users can expect from an AC's communication and interaction capabilities*? Accordingly, our research questions are: (1) Which communication and interaction qualities can we confirm towards fictional ACs based on the theoretical work, and (2) which categories can we add to this theoretical AC understanding? This means our study follows an inductive and deductive approach.

Methodologically, we identified n=1069 science fiction movies and series via IMDb released between 2000 and 2021 using five search terms (robot, artificial intelligence, android, hologram, computer). Afterward, we applied three inclusion criteria to assess the fit of a movie/series for answering our research questions based on available trailers, plot summaries, and character descriptions. This screening reduced our search results to n=374. Next, we will select a random sample to investigate whether the given AI/robot represents an AC. If so, we will analyze each AC based on the categories derived from the systematic literature review and add further characteristics if observed.

In addition to fictional ACs, we see also an increasing number of companion technology becoming available to consumers, e.g., Pepper, Moxie, ElliQ, or Cozmo (the latter also resembles a robot in a Disney movie). Therefore, this study aims to examine what science is feasible to build and what recipients expect from these systems in order to contribute to the development of social systems as social sciences. Or in other words: Analyzing science *and* fiction to integrate both into future AC studies.

PS40   **Social media use, political trust, and political participation: evidence from five Asian societies**

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This comparative study uses data from World Values Survey (WVS) 2017–2020, a longitudinal multi-national project across the globe, to examine the relationships between media consumption and political participation among four Chinese societies: mainland China, Hongkong, Macao and Taiwan. Compared to other data sources, WVS Wave 7 offers Macao data which benefits research of an entire Greater China picture. Political participation is operationalized as three indicators based on the literature: election participation, daily participation and protest participation. Correlation matrices and ordered logistic regression are conducted to compare the relations as well as to identify whether certain metrics are significant in influencing the extent to which a resident in these Chinese communities will participate in political activities. Residents in Hongkong have the most diverse and highest frequency of media use while inhabitants in mainland China have an obvious preference for news channels. Generally, there is a similar trend that media consumption is positively associated with political participation across the four societies. Findings show that different media information exposure affects people's three types of political participation behavior in different way, with commonalities and specificities across the four areas. The findings provide support for political communication study in societies with similar cultures but different political contexts.

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PS41 **Sorting by software: Collecting data in mobile situations and among marginalized groups**

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Especially when doing audience research and dealing with questions such as people's mediatized engagement in their everyday lives, one is confronted with the circumstance of having to collect data in very different places, partly under (time) pressure. There are thus limits to the elaborate laying of Q-sort cards (Watts & Stenner 2012) – and as a consequence to the method itself. This paper will critically examine the potential of research software in this area: specifically, the use of the MeSort with its Q-sort function on a tablet. Is it a support to collect and quickly analyze data in mobile situations? What are the advantages and disadvantages of using such software? As a research software, MeSort is a reaction to the limits of traditional applications of Q-sort (Hasebrink & Hepp 2017; Hohmann 2021): Firstly, sorting is a laborious undertaking that requires space (a large table) and accordingly a secluded room. This gives the method certain experimental features. Secondly, sorting methods on paper and without video tend to focus on the sorting result, while the sorting process – often connected with relevant considerations by the participants – is neglected and so meaningful processes connected to the sorting process are excluded from the data collection and thus from the analysis. Also, the production of new sorting sets can be costly, or at least requires some effort. This is especially the case for Q-sort, where they usually range from two to five dozen tokens, mostly written statements or images. The physical sorting tables are rather immobile and limited in their use and younger people in particular consider them to be outdated. MeSort meets these two challenges: It is a browser-based software and can therefore be used anywhere where there is internet access. Since the sorting application can be run on laptops or tablets alike, it can be integrated into qualitative interviews and the sorting itself can be recorded using standard screen recording tools. In the MeSort backend, researchers can create highly customizable Q-Sort tasks. The data is collected on a secure server and can be exported in various formats to then be processed with programs such as SPSS or R. In our paper we want to reflect on the use of MeSort in mobile situations, especially when collecting data in contexts and groups of people who are socially marginalized and partly critical of science. The background is a study on media repertoires and public engagement among socially excluded people in a large harbor city. In our paper, however, we are not only concerned with the data obtained through Q-sort as such – we are primarily interested in the question of the extent to which Q-sort in combination with MeSort can successfully realize data collection within marginalized groups that would otherwise not be reached. References:Hasebrink, U., & Hepp, A. (2017). How to research cross-media practices? Convergence, 23(4), 362–377.Hohmann, F. (2021). Co-Creation als Entwicklungsmethode. Medien & Kommunikationswissenschaft, 69(1), 97–116.Watts S and Stenner P. (2012) Doing Q Methodological Research. London: Sage.

PS42 **Storytelling and Story Maps as tool of communication in the dissemination of Appellation of Origin (APO) products from Portugal**

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Communication, from its semantic root "become common", is strongly linked to narrative, and its power to tell stories. In the scope of communication with the market, through storytelling, the narrative is strengthened as a strategy for humanizing the dialogue with the consumer. And, in this dialogic path, tools such as Story Maps emerge, an ally in (APO) seal of the Lisbon region. The Lisbon Registry director, Alexandra Grazioli (2021), explains that "each geographical indication tells a story of people and their traditions and communicates to the world the wealth of products that local communities have to offer". From the creation of a Story Map reference model, an analysis of the strategy's efficiency will be carried out through qualitative research. Understanding the strategic efficiency of the tool Story Maps can assertively reflect on the impact of communicational processes for communication processes that combines the strength of narrative with spatial elements, with infinite multimedia possibilities. In the present investigation, the intention is to understand how the Story Maps tool can be used in communication processes, more specifically in the process of promoting Portuguese wines that have the Appellation of Origin the promotion of designation of origin products. This paper is a fragment of a post-doctoral investigation that includes 2030 Agenda for Sustainable in some ways, as responsible consumption and products, decent work and economic growth and partnerships for the goals.

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PS43   **Textual and visual frames of right-wing populist communication: an analysis of campaign posters from Germany, Austria, and Switzerland**

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Right-wing populism is rising across liberal democracies, especially in Western Europe, where it reached its highest point during Europe's 2015 refugee crisis. Communication tactics used by right-wing populist parties are part of this alarming success, but they were rarely studied using qualitative content analysis. In this paper, we focus on communication frames of the most successful right-wing populist parties from Germany, Austria, and Switzerland – the Alternative for Germany (AfD), the Freedom Party of Austria (FPÖ), and the Swiss People's Party (SVP). We explored textual and visual frames of campaign posters created for these parties before and after the crisis to address the following questions:

RQ1: What are the differences and similarities in textual and visual frames of right-wing populist campaign posters across Germany, Austria, and Switzerland?

RQ2: How did the textual and visual frames change throughout 2010–2020, before and after Europe's refugee crisis?

Based on a literature review on right-wing populist communication, we distinguished two fundamental frames – "advocative" and "conflictive." Advocative frames accentuate either the protection of the people as a homogeneous group with joint achievements or a nation with shared traditions and religion. We refer to these dimensions as "people-centric" and "nationalist." Conflictive frames, per contra, tend to blame and discredit either the elite, often consisting of the EU and parts of the national government, or the out-groups such as immigrants and refugees. We define these dimensions as "anti-elitist" and "anti-immigrant." We incorporated these dimensions into our coding manual.

Addressing RQ1, we found that the AfD, the FPÖ, and the SVP all used compelling images that speak for themselves. When combined with text, they reached their full potential creating complete meaning that can be assigned to one of the frames. We also found combinations of conflictive text messages and advocative visuals. For instance, the FPÖ used the advocative nationalist frame for visual elements on most of its posters – appealing to patriotism and referring to the restoration of the homeland. However, the preference was given to conflictive anti-elitist and anti-immigrant frames for the textual elements.

In contrast, the SVP chose anti-immigrant framing solely for most of its visual and textual decisions. Compared to the other parties, the SVP incorporated more vibrant visual elements into its posters using dramatic red, black, and white colors while adhering to concise anti-immigrant slogans. The AfD, on the other hand, predominantly used longer anti-elitist and anti-immigrant texts in combination with visuals framed similarly.

Addressing RQ2, we found that the impact of the refugee crisis was more prominent for the communication style of the AfD. Since 2015, it switched from anti-elitist to anti-immigrant and nationalist framing. There was no such apparent change for the FPÖ and the SVP. They communicated xenophobic messages either implicitly through the nationalist frame or explicitly through the anti-immigrant frame before and after the crisis. Interestingly, in the last two years, all three parties leaned towards advocative people-centric and nationalist framing. This development suggests that they are trying to appeal to a broader range of potential supporters – a development worth further investigation.

PS44 **The association between mood-related affective social media content choices and depressive symptoms in adolescence: an investigation of media response styles as moderators.**

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The central role of social media in adolescent lives and the concern regarding the well-being of these young media users, in view of their increased vulnerability to developing depressive symptoms, has attracted much scholarly attention. While studies have examined relationships between the frequency of social media use and depressive symptoms, more recent research has attempted to bring clarity to the relationship between the quality of the media use and depressive symptoms in adolescents (Baker & Algorta, 2016). The quality of social media use has not been unambiguously defined and has served as an umbrella term for all positive or negative experiences of users with media (Vahedi & Zannella, 2021). Our study intended to investigate relationships between the quality of social media use and depressive symptoms in terms of the affective quality of social media content. Research into media as mood management has shown that individuals turn to different affective media content to regulate moods (Greenwood, 2010; Zillmann, 1988). Although the majority of media users tend to select media content congruent with their current mood, a minority selects media content incongruent with the current mood state (Greenwood, 2010). The current study examined associations between the affective quality of mood-related social media content choices and depressive symptoms among adolescents. Furthermore, previous studies have underlined the importance of considering moderators in media and well-being research (Baker & Algorta, 2016). As not all individuals react similarly to positive or negative affective states or moods (Bryant, 2003), differences may exist in responses to the affective quality of media content. As such, we examined the moderating role of media response styles in the associations between mood-related social media content choices and depressive symptoms. An on-line survey among 157 students (65.6% girls, M_{age} = 16.63) in high schools revealed that mood-related social media content choices generally did not predict the level of concurrent depressive symptoms in adolescents. Only sad social media content choices in a sad mood were predictive of greater levels of concurrent depressive symptoms in adolescents. Furthermore, this study found that only adolescents with higher levels of media-enhancing who choose happy social media content in a happy mood report lower levels of concurrent depressive symptoms. Since not all affective media content choices are equal in regard to the outcomes for adolescent well-being, we suggest future research incorporates measurements of the affective quality of selected media content.

PS45 **The datafication of podcasting**

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This paper explores how datafication shape commercial podcasting and argues that the challenge of making podcasting financially sustainable is connected to the rise of platforms such as Spotify and Podimo. On the one hand, such platforms are investing heavily in the podcast industry; on the other, they impose on it their logics of curation, commodification, and datafication (van Dijck, Poell & de Waal, 2018).

The paper draws upon theory of datafication: the process that all informational aspects of the world become data points, and that these data are captured, stored, mined, and processed (Lycett, 2013). Two different perspectives exist within datafication research: on the one hand, the critical perspective that focuses on questions of structural power and on how "big tech" colonizes the lifeworld of individuals (van Dijck, Poell & de Waal, 2018); on the other hand, the business-intelligence perspective focuses on numerical "big data" as a resource for organizational decision-making (Lycett, 2013).

While notions of datafication are ubiquitous in current media studies, the intersection of datafication and podcasting is unexplored. This is surprising as podcasting – even though it started out as a decentralized DIY-medium (Bonini 2015) – is generally considered to be a platform medium (Adler Berg 2021; Sullivan, 2019).

On this background, we ask exploratively: *How is commercial podcasting shaped by datafication?* This entails answers to these sub-research questions: *How is data perceived among different types of podcast media? What kind of data is collected? And how is data put into use?*

To answer these research questions, we focus empirically on commercial podcasting in Denmark. Here, the recent launch of a data-driven podcast platform (Podimo) provides an opportunity for investigating how different types of podcast media react under such disruptive influence. Methodologically, we are conducting semi-structured qualitative interviews with new podcast media and legacy media companies with in-house podcast divisions – and the platform of Podimo.

The paper expects to contribute with knowledge about how a relatively new but rapidly growing medium struggle with changing something formerly free into an industry with financially sustainable business models. And despite various attempts to capture user and behavioral data, both new and legacy media actors are challenged in converting any such data to a valuable resource – the exact strength of the platforms. This suggests that new media industries such as podcasting are both shaped and challenged by datafication.

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PS46   **The images of mayoral nominees in social media**

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The scope and importance of social media in the context of elections has risen as a significant factor in modern democracies. Politicians use social media as a tool to create and maintain a purposeful image. The image created through social media influences voting decisions and the public perception of politicians. Party leaders and celebrity candidates have bigger audiences and more authority in social media, but are these benefits used in their image management?

The purpose of this study is to create an overview of the images created by the ten mayoral nominees of Helsinki, Finland, during the campaigning period of municipal elections of spring 2021. The Twitter data consists of 1357 tweets, replies, and retweets, whereas the data from Instagram consists of 215 photos and videos. The study uses Marshall's (2016) VARP-analysis (with a Twitter-focused lens provided by Niemann (2019)) to divide the nominees' images into different denominators. In addition to studying the constructed images, the aim of the study is to identify the topics that evoke the most comments from other users. The social media platforms chosen for the study are Twitter and Instagram; by studying the content on two different platforms, a more comprehensive view of images can be constructed and analyzed.

Results of the study show that the mayoral nominees play to their strengths while campaigning and project images accordingly. The most popular candidates have prestige and a reputation that they can uphold with minimal agency. Twitter is prevalently used as a tool for lobbying and political work, whereas Instagram is used as a channel for actual image creation and posting about the campaigns. The nominees appear more personal on Instagram, whereas Twitter is used for more professional purposes. Posts that gather the most comments are either about controversial topics and attacks on other politicians or opinions about city politics. The nominees with messages that contain emotion-evoking themes gather the most likes and comments. Image management with a focus on these emotions boosts these messages.

PS47   **The Multilayered Object – A Guattarian Framework for Understanding Environmental Knowledge in the Digital Age**

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In *The Three Ecologies* (2000), Felix Guattari outlines the three registers (the environmental, social and subjective) which need to be reclaimed and creatively engaged in order to counter the multiple crises brought about by capitalist domination and exploitation of techno-scientific advancements. As big data continues to expand in the pursuit of primarily financial ends, digital and algorithmic turns have only continued to degrade the equilibrium within and between these three ecologies.

The challenge to communicate between these three registers is not only a question of imbalanced power relations, but also presents the challenge of recognizing how communication processes translate between the material and the social, the social and the subjective and the subjective and the material. I approach this problem by trying to

understand the grammars of communication function within and between each different strata, to explore *how* communication works rather than *what* meaning is produced.

The resulting model is a three layered object, which consists of the material, social and subjective layers. These are considered in terms of a relatively stable material grammar, a stabilised social grammar and an unstable subjective grammar. The "object" here is then no longer a unified thing or idea, but instead a common name or marker that allows us to traverse the different grammatical logics of the object in question within all three registers.

I am using this framework combined with a cartographic approach to try to understand how artists, researchers and activists, who are always looking for new possibilities in understanding the world, use the new affordances of digital technologies to develop and explore new ways of navigating and producing environmental knowledge.

I will present some examples of how these groups develop and negotiate their environmental knowledge with the help of the affordances of digital media tools, which allow them to expand their worldbuilding processes beyond the cognitive confines of the body, yet also challenge the grammars of simplification and instrumentalisation of objects promoted by cognitive capitalism.

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PS50   Theoretically speaking: What means to belong?

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Since the hybrid work has widely become a new normal, how to support employees' sense of community has been a very current question. However, communication scholars have pondered this question over the years. How we join and attach into different communities, has been studied by applying many different terms. As concepts focus our observations and, moreover, construct the social reality, it is also a vital importance to understand the concepts as such. The aim of this theoretical study is to examine how different concepts of joining and attaching are related to each other.

We conducted a concept analysis to understand the limits and possibilities of the concepts. First, we started with choosing the concepts. Second, we read upon earlier communication research and did systematic observation of different concepts used. The concepts that fulfill the criterion that the communication had a role in joining or attaching was considered for further observation. We ended up with seven concepts: organizational socialization, organizational assimilation, organizational identification, membership, membership negotiation, sense of community, and belonging. Third, we analyzed each concept with the criteria of temporal occurrence, the dynamic role of communication, theoretical tradition, and the object of the attachment: organization, groups, relationships, or profession. Then we analyzed the epistemological background of the concepts, and finally we made comparison between the concepts.

The findings show that in the concepts, agency is defined differently, and it can be organizational, individual or group-centered. For example, a sense of community is individually oriented when socialization and organizational identification have an organizational orientation. Also temporality is shown in a different way in these concepts. For example, organizational assimilation and socialization focus on the entry phase. On the other hand, membership, organizational identification, and a sense of community has a wider temporal dimension. Moreover, the dynamic role of communication varies. For instance, in definitions of membership negotiation, organizational identification and belonging the dynamic nature of communication is explicitly stated.

The chosen concept always has an impact on the kind of research and therefore to the social realities researchers produce. This theoretical paper contributes to communication studies by offering insights of the divergence between concepts of joining and attaching into the organizations, groups, or relationships. In the presentation we will discuss, how the concept changes the picture of joining and attachment in communities and what limitations they may bring.

PS53 **Turkish Women Using Instagram for Body Positivity: A Qualitative Analysis**

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Background

The importance of appearance has been reinforced by Instagram culture, which emphasizes aesthetic and stylised visuals (Barbato & Tigemann, 2018). A decade ago, the Body Positivity Movement surfaced on Instagram "aiming to resist the unrealistic expectations and non-representative portrayals of women" (Sastre, 2014).

Turkey is a complex country due to its rich cultural tapestry, secular/Western and religious/Eastern lifestyles and varied societal roles and perceptions of women. Due to these different mindsets, this study plays a vital role for understanding the current state of the Body Positivity Movement in Turkey. Exploring this very Western social movement towards more realistic representations, self-representations and expectations of women in the cultural context of Turkey will highlight intriguing cultural differences and similarities towards issues of body image and societal roles for women.

Methodology

This investigation is based on the views of Turkish women who post about body positivity on Instagram. Semi-structured interviews were conducted with 15 such participants who have more than 2,000 followers. The participants were anonymised due to reputational damage and possible safety concerns.

Findings

Thematic analysis of the interviews showed that all participants discussed how Turkish culture is important for their body image. Almost every participant used this phrase "El âlem ne der" meaning "what does people say". The phrase reflects social pressure in Turkish culture. It is only four words, but it means much more. It is a big concern in Turkish culture which affects women's life, especially their mindset about their bodies. The extended explanation of this phase is "what do people (family, relatives, friends and, people other than friends and/or relatives) think about us, our behaviour, our condition, success, or failures".

The most dominant topic was weight stigma. All participants cited at least one bad experience with this issue. The following quote shows an important example: "I posted a photo in 2018 at the beach. I was sitting on the sand and the photo was taken behind me. After I posted this photo, I got a direct message from a woman, and the content was 'Aren't you ashamed to put this photo on your ass that big?'". (Participant 2, 7000+ followers)

According to the participants, the reason for this issue is that the Body Positivity Movement is not strong enough in Turkey. Individual efforts in social media are insufficient to contribute to a socio-cultural transformation. Participant 10 (3000+ followers) said: "No matter how a woman loves herself, accept herself, there is the fact that this society is violent towards her and that is why she constantly protect herself".

Some participants thought that the socio-cultural transformation will begin from the individual level. Participant 7 (40000+ followers) said: "There is still a long way to go, but the increasing the number of these posts on social media will also transform the society. The rise of the number of posts on this subject in the last few years is promising".

The future will show how this personal-vs-societal dynamic plays out towards body image and women in this complex cultural environment.

PS54 **Using a virtual reality application for learning science**

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The use of Virtual Reality (VR) in educational contexts is a controversial topic: While some praise the technology for its innovative usability and the seemingly unlimited possibilities it offers (e.g. in terms of visualizing complex or abstract matters; Slater, 2017), others raise concerns that VR is not suitable for day-to-day learning situations and that the increased cognitive load during VR-lessons could inhibit knowledge acquisition (Parong & Mayer, 2018). However, even though using VR-content might not under all circumstances be the most effective way of learning, there is evidence that it can enhance interest and motivation (Parong & Mayer, 2018). Since interest is a key contributor to students' learning success, a great potential of VR-lessons can be seen in their ability to stimulate fascination for complicated and difficult learning contents (Parong & Mayer, 2018; Schiefele, 2009).

Against this background, the present study investigates whether science lessons taught in highly immersive environments increase knowledge acquisition and interest in complex subject areas. The study was conducted using the

learning application 'MEL Science', teaching students about molecular biology. We used a simple and convenient hardware setup (smartphone-based VR-headset), which could easily be implemented at schools.

The effectiveness of VR-based learning methods was compared to traditional learning methods in an experimental study (N = 74; mostly university students). In a first step, the participants' baseline knowledge of molecular biology was assessed using an online questionnaire. One week later, the participants were invited to the lab and were randomly assigned to one of three experimental conditions. They were taught two short lessons about molecules and molecular structures. Group 1 used the VR-version of 'MEL Science', group 2 used the flat-screen tablet version of the learning app, and group 3 used a paper version featuring the same content (based on screenshots and a transcript of the lessons). After completion of the lessons, the participants filled in a post-questionnaire that measured changes in knowledge and included some additional variables of relevance, such as learning motivation, interest in the lessons, cognitive load, enjoyment, spatial presence, and simulator sickness.

Preliminary analyses revealed that participants exposed to the VR learning application reported higher enjoyment and more interest in molecular biology. Against expectations, participants in the VR-Condition did not experience higher cognitive load. There was no significant difference in learning motivation or knowledge acquisition between the three groups. These results confirm our assumption that VR-technology can stimulate students' interest in complex learning material. Further, worries that VR-based learning might be less effective and could lead to cognitive overload were not confirmed.

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PS55   **Ways to study creativity in media industries**

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This contains parts of my upcoming book, which discusses theories and methods for researching creativity in media industries.

Many other works within media studies discuss creative industries or creative work but are often unaware of the insights from the actual field of creativity research and especially from psychology and design. In media industry studies, we often use the word "creative" to describe the so-called "creative industries" with their potentially precarious working conditions (e.g. Banks 2007, 2017; Hesmondhalgh & Baker 2011; McRobbie 2002, 2016). However, these contributions rarely focus on what creativity is or how to define it. At times, they use an *everyday definition* or a *romantic understanding* of the concept as someone influenced by a positive (and somewhat mysterious) force.

In order to clear up this confusion, the book's first major contribution is a theoretical framework called *the five traditions of creativity research.* The five traditions that I will describe in my full paper are 1) *the individualist tradition,* 2) *the sociocultural tradition,* 3) *the pragmatic tradition,* 4) *the artistic tradition* and 5) *the social constructivist tradition.*

This book is for scholars and students interested researching creativity *specifically in media industries,* since this area contains only a few contributions (McIntyre 2012; Redvall 2010). Furthermore, these contributions have not discussed in detail the methodological challenges that come with using this tricky concept. Research from psychology, design and arts can help to debate the concept but major disagreements about e.g. autonomy in media production remain. The methodological section discusses production studies as a method and how to design and carry out such a study by providing examples of methodological dilemmas from my fieldwork and experiences with media industries.

The book's final contribution is a theoretical hypothesis about what the production logic/tempo in various kinds of media production can mean for their professional understanding of creative processes. We can characterise the first group of media as *the long forms of production* in media industries, which includes video games, film and certain television genres that all can have long and continuous production processes. These domains have restricted accessibility, high starting costs, expensive equipment and high skill requirements, which means that they potentially innovate and change at a slower pace. The second group contains *the short forms of production* in media industries, which includes news journalism and many radio and podcast genres. These domains are more accessible, have medium-to-low starting costs, cheaper equipment and medium-to-low skill requirements. My hypothesis' implicitly assumes that media forms within the same group probably share similar ways of understanding creativity because the pace and duration of their production processes are rather similar. In between these two

groups, we have industries like music, advertising and social media with varying durations, and placing all media forms in groups is notoriously tricky to do neatly (e.g. Miège 1989).

By discussing assumptions and hypotheses about creativity, this book seeks to bridge the gap between media industry studies and creativity research and thereby create a dialogue about a phenomenon with a multitude of explanations.

PS56　What happened to civility? From civic culture to mediated public discourse

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In a relatively short time there has been a break in the relation between media and political culture. In the European context a rapid shift from the heyday of monopoly public service media to contemporary hybrid media systems, have shifted from a public culture in which relatively few people had the opportunity to express their views and engage in public discussion and debate to a proliferation of opportunities for mediated participation across multiple platforms and contexts. The mediation of public life, initiated by digital media and hybrid media systems, has been transformed from a relatively organized affair to a situation where access is more open, but to a disorganized space of expression, opinion, argument, conflict, and accusation. From limited voices to a cacophony of multiple voices, from restricted sites of public address to multiple sites of expression, from consensus to contestation, from deference to disputation and attack. How are we to make sense of this transformation in mediated public discourse and how can we evaluate its potential and its problems? How does it challenge normative theories of media and political culture and of the public purposes media? In particular, how are these shifts in public discourse affecting the role of linear media as part of an increasingly hybrid media system when it is no longer the main source and traditional concepts of the public interest are under strain? In this paper these themes are examined through an analysis of the BBC programme *The Big Questions* in which members of the audience participate in discussions of critical, potentially unresolvable questions of social and cultural life in contemporary society. Contrasts are drawn with modes of audience participation and public debate through public service media in pre-digital times and with implications for theories of the public sphere, agonistic politics and the civl sphere in contrast to the role of traditional public service media in civic culture.

PS57　When fictional characters run for office: Election trolling in Croatia and Serbia

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Humor is extensively present in politics in different forms as a tool of making fun of political reality, learning about politics, attracting voters, etc. (e.g., Ryabinska, 2020; Young, 2017). In this research, we examine what we recognize as an unstudied aspect of humor in political communication: fictional political candidates.

Fictional political candidates parody political reality by assuming alternative identities to run in elections. Their goal is normally to criticize political processes and troll elections. They commonly acquire strong anti-establishment position and run highly performative campaigns, which then ensures extensive media coverage.

We recognize these political actors as a specific type of celebrity populist politicians (Grbeša & Šalaj, 2021) who combine elements of celebrity politics (Street, 2004; Wheeler, 2013) with populist messages (e.g., Hawkins et al, 2019; Moffit, 2016).

In the analytical part of the paper, we examine two distinguished cases from Croatia, Dario Juričan aka 'Milan Bandić' and Enio Meštrović aka 'Ričard', and a case from Serbia, Luka Maksimović aka 'Ljubiša Preletačević – Beli'. They all used elections to spoof establishment politics, which not only gave them large visibility but in the cases of 'Ričard' and 'Preletačević – Beli', led to the relevant electoral result.

Dario Juričan is a Croatian film director and political activist. He ran for president in the 2019–2020 presidential election as 'Milan Bandić'. Milan Bandić was the actual name of the mayor of Zagreb, a sturdy establishment politician, accused of corruption, who governed Zagreb for 18 years until his death in 2021.

Enio Meštrović is a local entertainer and political activist. In the 2020 local election, he ran for the mayor of Zadar, assuming the identity of his alter-ego 'Ričard', a rough and vulgar redneck. He finished the race third, while his list won 7 seats in the city council, which gave them a blackmail potential in the council.

Luka Maksimović ran in the 2016 municipal election in Serbia as a leader of a satirical political party "Sarmu probo nisi" (You haven't tasted sarma). His list won 12 seats in the Mladenovac municipality. He then ran for president in

the 2017 presidential election as a made-up character 'Ljubiša Preletačević – Beli' and finished the race third, with 9.44% of votes.

The paper uses content analysis to examine media coverage of selected candidates as well as their Facebook communication to determine a) how Juričan, Meštrović, and Maksimović used fictional identities to address real political issues; b) how they blended humor, celebrity cues and populist messages into a specific type of celebrity populism and c) and how their alternative political personae were covered by the media.

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PS1 - POSTER SESSION

PS58   **When Participating Audiences Reshape the Periphery: Sicily's 1 Euro House Projects and the Impact of Media Messages**

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Depopulation, demographic imbalances, structural underdevelopment and a decaying sense of community are problems that many peripheric regions in Europe are confronted with. Sicily started to address this problem with the pioneering "1 Euro house" project which is based on a very simple premise: buy a house in one of the Sicilian villages for 1 Euro and become part of the local community. Front-loaded by extensive international media coverage, that portrayed the initiative as the ultimate dream for people around the world to change their lives, many Sicilian municipalities started to put property on wholesale.

The Sicilian "Casa a 1 Euro" phenomena is an ongoing process that merits analysis on several levels. From an audience study point of view the question of media sense making, appropriation and effects are enhanced to the maximum level of audience participation: the foreigners who decide to move to Sicily literally change their lives.

What kind of new life narratives and micronarratives (see Bruner, 1987) and what kind of narrative identities (see Ricoeur, 1984) are created in these new communities? In terms of impact the question of societal impact in the context of audience studies is reformulated in a fundamental way: can the audience's participation in the process of the possible creation of "1 Euro citizens" lead to a new social cohesion in peripheric regions and how can research contribute to this process?

Through a narratological perspective and the understanding that participation is fundamentally intertwined with the concept of power and representation (see Carpentier, 2016) our study explores the shift from exposure and engagement to, ultimately, involvement (see Corner, 2011) as a way to create empowered communities and therefore also spaces of possibility. In this new understanding impact can be measured in direct engagement and participation in local communities.

Methodologically, through in-depth interviews with municipalities' mayors and foreigners residing in Sicily (summing up to more than twenty hours of interviews) we have examined the interrelation between media texts and audiences, hence, we have explored how media stories can create life stories and what shortcomings and unexpected spill-over effects narratives can have in reshaping realities in the periphery. The Sicilian 1 Euro house projects can thus be studied as cases for applied participatory storytelling. At the core of our examination is the question: Is the Sicilian 1 Euro house project and the media coverage of it an example of effective storytelling that, interpreted and appropriated by global audiences, has the potential to become a template of narrative reshaping with the prospect to have a positive impact on other peripheric regions?

Despite the novelty of the Sicilian initiative where long time effects cannot yet to de observed, our findings suggest that the audience's interpretation and appropriation of the mediated message, not only is directly linked a form of ultimate participation, but even that new communities are beginning to be shaped and they are potentially leading to new forms of hybrid cultures and social interactions.

PS59 **Whose agendas more effective? Relationship between types of opinion leaders on social media and the stock market during COVID-19 infodemic**

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Introduction

Since the spread of the COVID-19 was defined as a pandemic by the World Health Organisation (WHO), it has changed the way people live (WHO, 2020). Besides the exponential spread of the Coronavirus, the exponential growth of information about COVID-19 on social media has lead to increased anxiety among people. The WHO is therefore calling for research on how to control the communication of infodemic on social media.

But the public agendas about COVID-19 are complex and challenging to investigate quantitatively and its relation to the economy and the financial markets. To understand the relation between the infodemic on social media and the stock markets, we draw on the theory of the *Effective Market Hypothesis* (EMH) in Finance, which assumes that all information in the market is immediately incorporated into the stock market (Fama, 2021). Fluctuations in the stock market are a manifestation of changing public agendas. Previous research has provided evidence of an interaction between the media and the stock market (Strycharz et al., 2018) where the media agendas influence stock market indices (Strauß, 2019).

Methods

Vector Autoregressive (VAR) model is used to find the relationship between COVID-19 tweets (n = 302,806) from different types of opinion leaders in Twitter and stock indices (DJI, S&P 500, Nasdaq), where the mediating relationship represented the type of agenda (*political, media, organizational, vaccine manufacturers, public health*) and the public agenda interaction.

Main findings

We found that the agendas of political actors influenced elite public agendas across multiple dimensions (attention, neutral sentiment, and negative sentiment). Information pandemics arise not only because media warnings do not work, but also because public health agendas do not effectively diffuse into public agendas.

As a result, the components of agenda setting have become more diverse. The media is a fundamental element of the public agenda but is no longer the whole factor in the age of social media due to the combined contribution of various agendas to the public agenda.

Conclusion

Different agendas have different impacts on the public agenda, and the current public agenda comprises multiple group agendas. This study differentiates between general and elite agendas, expanding the approach of agenda-setting theory, by demonstrating that not all agendas are the same.

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PS60 **Use and trust in information sources regarding COVID-19, emotional reactions, risk perceptions and compliance to measures.**

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Perceptions of risk and uncertainty precede information seeking and use (Huang & Yang, 2020). Empirical evidence also suggest that use of scientific sources significantly affect perceived personal risk. Specifically, higher trust in scientific sources is associated with increased risk perceptions whereas trust in social media is associated with decreased perceived risk (Entradas, 2021). Emotional reactions are also important in predicting risk perceptions. The

aim of the present study was to investigate the effect of the use of different information sources (frequency and trust in formal, informal and scientific sources), emotional reactions (fear of infection and anxiety), and agreement with prevention measures on COVID-19 on risk perceptions and vulnerability of getting infected.

Using data from an online survey collected during the first phase of the pandemic, where 325 Greek Adults (M = 41.58 ± 11.28 years) participated, we found that trust in scientific sources of information, use of formal and scientific sources for accessing knowledge about COVID-19 were related with vulnerability. Trust in and use of formal sources to gather information about COVID-19, older age were related with perceived risk of infection with COVID-19. Fear of infection, general anxiety about COVID-19 and agreement with prevention measures were related positively with risk perceptions of COVID-19 and vulnerability of getting infected with COVID-19. Linear regressions showed also that (a) fear of infection with COVID-19 predict perceived personal risk and vulnerability of getting infected with COVID-19 (b) age and general anxiety predict perceived personal risk (c) using formal sources of information, trust in scientific sources predicted perceived vulnerability of getting infected.

Further research is needed to identify if trust in scientific sources and use of scientific and formal sources operate as intermediate factors among perceived personal risk, vulnerability and agreement with prevention measures. Policy makers should increase trust in scientific and formal sources and carefully consider the quality of information disseminated through private sources and social networks.

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PS61   **A media-place approach to resilience**

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The concept of resilience has been criticized for failing to take account of politics and power relations, and overlooking conflicts over resources (Brown, 2014). As a response to this critique, this conceptual article proposes a media-place approach to analyse resilience in tourism places. Media and communication studies have had scattered contributions to resilience studies (Houston et al., 2015). Resilience in tourism studies mainly depart from a socio-ecological system-theory approach, that develops knowledge in relation to specific tourism contexts (Berbés-Blázquez & Scott, 2017). This paper showcases how media studies, and particularly mediatization (Couldry, 2008) and geography of communication (Couldry & McCarthy, 2004; Jansson & Falkheimer, 2006), can present a novel approach to resilience in tourism places by highlighting relationships, tensions and contradictions constituted in media and place.

The approach is illustrated with an analysis of 12 interviews with relevant stakeholders (DMO representatives and managers of nature reserves and tourist attractions) and 157 online news media texts concerning changes in tourism flows during the Covid-19 pandemic in the urban and rural parts of the region of Scania, Sweden.

The analysis shows several narratives of tensions between urban and rural places. The dominant narrative of urban places is that they are unsafe to visit as they are inhabited by a great number of residents and visited by many tourists, even though urban public places have been largely empty during the pandemic. In contrast, rural places are portrayed as safe places although they are overcrowded with people and cars. The suggested media-place approach visualises changes, dependencies and tensions between mediatization of tourism places and the conceptualisation of resilience of tourism places. The media-place approach not only opens up for an analysis of conflicting conceptions of places, but also how these are entangled in media narratives, and conceptualised in relation to other places. In consequence, the media-place approach offers both an identification of changes of processes of resilience in places and their interdepencies, and in consequence an early opportunity to address these processes.

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PS62 **The long-term social effects of fake news: between information disorder and knowledge disorder**

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The paper aims to propose a reflection on the relationship between *information disorder* and *knowledge disorder* from an ecological perspective, considering the evolution of the current media landscape (Livingstone, Lunt 2014; Carpentier, Jenkins 2022), and the emerging of significant phenomena such as the so-called fake news. To this purpose, the paper presents the results of a research focused on the social effects of fake news, carried out at the Communication and Social Research Department of Sapienza University of Rome. These results appear to be consistent with the hypothesis that potential knowledge disorder is not only the result of information disorder but also a driving factor behind its spread and permanence.

By now, the critical reflection related to the proliferation of informative contents within the different media environments is broad and institutionalized (i.e. Lovink 2012; Giaccardi, Jurgenson 2017; Tandoc et al. 2018; Fuchs 2021). The relentless information overload – a starting point for the evolution of concepts such as post-truth and fake news (Allcott, Gentzkow 2017; Gili, Maddalena 2018; McNair 2018; Ciofalo, Ugolini 2018; Ciofalo et al. 2019; Zimdars, McLeod 2020) – makes unavoidable the reference to the notion of "information disorder" (Wardle, Derakhshan 2017), even more so in light of the further amplification due to the processes of platformization, the dynamics of datafication and the biases of media automation (Van Dijck et al. 2018; Zuboff 2019; Andrejevic 2020).

In order to go beyond the idealised (and abstract) view based on the progression *from data to information to knowledge* (Frické 2009) within our mediatized reality (Couldry, Hepp 2018) it is imperative to connect these dimensions between them (Roets 2017; Moravec 2018; Lee et al. 2020), consequently opting for an ecological approach: both because the logic of dataism has gone beyond the technological sphere, where digital algorithms determined its establishment, and has influenced individual values and practices and, above all, cultural and social visions, owing to a (supposedly irreversible) centrality (Schrøder 2019); and because the reference to media ecology no longer coincides only with the conceptualization of media as environments, but increasingly with the need for their preservation and care (Colombo 2020).

In light of this theoretical frame, the paper presents the results of an empirical research carried out within the three-year research project "The Social Effects of Fake News" through about three hundred interviews to a representative sample of Italian population. The aim is to highlight the dynamics of mutual influence emerging over time between the areas of information and knowledge with respect to information disorder. More specifically, starting from the analysis of the collected data in relation to the cognitive and perceptive dimension of the users, we identified a number of logics and practices, cross-cutting different groups, which can be related to specific models of research/reception/use of informative contents (i.e. ideological, hypocondriac, ecfrastic), and which appear meaningfully in line with the roots of communication credibility (Gili 2005). As stated, this appears to be consistent with the hypothesis that potential knowledge disorder could be a driving factor behind the spread of information disorder.

PS63 **Being in Place: Communicating the Scales of Waste to Challenge the Scalability of Impact**

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How can we embrace the concept of impact in a project that is inherently nonscalable? This article proposes to rethink impact through the double gesture of analyzing and connecting the environmental impacts of waste to the community impacts of environmental communication. Using locative and slow media, place-based methodologies, and embodied pedagogy, we interrogate the necessity of having scalable impact by exploring the multiple and often contradictory scales of waste, whether they be temporal, spatial, social, political, or economic. Numbers, data visualizations, and models of pollution thresholds often render the ubiquity and elusiveness of toxicity placeless, in a way that prevents us from experiencing from our embodied and sensory perspective. As environmental communicators working within decolonial methodologies emphasizing relationships with Land (Liboiron 2021), we seek to challenge the sitelessness of media (and mediations) by asking what might happen if *place* were to become the primary protagonist of research, production, and outreach. Our ongoing project, *Communicating the Scales of Waste*, grew out of the educational media project *WasteScapes*, a locative media app and a series of hosted tours throughout the city of Montreal developed by Elizabeth Miller and MJ Thompson. While the goal of the project was

originally to spark dialogue and problem-solving around the issue of waste in Canada (Hird 2021), it has evolved into a reflection on the nonscalable nature of the impact we value and care about.

Rather than following the principle of "scaling up" that requires impacts to be replicated and expanded into universal and precise sets of unchanging models, we argue instead for the necessity of having nonscalable, evolving relationships with waste, following its own evolving nature. (Tsing 2012) We believe that communicating the multiple and elusive scales of waste has the potential to rethink impact from the vantage point of simultaneous, incommensurable, and irreconcilable perspectives that might not easily be replicated. However, place-based media still face the challenging question of outreach and audience engagement in its ability to respond and connect with the slower temporalities of waste–what Rob Nixon calls "slow violence." (Nixon 2013) While media projects are often evaluated by the numbers of screenings, audiences, festivals, or visited classrooms, we will explore the potential of "slow media," dwelling in multidimensional spaces and temporalities, and prioritizing small groups experimentations over fixed narratives and large audiences. How might we employ a slower media experience to cultivate collective accountability and care? And how might this experience illuminate ever-changing visible and invisible forms of waste? Scheduled for the summer of 2022, these visits will allow us to further explore these questions and prompt us to provide qualitative and experiential examples of this proposed framework to rethink impact.

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PS1 - POSTER SESSION

PS64   Promoting and impacting young people's perceptions of citizenship through media creation in the classroom. Lessons learned from an action research project in Portugal

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In today's world, critical thinking, media literacy, digital and creative competencies are essential for young people to thrive. If we consider the younger generation, Generation Z, born between 1997 and 2022, it becomes clear that its members are the most exposed to the contents disseminated on the Internet (Pérez-Escoda, Pedrero-Esteban, Rubio-Romero, & Jiménez-Narros, 2021) and the ones that make the most use of mobile digital media to develop and maintain connections, to express themselves and actively engage in social causes (Bennett, Maton, & Kervin, 2008; Jenkins, Shresthova, Gamber-Thompson, Kliger-Vilnchick, & Zimmerman, 2016; Seemiller & Grace, 2019). Several studies also highlight that this generation also learns in informal spaces, valuing learning by doing and the constant presence of media in their lives (Pérez-Escoda et al., 2016; Barnes & Noble College, 2015). School is thus challenged to explore new practices and to value the knowledge that children and young people acquire with and through the media. Although media literacy has been gradually promoted on the school ground, several investigations have highlighted a mismatch between theory and practice – curriculum proposals deviate from the goals of media education (Pessôa, 2017; Soares, 2011; Opperti, 2009). Taking as a starting point the pedagogical potential of the convergence culture (Jenkins, 2006), digital narratives (Junior et al, 2011; Hofer & Swan, 2006) and the importance critical and creative competencies have in the 21st-century citizen profile (d'Oliveira Martins, 2017; Partnership for 21st Century, 2017), we present partial results of a Ph.D. research that analyzed the potential and tested the integration of media production activities within the secondary school curricula. This action research was conducted in two secondary schools located in the districts of O' Porto and Aveiro (Portugal) during the 2018/2019 school year, involving about 190 students aged between 15 and 18 years old. Collaboratively, media creation activities were designed together with the teachers of four subjects – Portuguese (mother tongue), English, Spanish, and Citizenship.The results of the content analysis of the narratives and the field notes referring to the participant observation point out that a) although there are no clear proposals, curricula are open to designing digital creation activities focused on citizenship; b) creating digital narratives in formal educational settings acts as a lever to promote discussions around citizenship issues and the expression of the students; c) by reflecting on their own experience and their perspectives as citizens, young people actively engage in creation dynamics and explore other languages different from the ones they use daily; d) teachers appreciate the opportunity to explore new tools and subjects but feel there is not enough time and space to do it frequently.

PS65 **Reclaiming "utopia": confluences among idealistic and pragmatic approaches on vegan strategic communication and political consumerism**

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The current western food system represents a threat to the planet and the various human and other animal communities that inhabit it, with animal-based foods being the most problematic. Animal-based food exerts the most significant ecological pressure on the planet (Steinfeld, 2006) and inflicts enormous and unjustified suffering by systematically exploiting and killing non-human animals. A diet free of animal products, or vegan, has been postulated as an alternative solution to the current food system.

In this context, one of the most critical questions that vegan advocates face is about the best strategic communication choice. Specifically, about choosing between pragmatic or idealistic arguments in their communicational approach. Some defend pragmatic strategies that engage more people but are less challenging to the root problem. In contrast, others promote radical and ideological tactics that are less likely adopted but aim at structural solutions.

A controversial affair between these positions has been the viability of the vegan movement inside capitalism. Idealist approaches (i.e. Best, 2014) have defended that ethical consumption is impossible under capitalism, whereas others defend the feasibility of political consumerism by understanding the market as an arena for politics (i.e. Micheletti, 2003). As an epitome of the latter, Plant-based Alternative Foods (PAF) –vegan products that seek to imitate the taste and texture of animal products– have emerged intending to spread veganism on the back of capitalism.

This paper presents a meeting point between the two irreconcilable perspectives by suggesting framing PAF brands' strategic communication through the lens of utopia. The term "utopian" has been used to ridicule, infantilise or undermine social movements and their goals. Nevertheless, according to Bossy's (2014) definition, utopian discourses include 1) a rejection of the existing society and 2) a clear conception of what another world might look like, or at least an idea that another society is possible and desirable.

I argue this paper provides an innovative approach since it takes a critical perspective on strategic communication for businesses reclaiming the word utopia by stripping away its deriding connotations and using it as an emancipatory term for strategic communication. As a result, this paper fosters a conceptual frame where even vegan anti-capitalists and PAF businesses can work together towards its common goal or shared part of their discursive utopias: ending speciesism.

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PS66 **Compassion and interspecies ethics: A theory of knowledge on the ways social communication conditions human's perception about the suffering of other animals**

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Compassion is contentious. For about twenty-five hundred years, it has found both defenders and opponents. While the former have considered it an essential ingredient of the ethical life, the latter have denounced it as irrational and a lousy guide to action. These opponents have strongly influenced the rhetoric of contemporary debates in Western societies since ancient Greece. Contrasts between emotion and reason have been recurrent in public life since then. However, some modern defenders of compassion have made solid and rational claims in favour of it. Martha Nussbaum, for instance, has made a compelling argument against the common understanding of compassion as an irrational emotion. Nussbaum (2008) argues that emotions are highly discriminating responses to value and importance and are, therefore, suffused with intelligence and discernment. This paper departs from a similar affirmative view of compassion, not as an irrational emotion but rather a moral one, a prosocial behaviour, a response to the suffering of others, and a willingness to alleviate it. In Nussbaum's words, compassion is a *moral*

compass that, we argue, should be cultivated, not blocked by media and communication.. We also align with an increasing number of ethicists, including Nussbaum, who claim that such cultivation must be conducted with an interspecies gaze: i.e., incorporating individuals from other species into our circle of compassion. Although widely shared and on the rise, this latter agreement is, however, time and again contravened by communication practices.

In this paper, we will scrutinize the discursive, psychological and institutional ways in which knowledge about the suffering of other animals is conditioned by both informative and persuasive communication, shaping in turn the development of compassion towards it. To this end, we will first define compassion not only from a philosophical perspective but also from social psychology and discourse-building approaches useful for an interspecies communication ethics. Secondly, we will systematize the ways compassion towards individuals of other species may be obstructed through social communication –mainly journalism, advertising and public relations– by means of how knowledge on their suffering is constructed. Finally, we will contribute with a reflection aimed at providing epistemological orientations to counteract and prevent both informative and persuasive communication from undermining compassion towards any sentient being regardless of species.

So far, literature within the fields of critical animal studies and human-animal studies has provided empirical evidence of the speciesist representation of other animals by media (i.e., representation not taking other animal interests into moral consideration). However, a theory of knowledge of how interspecies compassion is built through mediated communication is still missing. This paper attempts to provide one.

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